

Contingency Communications Plan

Objective

The purpose of this document is to establish a contingency communications plan with clear tactics, messaging and owners in the event there are technical issues or emergency circumstances (minor or major) that negatively impact the livestream or hybrid event. This document is for those listed below as key contingency points of contact only.

Key Contingency Points Of Contact

NAME	ROLE	EMAIL	PHONE
Event Planner/Key Event Contact			
Hotel Lead & Support			
IT/Agency Lead & Support			
Satellite Locations Lead & Support			
Point of Contact for Executives/ Speakers			

TECHNOLOGY WAR ROOM & REGIONAL SUPPORT OVERVIEW

Consider creating a “war room” for all IT contacts to dial into for real-time updates and/or troubleshooting during rehearsals, technology setup and the live event. This helps limit questions and confusion by creating a single repository and voice of truth for all topics related to IT support.

Dial-in: _____

Meeting number (access code): _____

Meeting password: _____

SCENARIO 1—MINOR

The following are examples of “minor” issues you may experience during your livestream or hybrid event and the actions recommended to mitigate each scenario mentioned.

- A.** Delayed start in broadcast that does not exceed 5 minutes.
- B.** Lag in audio and visuals during broadcast that does not exceed 5 minutes and/or does not occur more than 3 times during the livestream.
- C.** Streaming site cannot support the broadcast and crashes.

A. Delayed Start Time

- 4. Trigger:** [On-site lead] sends email to contingency POCs with explanation of delay and the new start time.
- 5.** IT/Agency support team updates broadcast with holding slide.
- 6.** [Communication lead] updates streaming site with disclaimer.
- 7.** Contingency POCs listed above communicate plan/updated ETA with key and executive stakeholders at location.
- 8.** Stakeholders (or POCs) to communicate with audience on delay and new start time.

B. Video Lag (Watch Party Experience)

- 1. Trigger:** Satellite locations and watch party events contacts send email to all contingency POCs flagging the lag in viewing experience.
- 2.** IT/Agency support team troubleshoot and determine issue and timing of solution.

If problem can be resolved within five minutes, then...

- 3.** POCs to communicate with stakeholder(s) on plan to refresh page and replay the livestream from beginning.
- 4.** Stakeholders (or POCs) to communicate with audience on delay and replay livestream from beginning.

If problem cannot be resolved within five minutes, then see “Scenario 2—Major: B. Persistent Video Lag”

C. Streaming Site Crashes

- 1. Trigger:** Satellite locations and watch party events contacts send email to all contingency POCs flagging the lag in viewing experience.
- 2.** [On-site lead] sends email to contingency POCs with secondary URL and brief of issue.
- 3.** Satellite locations and watch party events contacts open link and restart viewing experience.
- 4.** [Communication lead] updates the auto reply message for the event email inbox with new link.
- 5.** [Communication lead] to send email to watch party list with new URL.

SCENARIO 2—MAJOR

- A.** Network does not support the livestream and the broadcast either crashes or cannot be streamed live successfully.
- B.** Delayed start and lag in audio/video exceeds recommended time limits and creates poor viewing experience.

A. Livestream Cannot Play Successfully

- 1. Trigger:** [On-site lead] sends email to alert all contingency POCs about issue.
- 2.** IT/Agency to troubleshoot behind the scenes.
- 3.** IT/Agency to update broadcast with holding slide.
- 4.** Continue to film the event without streaming and prepare for “playback” viewing experience only.
- 5.** POCs to communicate with location stakeholders about issue.
- 6.** Stakeholders (or POCs) to communicate with audience that broadcast has been delayed indefinitely.
- 7.** Satellite locations to film a recorded segment to be edited into the final broadcast.
- 8.** IT/Agency to deliver playback file to POCs.
- 9.** [Communication lead] to send note with draft message for all attendees to POCs for executive sign off.
- 10.** Pending approval, [communication lead] to send email to all attendees with playback link (if available) through event email inbox.
- 11.** [Communication lead] to push update to streaming site with new information.
- 12.** [Communication lead] to update the streaming site with playback link (as soon as available).

B. Persistent Video Lag (Watch Party Experience)

If a lag in the livestream persists for more than five minutes, then...

- 1. Trigger:** Satellite locations and watch parties contacts send email to all contingency POCs flagging the poor video quality and experience and need to cancel individual watch events.
- 2.** IT/Agency to troubleshoot behind the scenes.
- 3.** Continue to film the event, prepare for “playback” viewing experience.
- 4.** POCs to communicate with location stakeholders about issue.
- 5.** Stakeholders (or POCs) to communicate with audience that broadcast has been delayed indefinitely and replay link will be sent immediately.
- 6.** IT/Agency to deliver playback file to POCs.
- 7.** POCs to email impacted watch party list with video playback for individual viewing.

Livestream Viewing Tips

[Work through the below livestream viewing tips with your event team—provide examples and explanations to include when you send your invitation to virtual attendees.]

- **Use [insert best streaming browser for your event]:**
Include the link to the livestream, as well as an alternative, should an attendee not have the suggested internet browser.
- **Join a watch party:**
Insert watch party details, where to find your nearest watch party, etc.
- **Start early:**
Livestream best practice for virtual attendees. Encourage your audience to join early to help mitigate technical issues and answer questions before the livestream broadcast begins.
- **Backup plans:**
Provide the solutions detailed in the major and minor contingency plans so your audience knows what to expect should the livestream delay, crash, etc.
- **Pause or lag:**
If there is a pause or a lag in the livestream, refresh browser or exit event and re-join. Consider adding this note to the lower-third of your viewing screen.

Appendix

Issues that will NOT require communications

Work through the below potential situations with your event team—though they will not require action from the communication team, establishing contingency plans for any/all livestream or hybrid event disruptions are pivotal.

■ TECHNOLOGY

- » Transmission/internet fails
- » Camera fails (audio intact)
- » Remote feed fails
- » Switcher fails
- » Teleprompter fails

■ TALENT

- » Speaker is unavailable
 - Develop a plan with event stakeholders should any speaker be unavailable for the livestream
- » Remote talent is unavailable
- » Speaker goes off teleprompter script
- » Speaker goes over time

■ AUDIENCE

- » Audience member arrives late
- » Uninvited guest tries to access the room
- » Inappropriate behavior of audience member on-air

Event Email Auto Reply Message

Thank you for your message. We are currently supporting the [\[insert broadcast link\]](#).

If you are experiencing technical difficulties, please consider the tips below or reach out to your local IT support for assistance. If your request is unrelated to the livestream, we look forward to responding to your message as soon as possible.

Thank you,
Event Team

Event Contingency Communication Templates

The following are template examples created for the communication items listed in the above minor and major scenarios.

SCENARIO 1—MINOR

- A.** Delayed start in broadcast that does not exceed five minutes.
- B.** Lag in audio and visuals during broadcast that does not exceed five minutes and/or does not occur more than three times during the livestream.
- C.** Streaming site cannot support the broadcast and crashes.

Scenario 1A: Delayed Start Time

1. TRIGGER MESSAGE [on-site lead]

Team,

We are currently experiencing a delayed start time for the livestream!

The broadcast is set to begin at approximately [time]. Please share this update with key stakeholders and executives at your location.

Thank you.

2. HOLDING SLIDE FOR STREAMING SITE—AGENCY TO DESIGN [communication lead]

PLEASE STAND BY—Livestream to start at X o'clock.

RECOMMENDED REMARKS TO AUDIENCE MEMBERS:

"Hi Team...please standby for the livestream. We will begin in just a few minutes."

Scenario 1B: Video Lag

1. TRIGGER MESSAGE [VARIOUS WATCH PARTY POCS]

Team,

In [insert location] we are currently experiencing a lag in the video stream.

[Attach picture or log of lag.]

Please advise regarding any global issues. We are standing by.

RECOMMENDED REMARKS TO AUDIENCE MEMBERS:

"Hi Team...We are experiencing some technical difficulties. Please standby for the livestream. We will begin in approximately X minutes."

Scenario 1C: Streaming Site Crashes

1. TRIGGER MESSAGE [watch party POCs]

The streaming site is currently experiencing technical difficulties in **[location]**. Please send us an updated link for viewing.

Thank you.

2. EMAIL TO POCS [on-site lead]

Team,
Please be advised that the streaming site is currently experiencing technical difficulties.

You can immediately access the livestream using the link **[here]**. Copy and paste into **[preferred internet browser]** and continue with your watch parties.

Thank you.

3. EVENT EMAIL INBOX AUTO REPLY [communication lead]

Thank you for your message.

Please be advised that the streaming site is currently experiencing technical difficulties. You can immediately access the livestream using the link **[here]**. Copy and paste into **[preferred internet browser]** and continue with your watch party now.

4. MESSAGE TO WATCH PARTIES AND CORPORATE OFFICE POCS [communication lead]

Leaders,
Please be advised that the streaming site is currently experiencing technical difficulties. You can immediately access the livestream using the link **[here]**. Copy and paste into **[preferred internet browser]** and continue with your watch parties.

Thank you for your patience and flexibility!
Event Team

RECOMMENDED REMARKS TO AUDIENCE MEMBERS:

“Hi Team...We’re experiencing technical difficulties, please standby for the livestream broadcast that will begin in about X minutes.”

SCENARIO 2—MAJOR

- A.** Network does not support the livestream and the broadcast either crashes or cannot be streamed live successfully.
- B.** Delayed start and lag in audio/video exceeds recommended time limits and creates poor viewing experience.

Scenario 2A: Livestream Cannot Play Successfully

1. TRIGGER MESSAGE [on-site lead]

Team,

Please be advised that we are currently experiencing unforeseen technical issues in [insert location] and the livestream broadcast will no longer be shared live.

Please share this update with key stakeholders and executives at your location and tell the audience in attendance that a link will be shared/provided for their playback ASAP.

Thank you for your support.

[On-site lead]

2. MESSAGE TO EXECUTIVES [communication lead]

Leaders,

Due to technical difficulties [describe if necessary] and in consultation with our technology team, the livestream broadcast will not air today. We will notify all attendees with the attached email immediately. A recorded playback of the show will be posted to the streaming site as soon as possible.

Sincerely,

[communication lead]

[Attach all attendee message]

3. MESSAGE TO ALL ATTENDEES [communication lead]

Subject Line: Livestream Update

Message:

Live stream attendees,

Due to unforeseen technical difficulties, the livestream has ended. A recorded playback of the show will be posted to the streaming site as soon as possible. We apologize for the inconvenience.

Thank you,

Event Team

4. MESSAGE TO WATCH PARTY LIST [communication lead]

Team,

Due to unforeseen technical difficulties, the livestream has ended. As soon as possible, we will send you a link to a recorded playback of the show that you can share with your attendees.

We apologize for the inconvenience—thank you for your participation.

Thank you,

Event Team

5. EVENT EMAIL INBOX AUTO REPLY [communication lead]

Thank you for your message. We are currently experiencing unforeseen technical difficulties and are unable to show the livestream. We apologize for this inconvenience.

As soon as possible, a recorded playback of the show will be made available on the streaming site. Thank you for your patience.

6. STREAMING SITE *[communication lead]*

We are currently experiencing technical difficulties. This program is no longer available live. A recorded playback will be posted soon.

RECOMMENDED REMARKS TO AUDIENCE MEMBERS:

We're experiencing some technical difficulties that have impacted our livestream and need to wrap our watch party early. Please standby for a link to the recorded broadcast which will be sent to you and shared on the streaming site shortly. Thank you for your time and for attending.

Scenario 2B: Persistent Video Lag

1. TRIGGER MESSAGE *[watch party POCs]*

Team,

We are currently experiencing a persistent lag (longer than five minutes) in the video.

We are in communication with location stakeholders and IT about this issue and are preparing to let the audience know that the broadcast has been suspended indefinitely.

Please advise on related corporate office issues if any. We will keep you posted on developments here.

2. MESSAGE TO WATCH PARTY LIST *[communication lead]*

*Thank you for tuning into **(livestream link)**. We apologize for the technical difficulties. Please view a playback of **(livestream link)** by clicking [here](#).*

Event Team