



## Course Description

### MGT-467 Sport and Special Event Public Information and Emergency Notification

#### Description:

Techniques used to deliver timely and accurate information in a complex information environment is challenging to any community or organization hosting a mass gathering. This interdisciplinary course brings planners, operators, communication, government, public safety, marketing and public relations professionals together to prepare and/or enhance venue and event communication programs. The course prepares participants to identify and navigate the sport and special event communication landscape before, during, and after an incident.

#### Course Objectives:

- Understand and evaluate communication fundamentals
- Identify roles and responsibilities for managing communication
- Apply communication techniques to a scenario-based activity
- Identify plans and procedures necessary for effective information collaboration and dissemination
- Recognize the requirements for pre-event communication
- Identify strategies and prepare messages for post-incident communication
- Assess needs and apply communication strategies for a given scenario

#### Prerequisites:

**You must be a US Citizen to take this course. If you are not please let us know by email for further instruction at [OEM.TRAINING@DHSES.NY.GOV](mailto:OEM.TRAINING@DHSES.NY.GOV)**

All participants must have a FEMA Student Identification (FEMA SID) number. Students can search for their existing/create a new FEMA SID at: <https://cdp.dhs.gov/femasid/>.

#### Length: 16 Hours

#### Target Audience:

- Emergency Management
- EMS
- Fire Service
- Law Enforcement
- Public Safety Communications
- Governmental Administrative
- Citizen/Community Volunteer
- Security and Safety

#### Cost:

There is no fee for the course. Other cost considerations are detailed in each LMS course offering.

#### Recommended Prerequisites:

- AWR-167 Sport Event Risk Management
- IS-100
- IS-200
- IS-700
- IS-800

#### Signup Details:

Register through the New York State DHSES Learning Management System. Access the LMS through the link on the calendar webpage.