



Why Alerting Matters for Outdoor Events



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Introduction

Weather can affect safety, costs, and day-to-day operations across outdoor activities and events. The challenge is having enough warning to act before conditions become dangerous or disruptive. On-site severe weather alerting can give teams earlier visibility into developing threats and more time to respond.

Protecting guests, players, spectators, vendors, and staff requires teams to understand changing conditions and communicate quickly when action is needed.

Accurate, reliable weather intelligence is essential. So are alerting capabilities. Being notified of dangerous conditions before they arrive provides more time to activate safety plans and move people to secure locations, as well as determine when it is safe to return. Likewise, it is important to minimize false alarms and cancellations that can unnecessarily disrupt activities and damage trust.

General weather forecasts can provide useful awareness, but outdoor event teams often need location-specific weather intelligence and alerts to manage threats such as lightning, excessive heat, and other severe conditions.

94%

of surveyed event organisations report experiencing operational impacts from weather, including programme changes, temporary suspensions, or evacuations.

55%

report direct lost revenue due to weather disruptions.

*Source: DTN, Event Safety Alliance, GCMA, and UKCMA, 2026



Why Alerting Matters For Outdoor Activities And Events

Several factors are increasing the need for timely, accurate weather alerting at outdoor events.

Factor 1.

Incidents of extreme weather are increasing

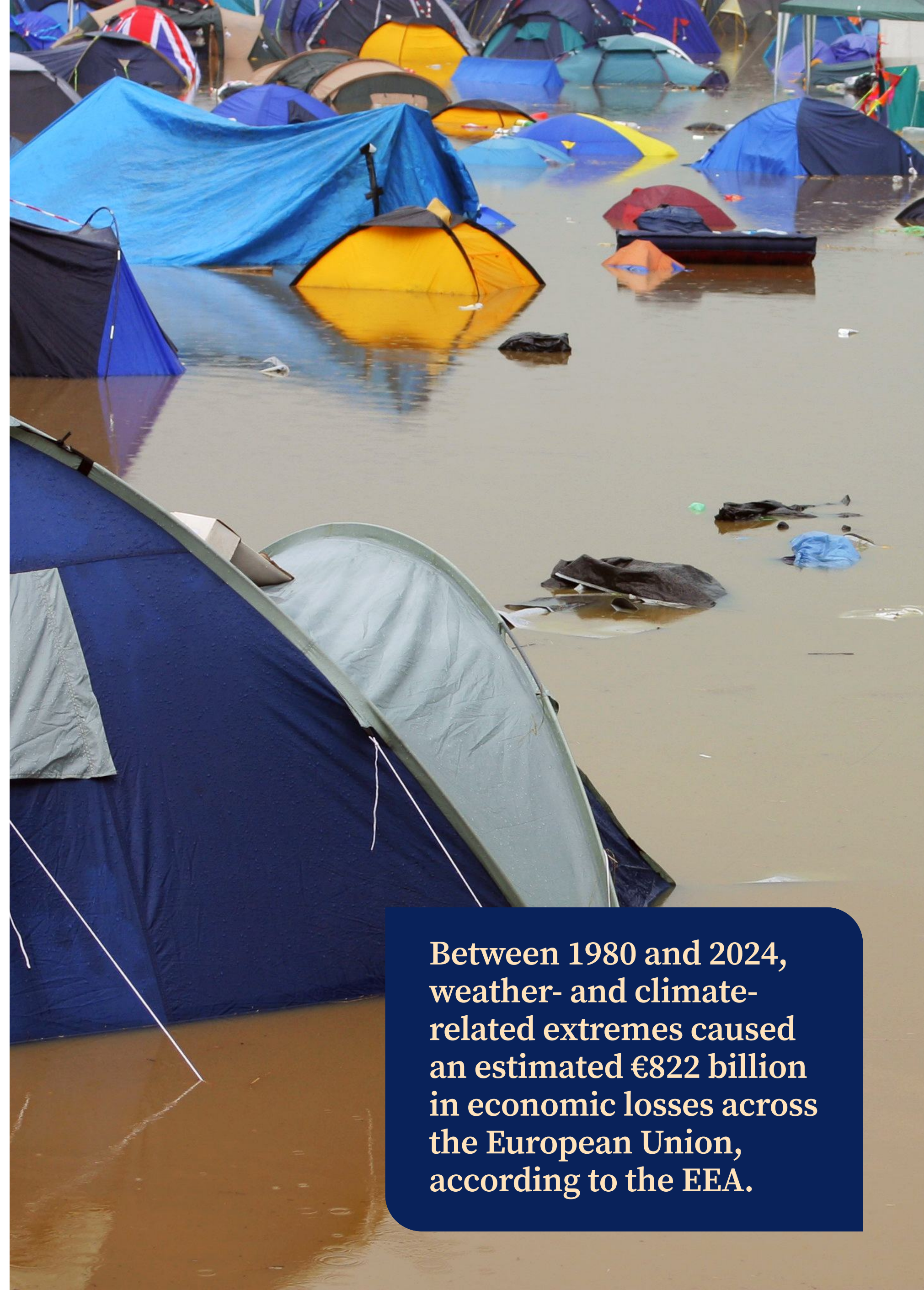
More frequent and intense weather extremes are creating a more challenging operating environment for outdoor event teams.

On June 27, 2026, the Retro C Trop Festival in Tilloloy, France, cancelled the B-52s' set after severe thunderstorms with damaging winds struck the festival grounds. Lightning, heavy rain, and hurricane-force winds damaged stage equipment and infrastructure, and the festival's final day was ultimately cancelled. For event teams, rapidly developing conditions can leave a narrow window to assess the threat and act before safety and operations are affected.

The risks extend well beyond high winds. Across Europe, floods, storms, lightning, and other weather extremes carry significant human and economic consequences.

The frequency of extreme precipitation has increased across Europe since the 1950s, particularly in northern and central Europe, according to the European Environment Agency (EEA). Between 1980 and 2024, weather- and climate-related extremes caused an estimated €822 billion in economic losses across the European Union. Floods accounted for 47% of those losses, making them the largest share of economic losses among the hazard types tracked by the EEA.

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Factor 2.

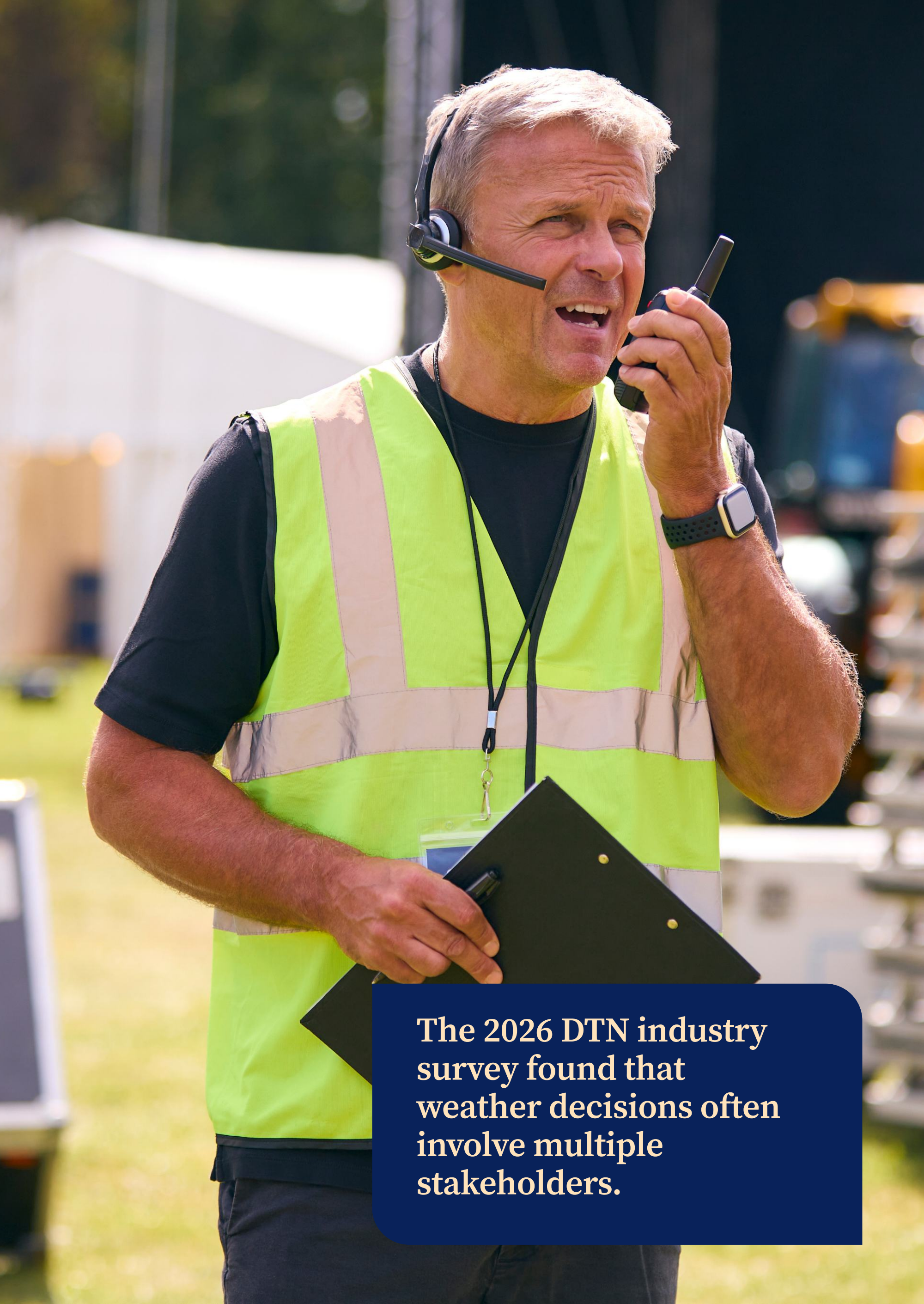
Clear communication is critical when conditions change

Weather-related delays, evacuations, postponements, and cancellations can disrupt even the best-planned event. The 2026 DTN industry survey found that weather decisions often involve multiple stakeholders. Clear roles, thresholds, and communication can help those stakeholders coordinate their response.

When those decisions become necessary, attendees need clear communication about what is happening, what action they should take, and when conditions are safe.

Timely weather alerts help event teams communicate decisions consistently and give attendees the information they need to respond. Reliable weather intelligence can also help teams avoid unnecessary disruptions when conditions do not warrant action.

Clear thresholds, timely alerts, and coordinated communication help turn a difficult weather decision into an organised response.

A man with short blonde hair, wearing a black t-shirt, a bright yellow high-visibility safety vest, and a black headset with a microphone, is talking on a handheld radio. He is holding a black clipboard in his left hand. The background is an outdoor setting with a white tent and some equipment.

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Factor 3.

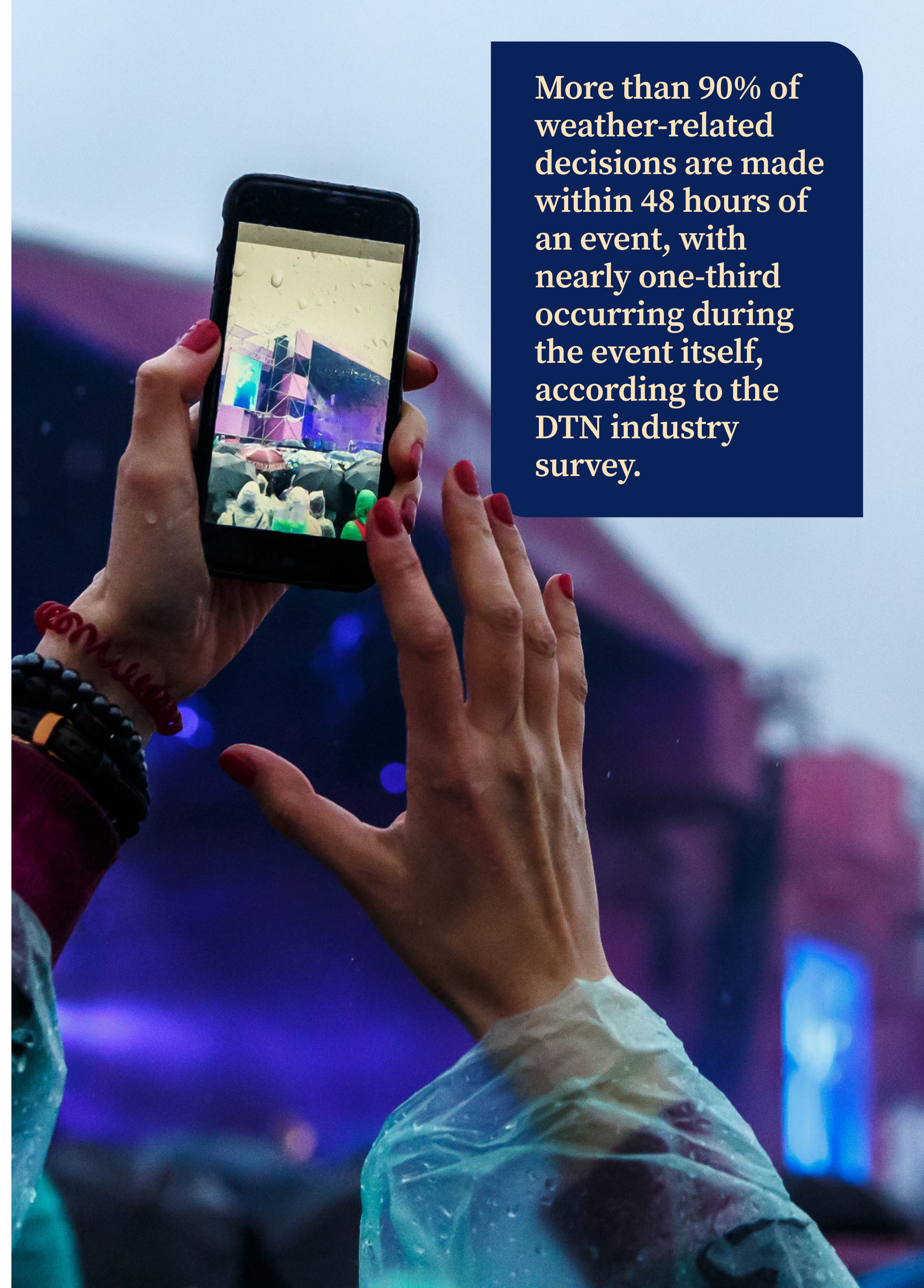
Severe weather can escalate quickly

Intense thunderstorms can develop quickly, bringing deadly lightning, dangerously high winds, and the potential for flash floods. When people are outdoors or away from secure shelter, the time available to respond can be limited.

Early notification gives event teams more time to activate established safety protocols, communicate instructions, and move people to secure locations before conditions become dangerous. As conditions evolve, continued monitoring and timely updates help teams determine whether additional action is needed and when activities can safely resume.

That need for timely information is reflected in the decisions event teams make: More than 90% of weather-related decisions are made within 48 hours of an event, with nearly one-third occurring during the event itself, according to the DTN industry survey.

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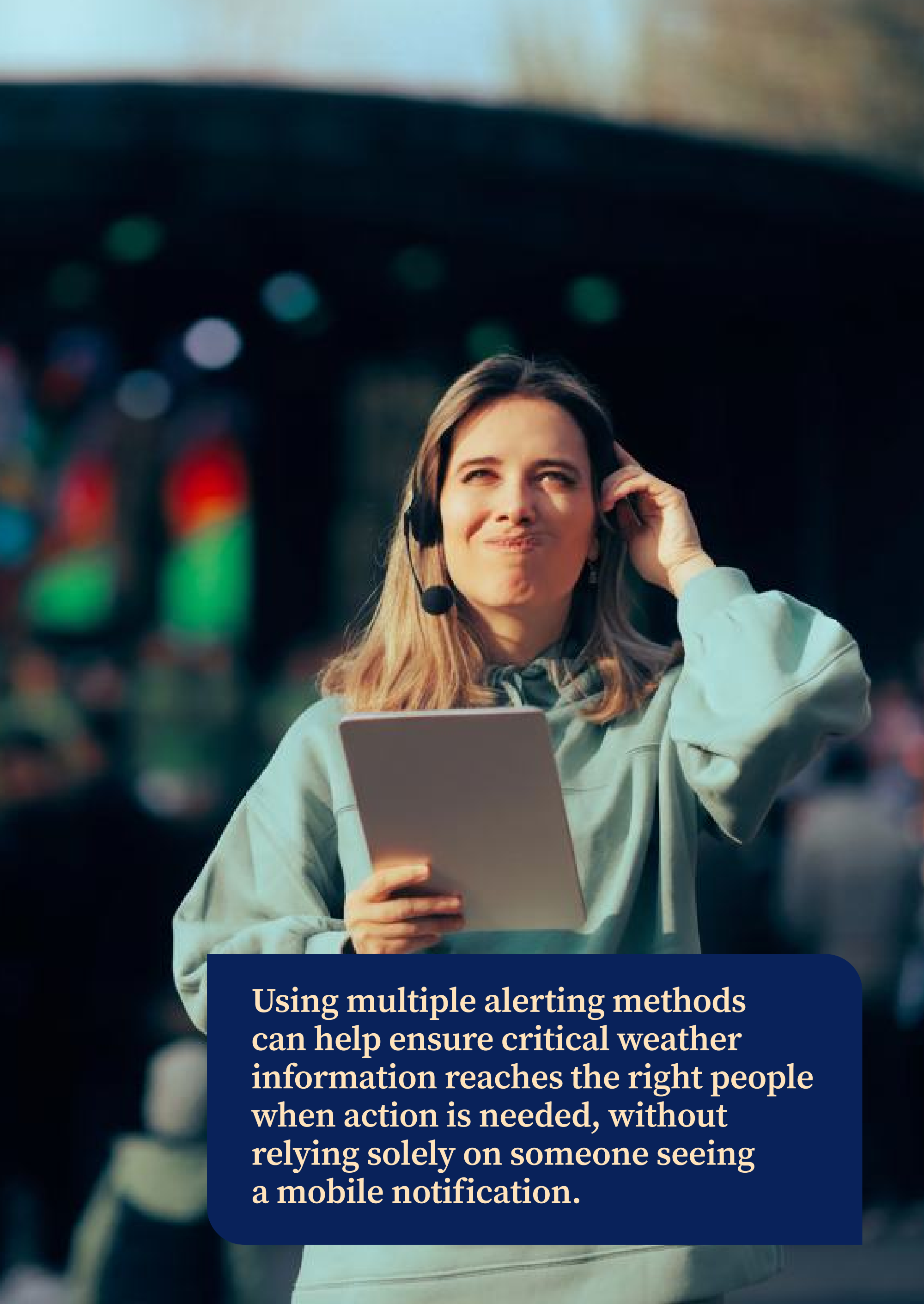


Factor 4.

Critical alerts need to reach people wherever they are

Many alerting systems rely on decision-makers and stakeholders to have a mobile device in hand at crucial moments. During an event, however, teams may be managing operations, moving across a venue, or responding to other priorities when an alert is issued.

Using multiple alerting methods can help ensure critical weather information reaches the right people when action is needed, without relying solely on someone seeing a mobile notification.



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Three Key Benefits of Accurate Alerting for Outdoor Activities and Events

Accurate, timely weather alerting helps event teams protect people, make confident decisions, and communicate clearly as conditions change.

1. Safety risk management

Protecting people is the primary consideration when severe weather threatens an outdoor activity or event. Timely, accurate alerts give teams more time to respond before conditions become dangerous.

Accuracy matters, too. False alarms can cause unnecessary disruption and undermine confidence in future alerts, while alerts that come too late can leave people exposed to dangerous conditions.

How Alerting Can Help

Accurate, location-specific alerts help teams act when conditions warrant it while reducing unnecessary disruptions.

2. Decision-making confidence

Event planning begins well before precise weather conditions are known. As an event approaches, forecasts become clearer, but teams still need to determine whether conditions warrant continuing, delaying, modifying, or cancelling activities.

Reliable weather intelligence gives decision-makers greater confidence in those calls, particularly when conditions are changing or close to established safety thresholds. That support matters even among experienced professionals: While 75% of survey respondents reported 15 years or more in event planning and operations, only 31% described themselves as very comfortable interpreting weather forecasts.

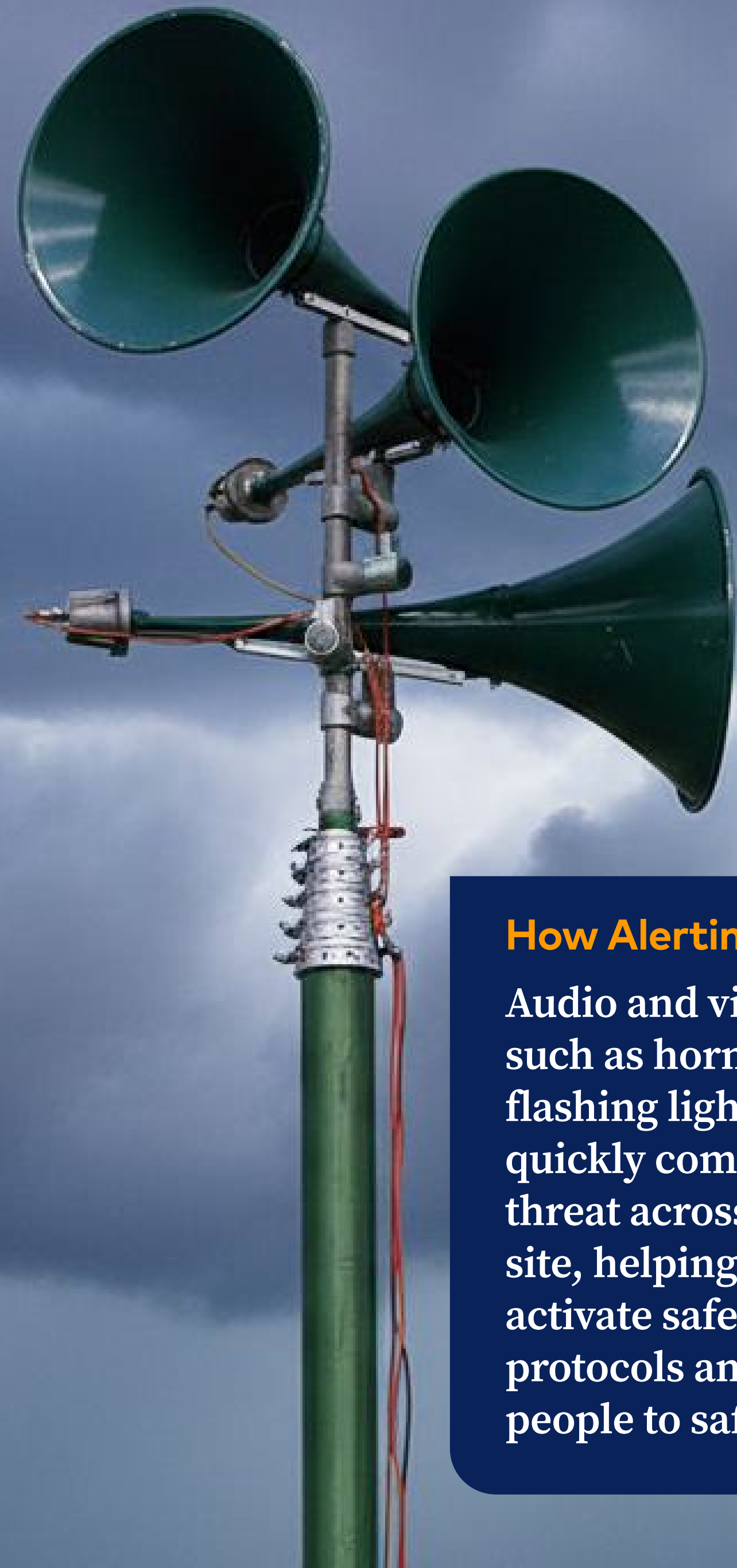
How Alerting Can Help

Timely alerts help teams make go/no-go decisions based on current conditions and established thresholds, reducing unnecessary disruption without compromising safety.

3. Delivering a clear message

When dangerous weather approaches, information needs to reach the right people quickly and clearly. Confusing or delayed communication can slow the response and increase safety risks.

Decision-makers also need alerts that clearly communicate the severity of the threat so they can determine what action is required without losing valuable time interpreting the information.



How Alerting Can Help

Audio and visual alerts, such as horns and flashing lights, can quickly communicate a threat across an event site, helping teams activate safety protocols and move people to safety.

Be Ready When Conditions Change

Accurate weather intelligence and timely alerts help teams manage risk, coordinate their response, and make informed decisions when severe weather threatens.

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