

Investing in Preparedness:

How Clarion Events Elevated Safety and Confidence Through Emergency Planning



Brought to You by



VisitOrlando®

Ana-Alyse Castelluccio

Vice President, Exhibitor Services
& Customer Delivery
Clarion Events North America Inc



Setting the stage: Then vs. Now

THEN: Operations Owned

- Ops team handled: guards, plans, risk assessments
- Added health & safety communications
- On-site challenges: re-active approach, lack of bandwidth

NOW: Emergency Preparedness Consultant – Shared Responsibility

Bringing in the Experts: VWV Consulting

Our goals:

- Strengthen preparedness
- Unify response protocols
- Build confidence – internally & externally

VVW'S Scope of Work

Pre-Event:

- Site Visit
- Customized THIRA assessment
- Emergency Response Plan development
 - Including chain of command & detailed security post roles & responsibilities
- Engagement with local law enforcement and hired security

On-Site:

- Onsite deployment of VVW team
- Oversight and verification of Emergency Response Plan
- Liaise with VIP security
- Assessment of response plan

Post-Event:

- After action report
- Recommendations/solutions for future improvements

ITC Vegas | Case Study

1. High Profile Speaker. High-stakes coordination.

- Arrival/departure logistics
- Room setup & security posts
- Attendee entry procedures

2. Continuous Oversight

- Confirmed guard roles
- Adjusted placements
- Closed access gaps

Impact & Results

- **Customer feedback:** *“Having VWV onsite was invaluable – their professionalism and expertise gave our team so much confidence.”*
- **Organizational Impact:** *“Higher standards across the board.”*
- **Risk mitigation:** fewer escalations, improved documentation for insurance/compliance.
- **Staff efficiency:** reduced stress, clearer roles, operational focus on delivery
- **Reputation:** elevated our brand as a proactive, professional organizer.
- **Repeatability:** frameworks now replicable for all seven events.

Key Takeaways

- 1. Invest before you need it**
- 2. Assign ownership to trained experts**
- 3. Build confidence through preparedness**
- 4. Every detail matters – from signage to staffing**

Preparedness is the ultimate
form of customer care.

Thank you!

Let's Stay Connected.....

Ana-Alyse Castelluccio

Vice President, Exhibitor Services and Customer Delivery

Ana-Alyse.Castelluccio@Clarionevents.com



Session Evaluation

OPTION 1

- Scan the QR Code here and follow instructions.
- You will be asked 1 time to fill in personal information.
- You will not be asked again when completing additional session evaluations.

OPTION 2

- Open the IAEE Expo! Expo! show app from Swapcard.
- Find the session you want to evaluate.
- Under the documents and link section click on Evaluation icon.
- Your info will auto-populate – rate session.

Thank You!



Powered by 
Captello