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2022-23 Convention Crisis Plan  
August 5, 2022

COM3312-101\_CRISIS COMMUNICATION  
(SUMMER 2 2020)

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### 3. Introduction

This crisis protocol plan was crafted specifically for the first Boone Comic-Con and Game Exposition in anticipation of risks, and in the interest of continuing this event in the future. Recognizing that it is impossible to predict every plausible danger, this guiding set of principles will maintain the mission and vision of both Dragon's Den, and it's convention.

Convention staff and volunteers are encouraged to consult with their supervisor should any issues arise.

This manual will be delivered at least a month in advance to all staff, volunteers, and vendors before the October 8 convention date. A digital copy will be readily available upon request to both convention production as well as the public.

## 4. Acknowledgements

Listed below are the individuals who acknowledge and approve the conditions of this crisis management manual.

Convention Coordinator, Dragons Den Co-Owner	Kai Weaver
Sponsor, Dragon's Den LLC. Co-Owner	Russ Seamster
Sponsor	Ori's Gaming Corner
Sponsor	Astro Yeti Media Co.
Boone Mall, Event Space	Boone Mall Office
Boone Rent-All & Parties Too, Equipment Rental	Richard Campbell
Boone Police Department	Andy Lebeau
Boone Fire Department	Jimmy Isaacs

## 5. Rehearsal Dates

Safety training for the event will occur across the board one month in advance of the event. This will keep training timely, relevant, and up to date with the needs of the convention. Any additional training will be taken into consideration after the event.

September:

BOONE COMIC-CON SAFETY REHEARSAL	CONVENTION COORDINATOR PRESENT	CONVENTION SUPERVISING STAFF	Staff	Volunteers	Police and Fire Chiefs
Crowd Safety (9/21/2022)					
Fire and Electricity Safety (9/15/2022)	X	X	X	X	X
Weather Emergency (9/15/2022)	X	X	X	X	X

## 6. Purpose and Objectives

With this being the first local anime and gaming convention in Boone, Dragon's Den wants to bring a highly focused, community-first experience to the High Country. This means an open line of communication that considers the wants and needs of residents when casting decisions. Having a presence in Boone since the early 1990's, it is imperative to keep things local and listen to our neighbors.

That being said, this convention poses great potential for growth, development, and fellowship. Partnering with several stores from the area, this sponsored event will allow small businesses to promote themselves, craftsmen and artists to sell their work, and the people of Boone to rejoice in their nerdiness. It is with these intentions that this convention is founded.

The guiding force behind this crisis communication plan is to convey accurate information for both convention attendees and production.

## 7. Key Publics

### **Enabling:**

- Sponsors
  - Dragon's Den Boone, Astro Yeti Media Co. Ori's Game Corner LLC.
- Convention Board
- Boone Mall

### **Functional:**

- Volunteers
- Staff
- Supervising Event Staff
- Vendors

### **Normative:**

- Ori's Gaming Corner LLC.
- Astro Yeti Media Co.
- Boone Mall
- Boone Rent-All & Parties Too

### **Diffused:**

- Media
- Local authorities
- Boone Mall
- Convention Attendees

## 8. Notifying publics

Facebook is the main method of public information delivery regarding the event. There is a public group titled, “Boone Comic-Con,” where interested Facebook users may join and receive updates such as vendor applications, tournament enrollment, and even general community engagement. In the interest of fellowship, this page will be administrated by several team members but will uphold an open, two-way line of communication where public- and respectful-discourse is encouraged.

Beyond Facebook, the website dedicated to the convention (<https://www.boonecomiccon.com/>) hosts all of the same information. These are the two main delivery methods of information to external publics.

For internal convention production members, email and Google workspace is the main delivery system of information. All preproduction meetings and deadlines are scheduled on Google calendar, with the overall general production calendar made available for all involved members. Several email chains support both virtual and in-person meetings and serve to keep all production members up to date with convention information. The Crisis team serves to assess and prevent risk at the event.

## 9. Crisis Response Team

Kai Weaver is the main coordinator and spokesperson for the convention.

Facebook User: Kai Kaithulu-Kaibert Weaver

Email: [DragonsDenBoone@gmail.com](mailto:DragonsDenBoone@gmail.com)

Phone: (828) 295-2698

The Office of the Mall of Boone will help with venue logistics as they are hosting the convention.

Boone Mall Office

Email: [Boonencmall@gmail.com](mailto:Boonencmall@gmail.com)

Phone: (828) 264-7286

1180 Blowing Rock Road

Boone NC 28607

As the main equipment supplier, Boone Rent-All will be on call in case of an equipment emergency.

Boone Rent-All & Parties Too

Richard Campbell

Email: [richard.campbell@boonerentalsinc.com](mailto:richard.campbell@boonerentalsinc.com)

Phone: (828) 264-5000

1818 NC Hwy 105 Bypass

Boone, NC 28607

## 10. List of Emergency Officials

***In the event of a public safety emergency at the convention,  
please call 911 to dispatch first responders immediately.***

### **Boone Police Department**

**Chief of Police: Andy LeBeau**

1500 Blowing Rock Road

Boone, NC 28607

Phone: 828-268-6900

Fax: 828-268-6919

**Emergency: 911**

### **Boone Fire Department**

**Fire Chief: Jimmy Isaacs**

721 W King Street

Boone, NC 28607

Phone: 828-268-6180

**Emergency: 911**

## 11. Key Media List

### **The Watauga Democrat**

Phone: (828)264-6397

Email: [web@mountaintimes.com](mailto:web@mountaintimes.com)

Mailing: 474 Industrial Park Dr., Boone, NC 28607

- Tim Walker – Advertising Manager ([tim.walker@mountaintimes.com](mailto:tim.walker@mountaintimes.com))

### **The High Country Press**

Phone: (828)264-2262

Email: [info@highcountrypress.com](mailto:info@highcountrypress.com)

1600 Highway 105

Mailing: High Country Press

P.O. Box 152 • Boone, NC 28607

- Kayla McCorrison — App State Class of 2022 – Intern

### **The Appalachian**

Email: [editor@theappalachianonline.com](mailto:editor@theappalachianonline.com)

Mailing: ASU Box 9165

STE 217, Plemmons Student Union

Boone, NC 28608

- Jenna Guzman- [guzmanja@appstate.edu](mailto:guzmanja@appstate.edu)

### **Appalachian Classifieds Facebook Page:**

<https://www.facebook.com/groups/175538369221046/>

### **APPTV**

Phone: (828)262-2409

Email: General Manager, Kevon Wilson ([wilsonk7@appstate.edu](mailto:wilsonk7@appstate.edu))

George G. Beasley Media Complex

920 Rivers St.

Boone, NC 28608

## 12. Spokesperson

**Kai Weaver** is the main administrator for the Boone Comic-Con Facebook group, and also serves as the spokesperson for the convention. Recently anointed both General Manager as well as Co-Owner, Kai excels in both of these roles and more with her community-driven passion for gaming and and ability to share such passion with others.

Below is her contact information:

Facebook User: Kai Kaithulu-Kaibert Weaver  
Email: [DragonsDenBoone@gmail.com](mailto:DragonsDenBoone@gmail.com)  
Phone: (828) 295-2698

In addition to this, the following may be contacted in case of an emergency:

### **Boone Mall Office**

Email: [Boonencmall@gmail.com](mailto:Boonencmall@gmail.com)  
Phone: (828) 264-7286  
1180 Blowing Rock Road  
Boone NC 28607

### **Ori's Gaming Corner, LLC.**

Email: [orisgamecornerllc@gmail.com](mailto:orisgamecornerllc@gmail.com)  
Phone: (828) 278-7658  
249 Wilson Drive Ste 1  
Boone, NC 28607

### **Boone Rent-All & Parties Too**

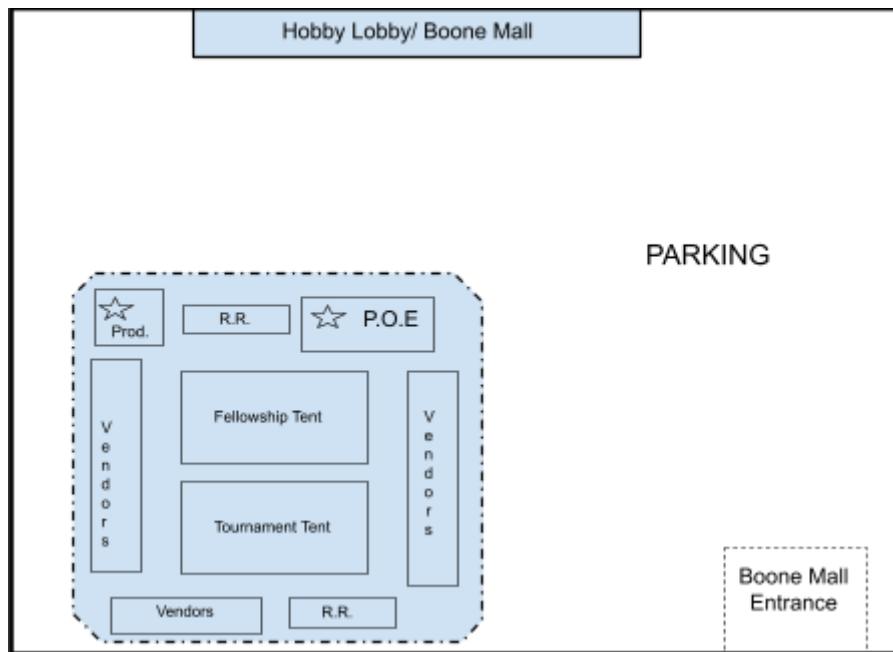
Richard Campbell  
Email: [richard.campbell@boonerentalsinc.com](mailto:richard.campbell@boonerentalsinc.com)  
Phone: (828) 264-5000  
1818 NC Hwy 105 Bypass  
Boone, NC 28607

## 13. Crisis Control Center

As this is a mainly outdoor event that is separate from Dragons Den's main store location, there are several points of control set up throughout the convention space.

The official address is **1180 Blowing Rock Road, Boone NC 28607**.

Set up on about 3,000 square feet in a designated portion of the Boone Mall parking lot, the convention space is designed for the outdoors. At the risk of rain, the convention space will be mostly covered by tent. The overall layout of the convention is as depicted below:



**The two main points of control are depicted as stars, positioned at one production tent as well as the point of entry for the convention.**

Both of these stations are stocked with first aid kits, waterbottles, walkie-talkies, and binders of information. Both stations will also be attended by at least one supervising event coordinator at all times. These points serve as main sources of information and support for the event. If an emergency occurs, the attendees of these points must be alerted.

## 14. Equipment and Supplies

### **Boone Rent-All**

- Portable Restroom (4), Portable Handicapped Restroom (2), Portable Handwash Stations (4)
  - Multiple stations with accessible options
- 40 x 15 White Canopies (2)
  - Overhead shelter
- Wooden benches (10), Brown Plastic Folding Chairs (300), 8-10 seat tables (30)
  - Seating to accommodate large crowd
- Small stage (1), Sound System (1)
  - Sound system and stage for music, gaming tournaments, costume contest
- Generator
  - Energy supply

### **Dragon's Den**

- 8-10 seat tables (5)
- Extension Cables (15)
- Presentation Monitors (4)
- Tournament games (Magic the Gathering, Battletech, Warhammer 40k, Smashbros)
- Playstation Consoles (3), Nintendo Switch Consoles (3), and Gamecube Console (1)
- Tournament Awards
- Backup Canopy Tents (5)

## 15. Prewritten Press Release Sample:

Dragon's Den LLC.  
643-O Greenway Road  
Boone, NC 28607  
Phone: (828) 295-2698  
Email: [dragonsdenboone@gmail.com](mailto:dragonsdenboone@gmail.com)

Memorandum for Record

8/5/2022

SUBJECT: WEATHER CANCELLATION

To our employees, volunteers, associates, and community members.

It is to our misfortune that the Boone Comic-Con convention will have to be pushed back until (NEW DATE.) The (WEATHER) took us by surprise and we were not prepared to accomodate. We apologize for any inconveniences or disappointment brought about by our October 8 cancellation, however are working hard to bring you an amazing convention experience as soon as possible.

Those looking forward to the convention may look to the Dragon's Den co-owner Kai Weaver for further information. She is active on their website, social media and associated forums, and also reachable through email ([dragonsdenboone@gmail.com](mailto:dragonsdenboone@gmail.com))

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## 16. Key Messages

Below is a list of the general key messages intended by Boone Comic-Con:

1. Boone Comic-Con will be held on October 8, 2022 in the Boone Mall parking lot. This is a ticketed event available to all members of the public who want to join.
2. This event is sponsored by Dragons Den LLC., Ori's Gaming Corner LLC., and Astro Yeti Media Co. These are all locally-owned organizations.
3. This will be the first comic and gaming convention held in the High Country, let alone Boone. The convention is anticipating hundreds of attendees.
4. This event is organized with the aim of building a stronger gaming and comic community in Northwestern North Carolina. It's a great opportunity to meet new people and creators in the community.
5. This will be an outdoor event, held rain or shine. Weather advisories will be followed. This event is accessible-friendly.

## 17. Website

Accessible through <https://www.boonecomiccon.com/>, users can find the **convention's vision and mission statement:**

A long history of gamers and alternative media enthusiasts exists within the High Country. These communities have been supported by locally owned game stores over the years, such as Ori's Gaming Corner LLC., or Dragon's Den LLC. These shops have acted not only as suppliers for every gamer's needs, but also as forums and community centers for the nerds of Boone and surrounding towns. These stores owe their livelihood to these regional gamers, and want to pay it forward for the evergrowing gaming and comic enthusiast population of the High Country.

This convention is created with the intention of bringing the evergrowing population of gamers and comic enthusiasts from across the High Country together. An annual comic convention -and the first of it's kind in the area- commodifies the nerd subculture as a regional, cultural tourist attraction. Not only will this convention meet the needs of the healthy gaming population that exists here, but will further grow community and interest among curious, potential gamers.

## 18. Blogs and Social Media

Throughout the production of the convention, the following websites and social media pages will be monitored:

1. Boone Comic-Con Facebook Group
  - a. Main channel of information delivery
2. Dragon's Den Facebook Page
3. Dragon's Den Instagram Page ( @DragonsDenBoone )
4. Convention Website: <https://www.boonecomiccon.com/>
5. Dragon's Den Website: <https://www.dragonsdenboone.com/>
  - a. Blog posts
6. Ori's Gaming Corner Facebook Page
  - a. Sponsor's social media for updates
7. Astro Yeti Media Co.: <https://www.astroyetimedia.com/the-yeti-diary>
  - a. Sponsor's blog
8. The Watauga Democrat: <https://www.wataugademocrat.com/>
  - a. Regional newspaper
9. The High Country Press: <https://www.hcpress.com/>
  - a. Regional newspaper
10. The Appalachian: <https://theappalachianonline.com/>
  - a. Student newspaper
11. AppTV: <https://www.watchapptv.com/>
  - a. Pixel Peak feature
12. Dragon's Den Twitch Server
  - a. Livestream tournament gameplay
  - b. Grow Twitch community

## 19. Trick Q's

Listed below are possible trick questions a spokesperson may encounter when conferring with the media, followed by an appropriate response:

**1. Did the rainstorms severely affect the setup and attendance of this convention?**

A) I wouldn't say severely. In preparing an outdoor event in Boone, N.C., we had to create a few contingency plans for purely weather alone. With the storms earlier today, we were constantly monitoring weather. With the lightning advisory placed in the area, it was decided to take shelter and delay the setup of the convention by an hour and a half. The safety of both setup and attendees is of utmost importance here.

**2. Off the record, can you talk to me about the costs that went into this convention?**

A) This information doesn't need to be off the record. Between sponsorships, vendors, and attendees- we were able to break even on the \$5,000 put in to producing the event.

**3. Don't you think this event is taking up parking spaces?**

A) We apologize for any inconveniences; however we have worked closely with the Boone Mall who has graciously offered a portion of their privately-owned parking lot to our event for the day. While we will keep other venue options in mind for the future of the convention, this space allows for us to both host large crowds while keeping ticket costs down. We encourage you to join us and see the fun for yourself!

## 20. Possible prodromes

**Below are three very plausible issues that one may encounter in producing a convention:**

1. A convention attendee complains of inaccessibility.
2. There is a storm advisory alert an hour ahead of convention setup.
3. A vendor does not attend the convention as contractually obligated. Days after the event, the vendor takes to the Boone Comic-con's Facebook group to publicly blame and attack the production coordinators for a lack of respect and poor business practices.

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## 21. Related Resources

The most accurate and up-to-date information can be found on the Boone Comic-con Facebook group. Similarly, the corresponding website for the event (<https://www.boonecomiccon.com/>) will be a main information resource for both attendees and vendors. Associated sponsor and vendor social media pages are also methods of information delivery.

For information on the outdoor venue space, visit: <https://www.boonencmall.com/>

## 22. Evaluation Form

### Boone Comic-Con & Game Expo Crisis Management- Evaluation Form

Date:

Assessing Agency/Organization:

Assessor Name/Title:

Phone: Email:

5	Outstanding	Performance is consistently superior.
4	Exceeds Expectation	Performance is above requirements.
3	Meets Expectation	Performance is regularly dependable.
2	Below Expectation	Performance fails to meet requirements.
1	Unsatisfactory	Performance is consistently unacceptable.

Management Leadership	
Risk Assessment	
Organization	
Communication	
Execution	
Total Score:	

Signature: \_\_\_\_\_