

AUTHORITY

Charting the Course

#GTSHAWAII

OCTOBER 1-3 HONOLULU, HAWAI'I **Crisis Management: Lessons Learned** Lessons from LVCVA Response to 1 October

Jeff Hahn

Customer Safety Las Vegas Convention and Visitors Authority jhahn@lvcva.com





Las Vegas Convention and Visitors Authority (LVCVA)

The LVCVA's mission is to attract visitors by promoting Las Vegas as the world's most desirable destination for leisure and business travel.

I provide various customer safety support functions in the operation of the 3.2 million square foot Las Vegas Convention Center.





Crisis Management: Lessons Learned

1 October Response Overview
7 Lessons Learned
Key Takeaways





LVCVA Response to 1 October

• We provided a voice for the destination

- Mobilized marketing and communication teams within hours to convey our message
- Monitored platforms for sentiment and misinformation

• Hosted and supported the Family Assistance Center



WE'VE BEEN THERE FOR YOU DURING THE GOOD TIMES.

THANK YOU FOR BEING THERE FOR US NOW.



#VegasStrong

Lesson 1: Name the Event Thoughtfully

- Natural events often come pre-named and are perceived differently from human-caused event
- The name of the event will be etched into history forever
- Avoid harming innocent brands
- Get ahead of social media trending with a suitable hashtag



Lesson 2: People Need a Place to Go

• Immediate Safe Place (Thomas and Mack Center)

• Temporary Reception Center (Las Vegas Metro PD Headquarters)

• Family Assistance Center (Las Vegas Convention Center)

• Long Term Recovery Facility (Vegas Strong Resiliency Center)



Lesson 3: Assistance Facility Location Matters

- Most critical considerations for locations:
 - Distance from incident site
 - Capabilities already present at facility:
 - Available space size and duration
 - Staffing
 - Nature and effect on day-to-day business
 - Accessibility by various means of transportation
 - Site safety and security
 - Find "neutral ground"

• Support physical site with virtual resources – call center, website



Lesson 4: Don't Underestimate the Power of Community

- Incident considerations for estimating community support:
 - Number affected and degrees of separation
 - Total area affected
 - Available resources
- Volunteer management
 - Spontaneous volunteers
 - Self-deployed organization
- Donations management
 - Spontaneous donations
 - Organized donations



10/2/2017 8:46 AM





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10/3/2017 6:54 AM



2018 GLOBAL TOURISM SUMMIT



10/2/2017 12:11 PM







Lesson 5: Outside Aid Comes Quickly and Brings Numbers

• Our most impactful incoming resources:

- Consultants
- FBI Victim Assistance
- National Red Cross
- It takes a team approach:
 - Their process combined with local knowledge and experience



Lesson 6: This is a Sprint... And a Marathon

- 1st 72 hours
- Following weeks
- Following years

When CNN and Fox News pack up and leave, the incident is far from over.



Lesson 7: Manage Your Family Assistance Services Carefully

- Las Vegas 1 October Family Assistance Center Stations
 - Medical Services
 - Lodging
 - Travel and Transportation
 - American Red Cross
 - FBI Office of Victims Assistance
 - MGM Resorts International Human Resources
 - Department of Motor Vehicles
 - Legal Services
 - Victim Compensation/Victim Services
 - Child Care
 - Spiritual and Behavioral Health





10 CTOBER FAC 10/20/17 TOTAL SERVED 4.356 #VEGASSTRONG





Key Takeaways

Prepare for the unthinkable
Ask for help
Trade business cards today

One year ago, we were

#VegasStrong

Today, we are



#VEGASSTRONGER





Questions?

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