

Risk Assessment Checklist for Marketing Events

Risk Area	Potential Risk	Likelihood (Low/Med/High)	Impact (Low/Med/High)	Actions/Controls	Status
Venue	Venue unavailable or unsuitable				
Health & Safety	Accidents/injuries to attendees or staff				
Weather	Adverse weather impacting event				
Technology	AV/IT failure				
Suppliers	Non-delivery or late arrival of equipment/services				
Staff	Shortage of staff or key personnel absence				
Compliance	Failure to obtain permits or meet regulations				
Security	Unauthorized access or crowd control issues				
Reputation	Negative publicity or attendee dissatisfaction				
Budget	Costs exceeding budget				

Notes:

- Identify and assess risks prior to event.
- Assign responsible persons for each action.
- Update checklist throughout planning process.
- Document any incidents and lessons learned post-event.