

Event Response Matrix and Assessment Worksheet

Purpose

The [Event Response Matrix](#) and [Event Assessment Worksheet](#) are tools to guide decisions about the communication response (hours of operation for a communications center, level of support, etc.) according to the event's crisis level.

There are two primary ways to use these tools:

1. (EVENT PHASE) For a quick assessment to determine the crisis level and corresponding communication response.
2. (PRE-EVENT PHASE) For response planning (based on weighted criteria) by analyzing potential events using an "intensity score".

Instructions

Quick Assessment

1. Using the "Event Assessment Worksheet",
 - briefly describe the event at the top of the worksheet
 - review each event criteria in Column C
 - check the boxes in Column A for those criteria that apply to this event
2. Using the "Event Response Matrix",
 - review the check box pattern instructions (far left column) according to the boxes you checked in Column A of the worksheet.
 - note the corresponding Crisis Level (A, B, etc.), Description and Recommended Communication Response on the Event Response Matrix.
3. Based on your knowledge of the event, determine if the course of action recommended in the Event Response Matrix is appropriate.

Pre-event Analysis Planning

1. Using the "Event Assessment Worksheet",
 - briefly describe the event
 - review each event criteria in Column C
 - check the boxes in Column A for those criteria that apply to this event
2. For each box checked in Column A, add the intensity points listed in Column B to derive the final intensity score for this event.
3. Record the total intensity points in the space provided on the worksheet.
4. Based on information given for pre-event scenario planning, use this intensity score to rank anticipated events with each other in order of priority for resource utilization and materials development.

Notes

This matrix and worksheet is meant to be used as a general guide and tool for generating discussion about response and resources during the pre-event planning phase. The worksheet is meant to take only a few minutes to complete. Do not spend a lot of time considering whether or not to check a box in Column A of the worksheet.

Your ultimate goal is to be able to anticipate the longevity of the initial phase of the crisis and the need for long-term maintenance and follow-up from a communication perspective. This tool will help you to do this based on the identification of a "crisis level". Ultimately what resources are needed for public information and media relations, your staffing, and hours of operation are all affected by the intensity and longevity of the emergency or crisis.