

## Audience Education: Behaviour-Shaping Micro-Messages

**Design Principles** : Short, memorable public guidance (“micro-messages”) is the core tactical unit of audience education.

**Key design criteria:** effective micro-messages are

- Action-oriented (tell people what to do, not what is happening),
- Short enough to be recalled under stress,
- Situation-specific, avoiding generic safety language,
- Consistent across all channels (website, PA, app, signage).

Examples such as:

- ***“If it thunders, go under.”***
- ***“Hot day? Rest. Drink. Shade.”***
- ***“Wind rising? Keep off structures.”***

work, because they:

- reduce cognitive load,
- avoid technical explanations,
- and translate meteorological triggers into simple behavioural rules.

### What about

#### **“See rain — check drain.”**

Quick reminder to avoid standing water and stay off soaked slopes or temporary structures.

#### **“Hot day? Rest, drink, shade.”**

Three-part instruction to reduce heat stress.

## Pre-Event Education: Setting Expectations Before Arrival

Pre-event education establishes the behavioural contract between organiser and audience.

### Objectives

- Normalize weather-related instructions before stress occurs.
- Reduce surprise, resistance, and debate during live operations.
- Prepare audiences logically and mentally for changing conditions.

### Core instruments

- Event website weather pages.
- Ticketing platforms and confirmation emails.
- **“Know Before You Go”** briefings.
- Weather Readiness Checklist



### Expectation management is critical!

Audiences that anticipate instructions are significantly more compliant when those instructions are issued.

#### Bring

- **refillable water bottle,**
- **head protection (hat),**
- **sunscreen,**
- **rain jacket,**
- **stable, non-slip footwear.**

#### Don't bring

- **umbrellas with spikes,**
- **heavy or unstable items,**
- **weather-sensitive equipment likely to be abandoned or cause clutter.**

## On-Site Education: Reinforcement in the Operational Environment

Once audiences are on site, education must shift from preparation to real-time behavioural guidance.

### Channels

- Fixed and mobile signage.
- Video screens.
- Public Address (PA).
- Staff verbal reinforcement.

### Characteristics of effective on-site messages

- Contextual (“ground soft”, “high winds”, “weather alert”),
- Local (“this area”, “near towers”, “next to banners”),
- Immediate (no future tense, no conditional language).

### Examples:

***“Weather alert — stay aware of announcements.”***

***“Ground soft — walk, don’t run.”***

***“High winds: avoid banners and towers.”***

## Colour-Coded Weather Status Systems: Shared Mental Models

A colour-coded weather status system creates a shared situational language between organisers, staff, and audience.

### Typical structure

Green – Normal operations.

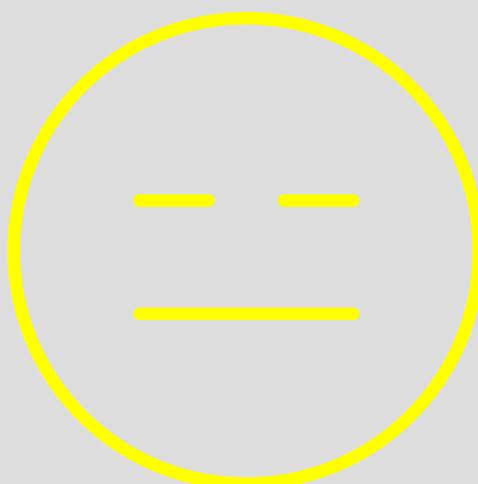
Amber – Weather watch; increased awareness required.

Red – Action required (shelter, pause, restricted movement).

|        |  |
|--------|--|
| Green  | No severe weather expected   |
| Yellow | Be Aware: There is a moderate risk of severe or a low risk of extreme weather occurring. <i>Remain alert and ensure you access the latest weather forecast</i>   |
| Amber  | Be Prepared: There is a high risk of severe or a moderate risk of extreme weather occurring. <i>Remain vigilant and make sure you access the latest weather forecast. Take precaution where possible</i>   |
| Red    | Take Action: There is a high risk of an extreme weather event occurring. <i>Remain extra vigilant and ensure you access the latest weather forecast. Follow orders and any advice given by the authorities under all circumstances and be prepared for extra ordinary measures</i> |

### Operational value

- Reduces explanation time during escalation.
- Allows audiences to self-adjust behaviour before instructions escalate.
- Supports phased responses rather than binary “normal vs emergency” reactions.



## App-Based Nudges and Real-Time Educational Pushes

Event apps enable targeted, time-critical audience education that cannot be achieved via PA alone.

### Typical use cases

- Lightning proximity alerts.
- Heat stress reminders.
- Incoming heavy rain or storm cells.

Examples:

***“Lightning detected – please head to indoor areas or vehicles.”***

***“Heat risk high – refill water and take breaks.”***

***“Heavy rain arriving soon – plan your move to shelter points.”***

### Social Media Education Campaigns, for example

#### Before the event:

“How to stay weather-safe this festival season: 30-second guide.”  
“What happens when an event is paused? Behind the scenes with experts.”

#### During the event:

“Rain expected this afternoon — here’s where to find shelter points.”  
“Hot day hacks: where to cool down, refill, and rest.”

## Behavioural Framing: Explaining the “Why”

Pure instructions are not always sufficient. Behavioural science shows that compliance increases when people understand purpose.

### Behavioural framing should:

- be short,
- avoid moral pressure,
- and link compliance to collective benefit.

Example:

***“We do this so the show can continue safely.”***

This framing:

- reduces frustration,
- lowers perceived arbitrariness of decisions,
- and reinforces trust in event management.

### Community Co-Education

- Invite audience ambassadors (“weather stewards”) to share safety messages online.
- Encourage peer-to-peer messaging: “Remind your friends to hydrate.”
- Gamify weather awareness for younger visitors (badges for checking weather updates)

## Campaign Concepts for Weather Awareness (Staff & Crowds)

### **“Watch – Prepare – Protect”**

Purpose: General public and event staff awareness for severe weather events  
(Message logic similar to “Run, Hide, Tell”: three clear, escalating actions.)

- **Watch:** Monitor official weather information (app, alerts, onsite).
- **Prepare:** Secure loose equipment, check evacuation/shelter routes.
- **Protect:** Follow safety instructions; move to shelter, help others, stay calm.

Tagline: ***“Awareness starts with the weather – your action keeps everyone safe.”***

### **Watch – Prepare – Protect**

***“Awareness starts with the weather – your action keeps everyone safe.”***

## Campaign Concepts for Weather Awareness (Staff & Crowds)

### “Spot – Stop – Shelter”

Purpose: For event staff and volunteers managing open-air crowds.

Use case: Sudden changes (thunderstorms, strong winds, hail).

- **Spot:** Recognize early warning signs (dark clouds, wind shifts, thunder).
- **Stop:** Pause outdoor activity and trigger contingency protocols.
- **Shelter:** Move crowds to designated safe areas and maintain communication.

Visuals: Use stoplight colors: green–yellow–red for escalating urgency

### Spot – Stop – Shelter

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- **Stop:** Pause outdoor activity and trigger contingency protocols.
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## React • Assess • Inform • Navigate

- Early action saves time
- Assess structures & crowds
- Communicate clearly
- Move safely & calmly

### Campaign Concepts for Weather Awareness (Staff & Crowds)

## “RAIN” Protocol (mnemonic style)

Purpose: Quick-action framework for handling changing weather conditions during events.

Audience: Operational and safety teams, production leads, crowd managers, stewards.

Tone: Professional, urgent but calm, practical for real-world decision-making.

 **R - React:** Observe and respond before thresholds are reached.

 **A – Assess::** Identify vulnerable zones or equipment.

 **I – Inform::** Alert command, safety, and communication teams.

 **N – Navigate:** Guide attendees calmly to shelter or transport.

**Tagline: “*Think RAIN before the storm arrives.*”**

## Campaign Concepts for Weather Awareness (Events & Crowds)

### “Stay Smart in the Storm”

Public-facing campaign with tone similar to “See it, Say it, Sorted.”

Posters, short video clips, and signage reminding visitors to

- trust official instructions,
- avoid metal structures or trees during storms,
- follow crowd stewards during evacuations.

Tone & Format: Friendly but direct; targeted for festivalgoers, sports fans, etc.

### Stay Smart in the Storm

- trust official instructions,
- avoid metal structures or trees during storms,
- Secure loose items,
- follow crowd stewards during evacuations.