

Study on the Risk Prevention and Management Countermeasures of Convention and Exhibition

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Abstract: With the continuous development of the socialist market economy, a variety of economic activities have become more frequent, exhibition industry also will be developed. In the process of exhibition industry development, it will change with the socio-economic activities of the corresponding changes in the size of the scale of development of the exhibition industry is also expanding, in a large exhibition activities, the potential security risks will with the increase, to do risk prevention work, so as to ensure the smooth conduct of exhibition activities. In this paper, the main activities of the exhibition in the risk prevention and management measures for the corresponding analysis and exploration, and constantly improve the exhibition industry risk prevention awareness and management level, to promote the further development of the exhibition industry.

In the rapid social and economic development today, various types of exhibition activities are essential, in the course of organizing exhibition activities, with the scale of activities continue to expand, the security risks will be more. The scale of the exhibition activities, population density is relatively high, with many uncertainties, it is prone to stampede events, scenes out of control, etc. This will give the smooth development of exhibition activities, adversely affected, hindering the exhibition industry sustainable sexual development. Exhibition as a special major economic and trade activities, people, logistics, information flow is highly concentrated, is a risk-sensitive industries. Exhibition risk refers to the impact of exhibitors, professional visitors, related media and other stakeholders on the exhibition of confidence or disturb the exhibition organizers continue to normal operation of the unexpected events. Therefore, it is necessary to carry out corresponding and analysis of potential safety hazards in exhibition activities, put forward corresponding risk prevention and management measures to ensure the smooth development of exhibition activities, and promote the sustainable development of exhibition industry.

1.The impact of MICE risk management at this stage

With the continuous development of the socialist market economy, various types of economic activities are also developing rapidly. The exhibition activities can expand the social influence of economic activities, provide a better platform for commodity trade, and promote the further development of social economy. The so-called exhibition activities, mainly refers to the organizers by leasing public places, held a variety of commodity exhibitions, cultural performances and other activities to convey to the people of a commodity awareness, stimulate the desire to watch the people buy a purpose , Planned large-scale economic activities, to bring the organizers to bring the appropriate economic benefits and promote the further development of social economy. All these problems are uncertain factors of security. At the same time, the exhibition

activities of the security risks, not only to the exhibition itself has an impact, but also to the organizers, public opinion and other aspects of the impact, of which the most direct economic losses, will bring great organizers economic losses, but also indirectly affect the socio-economic development, resulting in some negative social impact, public opinion will be on the exhibition activities in the coverage, into a hot topic of public opinion, hindering the sustainable development of the exhibition industry.

2.Common types of risk management activities

There are mainly six kinds of major risk accidents in the process of risk prevention and management of exhibition activities. The first is a common venue for the activities of the security issues, such as exhibitions, exhibitions, stents and other venues collapsed, the security incidents caused, mainly because the organizers in the venue selection, event management, etc. The second is a common exhibition equipment damage problems, such as events such as circuit short-circuit caused by fire, lighting equipment overload load explosion, etc., which will have on the smooth conduct of exhibition activities. The third is a natural factor, in the course of exhibition activities, often some sudden bad weather, such as typhoons, lightning, etc., will lead to exhibition activities can not be carried out smoothly, but also to the exhibition personnel to bring personal safety Security risks. The fourth is a common staff overload, the total number of activities of the exhibition venue has a certain limit, and can not be too much acceptance of personnel, resulting in exhibition venues overloaded, it is prone to crowded stampede venue to increase the security risks of exhibition activities. The fifth is a common group of panic disorder, in some large-scale exhibition activities held in the process, there will be some unexpected events, the psychological quality of personnel is not strong, it is easy to cause panic, leading to some unsafe accidents. The sixth is a common fighting events, because the exhibition activities are a large venue activities, to participate in more staff, it is easy to appear between people's mouth friction, which will appear fights, affecting the smooth conduct of exhibition activities .

3.Preventing the Risk of Convention and Exhibition Activity and Management

3.1Clear the exhibition risk prevention and management of the working procedures

Each of these risks involves both the root cause of failure and the opportunity to lead to success. Good at reversing risk and capturing potential opportunities is the essence of risk management. From the point of view of project management, risk management can be divided into six stages:

Stage 1: Risk prevention. Risk prevention can also be referred to as "risk warning", that the organizers of the event may predict the risk and risk of occurrence of the probability of taking the appropriate preventive measures.

Stage 2: Prepare for action. To prepare for the exhibition risk management, an organizer must have a risk management team. The team members should be familiar with the business process and be able to formulate a specific, targeted and actionable risk management action plan and establish internal and external communication mechanisms .

Stage 3:Identification of risks. The key to this phase is to identify the nature and the real source of risk. So as to help the organizers of the exhibition scientific, reasonable and quick to take risk treatment and rescue programs.

Stage 4: Risk control. This stage of risk management, according to different situations

need to take appropriate measures, the basic principle is to seek long-term development of the exhibition. Arrange special personnel to deal with risk control and control work, others continue to show the normal operation of the work, do not let the risk of disrupting the overall situation of the exhibition.

Stage 5: The risk of settlement. Resolving risks, speed is the key, once the time spread to a wider range will be difficult to deal with. Therefore, once the risk occurs, the exhibition organizers should quickly start the risk management mechanism, and take the correct measures as soon as possible.

Stage 6: Risks promotion / assessment. The final stage of risk management is actually summing up the lessons learned, which is the highest level of risk management. If a show organizer handles the first five stages of risk management appropriately, the final stage can provide an opportunity to offset at least some of the losses and correct the chaos.

3.2 The establishment of exhibition activities risk management identification mechanism.

Identification Mechanism of Risk Management in Buildings of Convention and Exhibition Activity. The exhibition will be held successfully, which requires certain activities buildings and sites. In the process of building design and management, there will be some hidden security problems. Therefore, in the actual safety management of building activities, the building structure, design, texture and other aspects of the contents of a rigorous review to avoid some possible collapse of the building incident to ensure the safety of exhibition activities.

Identification Mechanism of Risk Management in Site Layout of Exhibition. In the actual exhibition activities, the venue of the exhibition activities, activities, layout and other aspects of risk prevention and management, to ensure that all kinds of venues of the exhibition equipment security. At the same time, the choice of exhibition equipment, according to the size of the exhibition activities and related requirements, with the appropriate exhibition equipment to ensure the safety of the exhibition channel, but also set the appropriate security evacuation channel, so as to reduce the number of uncertain security incidents The probability of occurrence.

Identification Mechanism of Risk Management in Public Places of Convention and Exhibition Activity. In some public places exhibition activities, the public places of these related equipment for safety inspection and risk assessment to ensure that the safety of various equipment, the stability of the site, the smooth passage of evacuation, so as to some unexpected When the accident occurs, to quickly respond and guide the evacuation of evacuation evacuation of the exhibition staff to ensure that the people's personal safety. At the same time, in the process of organizing the exhibition, we should regularly and regularly inspect the relevant exhibition equipment, carry out risk assessment on the safety and reliability of the equipment, make corresponding adjustment and change according to the corresponding risk assessment standard, Exhibition equipment, the normal operation, to promote the smooth conduct of exhibition activities.

Risk identification mechanism of external environmental factors in exhibition activities. In the process of organizing the exhibition, we should also carry out risk assessment on some uncertain external environmental conditions. According to the relevant weather reports, we should carry out safety control on some extreme weather

conditions. Once external environmental problems arise, To break the exhibition activities in a timely manner, so as to ensure the safety of exhibition activities. At the same time, but also for a variety of possible security incidents, pre-treatment, development of appropriate management measures, timely evacuation of the crowd, to ensure that the people's personal safety.

3.3 Formulate exhibition risk prevention measures and preplan

The establishment of exhibition risk management early warning mechanism. MICE risk management in advance to prevent, do the preparatory work in advance. Each exhibition organizer does not want to have risk events in their own exhibitions, therefore, we must have a sound risk warning mechanism to be able to risk events may be evaluated, forecasting, in order to develop a response to the risk program. In the management and prevention of exhibition risks, exhibition organizers usually adopt the following methods: establishing the exhibition risk management committee, forecasting and analyzing the exhibition risks; formulating the contingency plans / programs of exhibition risks; establishing contacts with the media in advance; People; the establishment of dealing with exhibition risk network; do exhibition staff training within the organization.

Construction of risk pre - control system. The purpose of establishing a risk pre-control system is to pre-study and discuss the potential risks in advance and formulate a plan of action to deal with. An effective risk treatment plan should be based on the risk early warning, determine the priority of various types of exhibition risk management, and the corresponding treatment methods and procedures, the establishment of risk management team, personnel training and risk management simulation training. In the construction of risk pre-control system, usually the main methods are: the formation of "virtual" risk management team; risk planning; personnel training, risk management, full-simulation; implementation of risk prevention measures post, take preventive measures.

Appropriate investment in exhibition insurance. From the perspective of risk management, insurance is a risk transfer, through this mechanism, many economic units together, the establishment of insurance funds to jointly cope with accidents. The economic unit at risk exposes risks to insurers by taking part in insurance, replacing the uncertainty in economic life with financially small expenditures. In the exhibition risk management, the appropriate investment insurance can compensate for the risk of loss. The organizers can increase the competitiveness of the industry through insurance. Especially for some small, established a short time exhibition companies, with the insurance company underwriting, exhibitors will give enough confidence. The research shows that, by means of insurance to transfer risk, can greatly reduce the risk of uncertainty.

Conclusion:

In summary, the exhibition industry in the development process, exhibition activities is an essential part of, and play an important role. In the course of exhibition activities, due to the expansion of the scale of exhibition activities, exhibition security problems facing the growing number of activities, it is prone to a number of security incidents, affecting the activities of the exhibition results. Therefore, in the course of exhibition activities, according to the actual situation of exhibition activities, the establishment of appropriate risk prevention mechanisms to enhance staff awareness of

the risk of exhibition activities to ensure the smooth conduct of exhibition activities. At the same time, in the course of exhibition activities, according to the relevant problems in the course of exhibition activities, establish the corresponding risk identification mechanism to improve the safety factor of exhibition activities. Ensure the smooth development of exhibition activities; promote the further development of exhibition industry. The domestic researches on the risk assessment and insurance operation of the exhibition industry mainly focus on the individual or case study of the exhibition industry insurance from a certain angle, but the analysis and research of the integrated system is less, and the scale and systematic practice has not yet been formed. Developed countries, through the government supervision and market-oriented, have gradually established a relatively complete risk and insurance management system of the exhibition industry, while these practices and research results for the exploration of China's exhibition industry insurance development has accumulated valuable experience, Which provides a good theoretical basis and research ideas for the research of this project.

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