



Events & Communications

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Media Release

## **Disaster preparedness vital at 2010 events – Kadoro**

Disaster management is in danger of becoming the forgotten feature of World Cup preparedness at unregulated spin-off events.

The alert comes from Amanda Rogaly, owner of Kadoro Events & Communications, one of South Africa's top event management companies.

She says crime and congestion enjoy high awareness as possible threats to a successful World Cup, but there has been little public discussion about the need for rigorous disaster management.

"Major events will no doubt benefit from thorough disaster management planning," says Amanda Rogaly. "My concern centres on unofficial events that could draw big crowds, but might be organised by individuals with limited event industry experience and little understanding of disaster management.

"We see South Africans going into the 'once-in-a-lifetime' bed-and-breakfast business. Others seem ready to become unofficial, untrained tour guides or taxi services.

"Some 'once-in-a-lifetime' event organisers might also look for quick profits by staging unapproved parties, braais and celebrations. An unregulated shindig could literally be a disaster waiting to happen."

Event industry professionals observe all relevant regulations, but the once-off event entrepreneur may have no knowledge of these precautions.

"You must respect the National Fire Prevention Association and SABS codes, fire regulations, city bylaws and the Disaster Management and Fire Services acts," says Rogaly.

"Site plans have to be drawn up. Evacuation routes must be mapped out as part of a wider disaster management plan. You must make an accurate estimate of the attendance and have sufficient seating and other facilities. Fire and safety equipment must be accessible and in working order – to name but a few of the requirements.

"If you are planning an event with no regard for disaster preparedness, you are putting lives at risk."

She says informal, once-off event planners have a duty to familiarise themselves with all regulations and obtain the necessary approvals.

Companies, bars, clubs and other bodies that use the services of event planners should ask about their experience in disaster management and enquire about site plans, evacuation procedures and safety measures.

Amanda Rogaly adds: "It will be difficult for the authorities to police guerrilla marketing and other attempts to exploit the World Cup. The authorities may also find it difficult to clamp down on unregulated events. The only other protection is public awareness.

"So, if you are invited to an event that is not sanctioned by FIFA and is not approved by the authorities, be aware that you could be at risk. If the venue suddenly becomes crowded and unruly and you have no idea where the exits are, you are extremely vulnerable.

"Before attending any event, check on the organisers and their credentials. It might cost you a phone call, but it better safe than sorry."

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**About Kadoro Events and Communications:**

Kadoro Events and Communications is an event management and brand activation company, which focuses on creating strong brand awareness – all enhanced with supplementary public relations activities. Kadoro looks at events from a strategic point of view, by analysing the brand intrinsics, strategic plans, creative developments, current market place and client issues. Kadoro is the Khoisan word for tinderbox of stories. The name was chosen because it is symbolic of creativity and diversity, while uniquely South African. Each event tells its own story, and Kadoro is set to create stories of exceptional events and campaigns for many years to come.

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