

# **EVENT MANAGEMENT**

## **Presenters:**

**SHEILA TRICE BELL**  
University Legal Counsel  
Northern Kentucky University  
Highland Heights, Kentucky

**LAURA A. KUMIN**  
Director of Risk Management  
United Educators Insurance Risk Retention Group, Inc.  
Chevy Chase, Maryland

**DAVID WESTOL**  
Executive Director  
Theta Chi International Fraternity  
Indianapolis, Indiana

**Stetson University College of Law:**

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# Event Management

Speakers: Sheila Trice Bell  
Laura Kumin  
David Westol

## I. Scenarios that create claims

### A. From Allen Freed to Puff Daddy: concerts and other special events in stadium or indoor facility settings

There was a stampede at the first rock n' roll concert (promoted by Allen Freed, March 1952, in Chicago), and fans have died in subsequent stampedes during at least four such events in the U.S.:

- (1) December, 1991 (New York/City University) - Nine died when fans tried to get into a basketball charity event featuring rap stars.
- (2) January, 1991 (Salt Lake City) - Three died when a crowd attempted to move toward the stage at an AC-DC concert.
- (3) December, 1987 (Nashville) - Two died at a concert featuring Public Enemy when the crowd swelled toward the exits.
- (4) December, 1979 (Cincinnati) - Eleven people died when a crowd, which had waited for hours to get into the stadium for a concert by the Who, surged forward.

### B. Athletic events

- (1) The U.S. has largely avoided the tradition of soccer violence that has plagued a number of European and South American countries. In the period 1980-1985, there were 276 deaths and 618 injuries reported in nine incidents of violence at soccer matches on those two continents. In an April, 1989 incident in England, over 90 people were killed and over 150 were injured at a soccer game when a stampede erupted.
- (2) High-profile rivalries and traditions of rushing the field have contributed to incidents at several campuses, including an episode in October, 1993 at the University of Wisconsin in which approximately 70 people were injured, seven critically.

### C. Open air events such as street dances

### D. Races, walkathons, and other "moving" events

### E. The aftermath of events - wandering crowds and individual highjinks

## II. The role of alcohol

### A. The prevalence of alcohol use among college students

Two recent studies point to the widespread use of alcohol:

- (1) A 1993 survey by researchers at the Harvard School of Public Health found that most of the students surveyed drank alcohol during the preceding year (85% of the men and 84% of the women.) Over 17,500 students at 140 four-year colleges in the U.S. participated in the survey.
- (2) A 1994 report by the Commission on Substance Abuse at Colleges and Universities sponsored by the Center on Addiction and Substance Abuse at Columbia University cited government studies that indicate that over 90% of college students report having consumed alcohol, despite the fact that almost 80% of college students are under the legal drinking age of 21, and four out of five of those students report that they had consumed alcohol within the previous month.

### B. Binge drinking

The Harvard School of Public Health survey found that 50% of the male students and 39% of the female students surveyed were binge drinkers. The study found that several school characteristics were individually associated with the rate of binge drinkers: location, residential/commuter, and student body composition. Colleges in the northeast or north-central U.S., residential schools, co-ed schools, and schools that are not historically black had higher rates of binge drinking than colleges in the west or south, commuter schools, women's colleges and historically black schools. The Columbia report found similar correlations. Also, the Columbia report indicates that college students drink more alcohol and drink more frequently than their non-college peers, with the rate of binge drinking for college women double that of women of the same age who do not attend college.

### C. Alcohol and aggressive behavior

There is a high correlation between use of alcohol and aggressive behavior, including sexual assaults and fighting.

- (1) Among the frequent binge drinkers in the Harvard School of Public Health study, 35% of the men reported damaging property and 16% of them reported getting into trouble with campus police. The corresponding figures for women who were frequent binge drinkers were 9% and 6% respectively. At the schools with a low level of bingeing behavior, 15% of the women reported experiencing an unwanted sexual assault, while at schools with a high level of bingeing, 26% of the women reported an unwanted sexual advance.

- (2) The Columbia report cites the following statistics: alcohol is involved in 95% of the incidents of violent crime on campus; alcohol is used by either the assailant or the victim in 90% of all rapes on campus; and alcohol is involved in 80% of all campus vandalism.

#### D. Alcohol and vehicle accidents

- (1) In the Harvard School of Public Health study, 62% of the male frequent binge drinkers and 49% of the female frequent binge drinkers reported that they drove after drinking alcohol; 40% of the men and 21% of the women drove after having five or more drinks.
- (2) The National Safety Council reports that over 45% of all 1992 traffic fatalities involved an alcohol-impaired driver or pedestrian. For drivers in the 16-20 age group, intoxicated drivers accounted for approximately 18% of all drivers involved in fatal crashes. In the 21-34 age group, intoxicated drivers accounted for 31% of all drivers involved in fatal crashes.

### III. Risk management for events

A. The tension between minimizing risk of institutional liability and minimizing risk of injury to event participants

#### B. Lessons from past events

- (1) Events held during holidays such as spring break celebrations are more likely to result in problems than other events.
- (2) Inexperienced organizers and one-time events are a potentially dangerous combination.
- (3) Nighttime events tend to be rowdier than day events.
- (4) Situations requiring special attention include concerts by musical groups with a history of rowdy concerts, and athletic events featuring well-known rivalries or a tradition of high-risk celebrating by fans.
- (5) Pre-event planning and good communication among those handling crowd control responsibilities are key factors in a safe and successful event.

C. Alcohol policy review. See "Developing Effective and Legally Sound Alcohol Policies: How Well Does Your Alcohol Policy Work?" (Paper reprinted as an appendix to this outline.)

- (1) Consider implementing an overall review of your school's policy.

- (2) Specific alcohol-related policies and practices should be designed to reduce the risk associated with special events.
  - (a) Require registration and training of alcohol servers.
  - (b) Limit the amount of alcohol that will be served at an event, both in terms of the aggregate amount and the amount served to any one individual. Stop serving alcohol at least one hour before the end of an event.
  - (c) Selective bans, such as those on keg beer and hard liquor at certain events.
  - (d) Require that food and non-alcoholic beverages be available at any event at which alcohol is served.
  - (e) Require that school personnel or other responsible adult advisors be present at any event on-campus at which alcohol is served.

#### IV. The fraternity perspective

##### A. Claims data

1. Most claims under the Fraternity Insurance Purchasing Group (FIPG) involve alcohol, particularly those that involve sexual abuse and harassment, fights, falls from roofs (a significant premises liability concern), and vehicles.
2. Many claims arise out of situations that occur during or after events. E.g. fights during social events, car accidents that occur when students leave social events by car after drinking.

##### B. Changes in risk management for men's and women's fraternities and sororities. (The portion risk management policy of the Fraternity Insurance Purchasing Group concerning alcohol and social events is reprinted as an appendix to this outline.):

1. Key requirements: Closed events, no kegs or other form of bulk containment, BYOB, guest lists, no purchase of alcohol with chapter funds, these apply to any event at which more than a few members are present. (A pre-event checklist and samples of event-related materials are an appendix to this outline.)
2. Enforcement by organizations: Probation, suspension or revocation of the charter, educational sanctions.
3. Many campuses are adopting policies consistent with the FIPG policy through the Interfraternity and Panhellenic Councils.

4. Recent trends: Third party vendors. TPV must be properly licensed, have \$1,000,000 general liability insurance with certificate, other conditions, cash sales only. (A sample catering agreement is an appendix to this outline.)
  5. Enforcement by students - visitations, "party patrols."
- V. Legal issues in event management: See attached outline concerning legal duty and liability for on-campus and off-campus activities; relationships with students, employees and visitors, and special issues in event management (e.g. use of metal detectors, who may attend events, agreements with third parties).