

Take the Field Security Management

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## Event Timeline

### Research

Take the Field is a two-day event held at Major League Baseball's Winter Meetings. It is designed for women to interested in working in professional baseball and gives them the opportunity to learn from and network with staff from both the club and league levels (Diversity, Equity, & Inclusion, 2024). The event first started in 2017 and has grown since to include panels on Replay and Timing Operations and Data Operations. The favorite panel is the Women in Baseball panel, where attendees can listen and ask questions about working in baseball as a woman (Landry, 2024).

Beginning the day after the previous Take the Field, planning for the next Take the Field begins. Surveys given to the Take the Field attendees of the previous year attendees are evaluated, questions are asked about what went wrong and what could be done better, and a living document is kept over the years of adjustments that can be made to the event to make it as great an experience as possible for participants (Julia Hernandez, personal communication, 12 December 2024).

### Planning

In June or July, the year of the event, the events committee meets to start planning the event. This is where discussions arise about whether any changes need to be made from the previous year. MLB's coordinator of on-field operations, Julia Hernandez, will start making edits the application for Take the Field that is sent out to prospective participants (Julia Hernandez, personal communication, 12 December 2024).

In September, the application opens, with an automatic closing date in late October. More meetings with the events committee happen with a focus on the format of the event space. The usual layout is the stage in front for the panelists, long tables for participants to listen, then round tables in the back for breakout sessions with food and drinks off to the side. There also needs to be room for the Step and Repeat for headshots (Julia Hernandez, personal communication, 12 December 2024).

### Coordination

Also in September, the menus need to be chosen. Dinner on Saturday and breakfast on Sunday are musts, but the box lunch on Sunday is something the events committee goes back and forth on every year. Ultimately, they chose to this year since the event ran until two. This is also the time to make sure that the proper equipment is available for headshots. This includes the Step and Repeat and the lighting (Julia Hernandez, personal communication, 12 December 2024).

### Evaluation

For evaluation purposes, a survey is sent out to all participants, both jobseekers and league and club staff, to get their feedback on their experiences. Take the Field staff will also be evaluating the event as it progresses. Office hours have also been established so that participants can reach out over zoom to ask any questions they may have throughout the year.

## Contracts

MLB will need to have a contract in place with the hotel, in this case the Hilton Anatole in Dallas, Texas. This contract will need to detail which rooms are going to be used for conferences and meetings, and at what times.

Specifically, for Take the Field, there will need to be a contract for an event space in the hotel large enough for the need of the event. This includes a small stage, twenty long tables, and twenty round tables. There should also be space outside the room for a registration table and space to set up the catering so that the dinner and breakfast can be set up without disturbing the event.

The contract should also specify that the hotel needs to provide the stage, tables, catering, a background for the stage, and coffee, tea, and hot water throughout the day.

## Risk Management

- Developing the Plan
  - Identify risks with Take the Field: Picture the event space with no one in it vs with people in it. Is there a fire exit? Is it properly labeled? Easy to get to? Are the cords properly taped down? Are the tables spaced out enough? (Kara Blackstone, personal communication, 10 December 2024)
  - Walk through room the night before (Julia Hernandez, personal communication, 12 December 2024)
- Implementing the Plan
  - Speak with Take the Field staff about any concerns
  - Assign jobs to staff if anything should happen
- Managing the Plan
  - Document any incident that occurs
  - Evaluate the event

(Greenwell, et al, 2013)

## Identifying Potential Threats

Following hotel policy, the event will have local law enforcement to help with identifying potential threats. The officer presence is meant to reassure attendees and staff. The officers will scan patrons of the event and the hotel alike to watch for potential threats. For Winter Meetings specifically, a few of the top potential threats are people known to cause trouble and ex-employees. Other than that, officers and event staff should keep an eye out for anyone who has the look of someone who is causing trouble or who is “acting shady” (Lt. Craker, personal communication, 10 Dec 2024; Officer Wheeler, personal communication, 10 Dec 2024).

## Effective Crowd Management

As Take the Field occurs at Winter Meetings and high-level executives attend Winter Meetings with sensitive information being discussed, crowd management is essential. At Take the Field itself, participants will mainly be in the same event space for most of their day, but when they are not, they, along with regular patrons of the hotel, will not be allowed in certain areas of the hotel. At the Hilton Anatole, there was an upstairs portion of the hotel separate from where the guest rooms were. This was roped off and a security guard monitored it constantly. No one was allowed access unless they had their MLB credential (This is where the Juan Soto deal was discussed).

## Event Day Rundown Script

### Saturday, December 7

- 10:00 AM- 12:20 PM Set up Tables with Notebooks and Pens, put number cards on breakout tables, set up registration table, check that microphones are working, double check everything
- 1:00 PM-1:30 PM Registration
- 1:30 PM-1:40 PM Introduction
- 1:40 PM-2:00 PM Keynote Address
- 2:00 PM-2:45 PM Panel – Take the Field Alumnae (AJ ready with mic for questions at 2:35)
- 2:45 PM-3:45 PM Breakout Session I
- 3:45 PM-4:00 PM Break
- 4:00 PM-5:00 PM Breakout Session II (check that dinner will be ready on time)
- 5:00 PM-6:00 PM Panel – Understanding Baseball Operations (AJ ready with mic for questions at 5:50)
- 6:00 PM-6:05 PM Closing Remarks
- 6:05 PM-7:05 PM Resume & Mock Interview Workshop/Networking
- 6:30 PM-8:30 PM Dinner

### Sunday, December 8

- 7:30 AM-8:30 AM Double check that everything from previous day is still in place, microphones are still working, breakfast is ready
- 8:30 AM-9:30 AM Breakfast
- 9:10 AM-9:20 AM Replay Operations Presentation
- 9:20 AM-9:30 AM Data Operations Presentation
- 9:30 AM-10:15 AM Panel – Women in Baseball (AJ ready with mic for question at 10:00)
- 10:15 AM-11:15 AM Breakout Session III
- 11:15 AM-11:30 AM Break (check that lunch will be ready on time)
- 11:30 AM-12:30 PM Breakout Session IV
- 12:30 PM-1:00 PM Group Photo & Closing Remarks
- 1:00 PM-2:00 PM Resume & Mock Interview Workshop/Networking & Lunch
- 2:00 PM-3:00 PM Pick up extra pens notebooks, breakout table numbers, etc.

## Chain-of-Command

- Julia Hernandez, Coordinator, On-Field Operations; heads up the event and oversees every detail
  - Raquel Wagner, Director of Umpire Operations; oversees all the visual aspects, including schedule, program, breakout group
  - AJ Montes, Senior Coordinator, On-Field Operations; serves as a liaison and goes around with a checklist to make sure everything is done
  - Danielle Monday, Manager, On-Field Operations; in charge of logistics, detail planning, confirmations, and double checking

## Managing Participants and Sponsors

All participants will be emailed a copy of the full program with information about the keynote speaker, the panelists, and all other club and league staff who are participating. It also includes the participant biographies that jobseekers were asked to provide about themselves so that club and league staff can be informed about who they may meet (Julia Hernandez, personal communication, 5 December 2024).

At registration, there will be two separate tables, one for jobseekers and one for club and league staff. Everyone will receive a name tag and a T-shirt. Jobseekers are encouraged to sit at the long tables closer to the stage where notebooks and pens, along with printed copies of the stage have been laid out. Club and league staff are encouraged to sit in the back at the round tables until they are called for a panel or it is time for breakout sessions. Every participant is assigned to breakout sessions and is emailed the schedule for that the night before, so they know which table to go to and when. They are also emailed the schedule for mock interviews and resume reviews and can similarly figure out where they need to be for those events. Take the Field staff spreads out throughout the room to answer questions for anyone who needs help to find where they need to be (Julia Hernandez, personal communication, 5-12 December 2024).

The event space is reserved an extra hour past the end of the event each day to account for participants lingering while networking. In the case they are still around at this time, they can be gently asked to leave.



## Post-Event Evaluation

The post-event evaluation will be a Microsoft form that will be sent out to all participants who registered. This includes panelists and league and club staff who attended to engage with participants and educate them about working in baseball. Questions will include what they learned, what their favorite panel was, and if they thought there was anything that could be improved. This information will be analyzed in June and July when the events committee meets to begin planning the next Take the Field in Orlando.

Take the Field Staff will also evaluate the event as it progresses and discuss shortly after the event as Winter Meetings progresses, what went wrong, what could have gone better, did we give enough time for this presentation, was this panel too long, and other questions (Julia Hernandez, personal communication, 12 December 2024).

## References

Diversity, Equity, & Inclusion. (2024). *Take the Field*. MLB. <https://www.mlb.com/diversity-and-inclusion/events/take-the-field>

Greenwell, T.C., Danzey-Bussell, L.A., & Shonk, D.J. (2013). *Managing Sport Events*. Champaign, IL: Human Kinetics (1st edition).

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Landry, Kennedy. (2024). *Take the Field helping women get to 'where baseball needs to go.'* MLB. <https://www.mlb.com/news/take-the-field-helping-women-mlb-2024>