

Event Feasibility and Risk Assessment Recommendations

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Event Feasibility and Risk Assessment Framework Recommendations

Future event assessment should focus on examining event feasibility along with a thorough event risk assessment before committing to the event. Below are recommended frameworks that provide comprehensive tools to assess both the feasibility and risks associated with large-scale events, ensuring thorough planning and mitigation strategies. These frameworks can be used individually or in conjunction with one another to provide a more robust and holistic approach to event management.

Event Feasibility Frameworks

1. CIPP Model (Context, Input, Process, Product)

The CIPP model can be used for evaluating programs, projects, and events. It can help in assessing the feasibility of an event by examining at the context (need and objectives), input (resources and planning), process (execution), and product (outcomes and impact). This evaluation model is recommended as a framework to systematically guide the conception, design, implementation, and assessment of mega-events, and provide feedback and judgment of the event's potential effectiveness.

- **Context:** Analyses the need for the event, its objectives, and the environment.
- **Input:** Examines resources available, including finances, personnel, and technology.
- **Process:** Focuses on planning, logistics, and execution strategies.
- **Product:** Evaluates the outcomes and impact of the event.

Refer to:

Stufflebeam, D.L., & Coryn, C.L.S. (2014). *Evaluation Theory, Models, and Applications* (2nd ed.). Somerset: Wiley.

Stufflebeam, D.L., & Shinkfield, A.J. (2007). *Evaluation theory, models, and applications* (1st ed.). San Francisco, CA: John Wiley.

2. Cost-Benefit Analysis (CBA)

CBA can be used to assess the financial feasibility of an event. It compares the costs involved with the potential benefits, which can include direct financial returns, economic impact, and intangible social benefits.

Refer to:

Boardman, A.E., Greenberg, D.H., Vining, A.R., & Weimer, D.L. (2018). *Cost-Benefit Analysis: Concepts and Practice*. Cambridge University Press.

Event Risk Assessment Frameworks

3. Risk Management Standard (ISO 31000)

ISO 31000 is a global standard for risk management, used to identify, assess, and manage risks in a systematic way. For events, it can provide a structured approach to anticipate, assess, manage and mitigate risks. The framework includes risk identification, risk analysis, risk evaluation, risk treatment, and monitoring/review.

Refer to:

International Organization for Standardization. (2018). *ISO 31000: 2018 Risk Management – Guidelines*. ISO.

4. FMEA (Failure Mode and Effects Analysis)

FMEA is a method that can be used to systematically identify potential failures in the planning and execution of an event, analyse their effects, and prioritise actions to reduce the risk of those failures.

Refer to:

Stamatis, D.H. (2003). *Failure Mode and Effect Analysis: FMEA from Theory to Execution*. La Vergne: American Society for Quality (ASQ) Press.

5. Bow-Tie Analysis

Bow-Tie Analysis can be used to visualise the relationship between risks and controls, particularly focusing on preventive measures and response strategies. It helps in understanding how risks can escalate and the measures to be put in place to prevent or mitigate them.

Refer to:

De Ruijter, A., & Guldenmund, F.W. (2016). The Bowtie Method: A Review. *Safety Science*, 88, 211-218.

Combined Frameworks

6. Project Management Institute (PMI) Standards

PMI's Project Risk Management framework, part of their broader project management standards, can be used for identifying, analysing, and managing risks. The framework can be adapted for large events, covering risk identification, qualitative and quantitative risk analysis, risk response planning, and monitoring and control.

Refer to:

Project Management Institute. (2017). *A Guide to the Project Management Body of Knowledge (PMBOK Guide)*. PMI.

7. Event Management Body of Knowledge (EMBOK)

EMBOK provides a comprehensive framework for planning and executing events, including feasibility analysis, risk management, and evaluation. It covers various domains like administration, design, marketing, operations, and risk, ensuring a holistic approach to event management.

Refer to:

Silvers, J.R. (2008). *Risk Management for Meetings and Events*. Oxford: Elsevier Butterworth-Heinemann.