



Event Security Guide

Supporting Sports,
Entertainment, Festivals,
Corporate Events, and
Convention Centers

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Introduction

A successful event doesn't just happen—it's carefully crafted with the right blend of security, staffing, and logistics. Behind every seamless experience is a dedicated team working towards safety, managing operations, and creating an environment where guests and fans can enjoy themselves worry-free.

This eBook dives into the essential roles that security, staffing, and event services play in turning a good event into a great one. From crowd management to temporary surveillance solutions, we'll explore the strategies and tools that keep events running smoothly and securely.

Discover how the right planning and partnerships can set your event up for success. Let's get started!



Section 1: Role of Event Security

A well-rounded security plan involves various specialized roles, each contributing to the overall security strategy. From the initial check-in process to crowd management and emergency response, these roles work together to help deter security-related incidents and enhance the guest experience.

Key Elements:

1 | Crowd Management

Effective crowd management is crucial for the smooth execution of any event. Security and staff work together to maintain smooth traffic flow, prevent bottlenecks, and avoid overcrowding. Strategic management of attendee movement contributes to a comfortable and enjoyable experience for all, reducing the risk of accidents and maintaining a positive atmosphere throughout the venue.



2 | Enhance Risk Mitigation Efforts

Large events often involve dynamic and evolving risks, from crowd control and unauthorized access to medical emergencies and public safety threats. Effective risk mitigation requires a layered approach that combines trained security personnel, integrated technology with access control and video surveillance systems, proactive site assessments, intelligence gathering, and a well-defined emergency response plan. By addressing risks from multiple angles, event organizers can help ensure smooth operations, enhance attendee safety, and minimize the impact of unexpected disruptions.



3 | Guest Services

Event staffing is not just about security—it includes roles that enhance the overall attendee experience. From ticketing and registration to ushers and information booths, event staff are the welcoming faces of the event. Their friendly and helpful demeanor creates a positive atmosphere, leaving a lasting impression and encouraging attendees to return for future events.



4 | Crisis and Emergency Management

Despite meticulous planning, unexpected situations can arise. This is where the preparedness and expertise of event security teams are critical. In emergencies like medical incidents and natural disasters, their swift and efficient response can help minimize the impact on attendees. A well-prepared crisis management plan and a trained security team demonstrate an organizer's commitment to safety, earning audience trust, and confidence.



5 | Reputation and Brand Protection

The success of an event is not just measured by its execution but also by its aftermath. A well-managed event with strong security and competent staff builds a positive reputation for the organizers. Comprehensive pre-event planning, site evaluations, and a thorough post-event debriefing process are essential steps in this approach. By aligning security and staffing to meet specific event demands and gathering insights from post-event reviews, organizers can continually enhance safety and efficiency. This full-cycle commitment—from preparation through follow-up—strengthens the reputation of both the organizers and the venues involved.



Section 2: Guest Services and Security Roles

A successful event relies on a comprehensive approach to guest management and security. Each event staff person plays a critical role in helping to maintain the smooth operation of the event. From efficient check-in processes and vigilant ID checks to proactive crowd management and specialized security teams, every element contributes to a seamless experience. By integrating various security measures like access control, alcohol enforcement, and canine detection, event organizers can help mitigate risks and respond to emergencies. This multi-faceted strategy enhances the overall experience of attendees, ensuring a successful and enjoyable event for all.

Registration / Check-in Staff



Help ensure smooth entry by handling guest registrations and check-ins efficiently, verifying credentials, and providing necessary event information.

ID Checkers



Verify the identities of attendees to maintain security and compliance with age restrictions and other access requirements.

Ushers / Ticket Takers / Information Booth



Offer a warm welcome and assist guests with directions, seating arrangements, and general inquiries to enhance their event experience.

Event Security



Serve as a deterrent to security-related events by being observant and monitoring the venue, reporting observations, and engaging law enforcement when needed.

Access Control



Manage entry points and limit unauthorized access to secure areas, verifying that only authorized personnel can enter.

Alcohol Enforcement



Monitor and enforce alcohol policies, promoting responsible consumption, and deterring underage drinking or overindulgence.

| Parking Services



Organize and manage parking areas to help ensure efficient use of space, smooth traffic flow, and secure parking for all attendees.

| Audience / Crowd Management



Strategically manage the movement and flow of large crowds to minimize overcrowding, maintaining smooth traffic flow, and a comfortable atmosphere.

| VIP / Talent Escort



Provide personalized security and escort services for VIPs and talent, maintaining their privacy throughout the event.

| Special Response Team (SRT)



Highly trained units prepared to handle high-risk situations, provide rapid response, and specialized security measures when needed.

| Magnetometer or Wand Screening



Utilize X-ray technology to inspect guests, bags, and packages for prohibited items.

| Command Center Dispatchers



Coordinate security responses and dispatch personnel from a central monitoring hub.

| Red Carpet Staff



Offer specialized services for high-profile events, managing the red carpet area, guiding VIPs, and promoting a seamless experience for celebrities and media.

| Field Incursion Team (FIT)



Specialized teams ready to respond to and manage unauthorized field incursions, helping to maintain the integrity of the event space.

| Canine Weapons / Explosive Detection



Deploy trained dogs to search for weapons and explosives, adding an extra layer of security through advanced detection capabilities.

| Temporary Video Surveillance



Install and monitor temporary surveillance systems to enhance security coverage, providing real-time monitoring and recording.

Section 3: Recruitment and Training

Recruitment and training are fundamental to building a reliable event security team and executing on the call number. A comprehensive hiring process and robust training helps to ensure that staff members are well-trained and vetted, all of which is important to maintaining a high standard of security and guest service. This section explores the essential elements of recruiting and training, event security personnel that helps them prepare to handle the diverse challenges of any event.

Background Checks

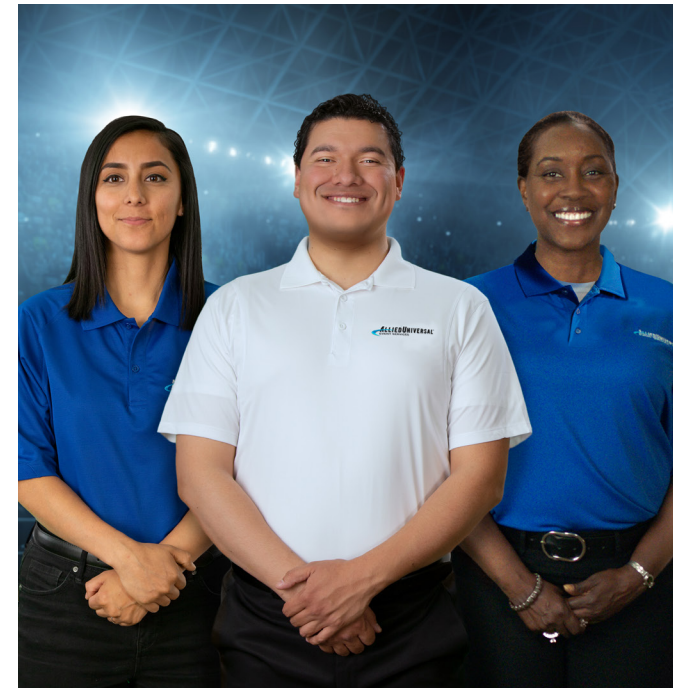
Thorough background checks help ensure the reliability and integrity of the security team. These checks should include criminal history, employment verification, and reference checks. Implementing rigorous screening processes helps build a trustworthy team, enhancing overall event security.

Training

Comprehensive training programs are vital for preparing security staff to perform their duties effectively. Training should cover various aspects, including:

- **Security Protocols:** Understanding and implementing security procedures.
- **Emergency Response:** Training for medical emergencies, natural disasters, and security threats.
- **Customer Service:** Developing skills to interact positively with attendees.
- **Conflict Resolution:** Managing and de-escalating conflicts.
- **Communication:** Effective communication strategies for coordination and information.
- **New Employee Orientation:** Includes standards and expectations for all new hires.
- **Client Specific Training:** If needed, customized training with site-specific messaging.

Ongoing training and regular competency assessments help security personnel remain up-to-date with the latest best practices and technologies in event security.



Section 4: Command Operations and Incident Management

Effective event management depends on streamlined operations and rapid incident response. A centralized event management solution provides seamless coordination of security, medical, and logistical functions for successful event execution.

Centralized Event Operations

A customized unified command center enables real-time coordination, helping control all aspects of the event, from security to crowd management.

Temporary Video Surveillance

Advanced temporary video surveillance systems offer high-definition coverage and continuous monitoring of traffic flow, crowds, and perimeter security. Automated live feeds provide actionable intelligence for proactive incident management.

Incident Response

With integrated surveillance and real-time data, faster responses to incidents are possible, enhancing safety, and operational excellence throughout the event.

Command Center Dispatchers

Security professionals who monitor systems, coordinate responses, and dispatch personnel. They ensure rapid communication and efficient incident management.



Section 5: Quality Control and Operational Audits

Regular audits are essential for maintaining and improving the quality of event security. Audits help identify strengths and weaknesses in the security plan, allowing for continuous improvement. Failing to do these audits puts your venue and event at risk for security incidents.

Internal Audits

Conducting internal audits involves a thorough review of security procedures, staff performance, and overall safety measures. These audits should be carried out regularly to check compliance with security standards and to identify areas for improvement.

Red Team Audits

Red team audits involve simulating potential security threats to test the effectiveness of security measures and personnel. These realistic exercises help identify vulnerabilities and provide valuable insight into how security can be enhanced.

Continuous Improvement

The findings from audits should be used to implement corrective actions and improve security protocols. Regularly updating security measures based on audit results helps to ensure that the event security strategy remains robust and effective.



Section 6: Mitigating Risk for Event Security

Addressing common risks related to event security and staffing is crucial for a successful event. This section explores key challenges and provides solutions to mitigate these issues, contributing to a seamless and secure event experience.

Staffing and Communications

Meeting Requested Staffing Levels	Poor Staffing Communication	Smart Deployment	Inefficient Resource Deployment	Certified Licensed Guard Carded Personnel
<p>Risk: Failing to meet the requested staffing numbers can lead to inadequate security coverage, resulting in potential safety risks.</p> <p>What to Look For: Choose a vendor with a proven track record of meeting staffing requirements consistently. Those who use advanced staffing management systems and predictive analytics to fulfill your needs.</p>	<p>Risk: A lack of communication and transparency regarding staffing levels or deficiencies leads to confusion and inefficiencies.</p> <p>What to Look For: Select a vendor that prioritizes clear communication and transparency. They should have established protocols for regular updates and real-time reporting tools to keep you informed.</p>	<p>Risk: Staff not matched to appropriate posts will lead to a negative guest experience and operational inefficiency.</p> <p>What to Look For: Find a vendor that assesses staff skills and personalities thoroughly while using technology to deploy staff dynamically based on real-time event needs.</p>	<p>Risk: Limited on-site security / emergency personnel and lack of coordinated system leading to delayed interventions.</p> <p>What to Look For: Choose a vendor that understands and promotes an integrated solution of staffing, technology, and efficient resource deployment.</p>	<p>Risk: Event staff placed in posts where they are not licensed or trained for those functions. This can lead to heavy fines and negative guest experience.</p> <p>What to Look For: Choose a vendor with a process that will schedule the personnel with the right skills for each post, including providing roster of event security personnel on demand.</p>

Training and Quality

Lack of Training and Quality Staff

Risk: Insufficient training results in unqualified staff who cannot handle the demands of their roles effectively.

What to Look For: Opt for a vendor that offers comprehensive training programs for their staff, including initial and ongoing training, and regular competency assessments.

Inconsistent Core Staffing

Risk: A lack of consistent core staffing at key posts disrupt the familiarity and rapport between staff and regular guests.

What to Look For: Choose a vendor that maintains a core team of well-trained, permanent staff for key positions and has policies in place to ensure continuity and prevent burnout. Also, make sure the vendor has a goal of delivering "same face, same place" deployment of resources.

Supervisory and Management

Lack of Command and Control

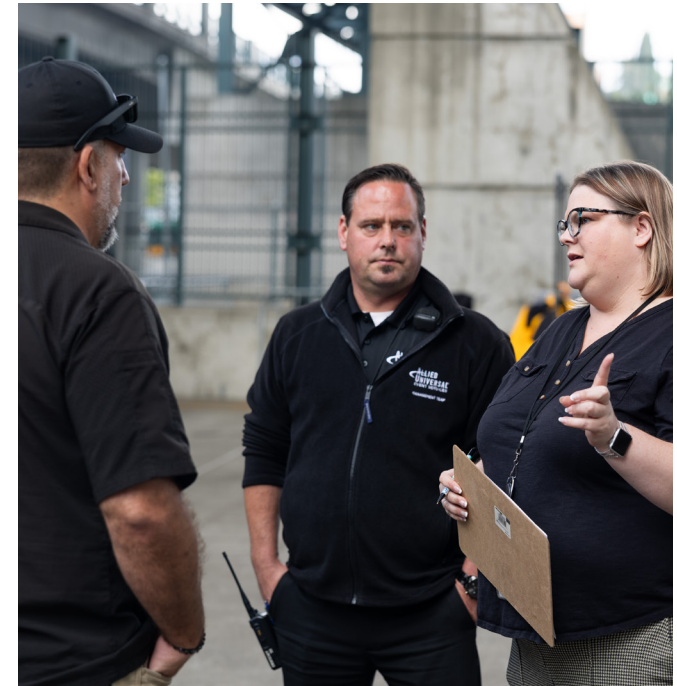
Risk: Inexperienced or inattentive supervisors on the day of the event can lead to operational failures.

What to Look For: Look for vendors with experienced supervisors who have a proven track record. They should provide their supervisors with the necessary tools and authority to manage their teams effectively.

Poor Management

Risk: Inadequate management results in poor performance and can affect the overall success of the event.

What to Look For: Select a vendor with a strong management structure, clear roles/responsibility and a commitment to regular performance reviews and leadership training for managers.



Communication

Lack of Communication from Service Providers

Risk: Poor communication can lead to misunderstandings and operational problems. Effective communication with venue operators is crucial for seamless operations.

What to Look For: Choose a vendor with dedicated communication lines between service providers and venue operators while using collaborative tools to maintain seamless coordination.

Poor Communication with Stakeholders

Risk: Not communicating issues, staffing shortages, or problems ahead of time can severely impact trust and event success.

What to Look For: Opt for a vendor with a stakeholder communication plan that includes regular updates, immediate notification of issues, and a feedback loop for continuous improvement.

Subcontractors

Over-Reliance on Subcontractors

Risk: Many event staffing companies overly rely on subcontractors, leading to inconsistent quality and service delivery.

What to Look For: Select a vendor that builds a strong in-house team and only uses subcontractors when necessary or during emergency situations. Confirm that they are thoroughly vetted and subject to strict quality control measures.



Video Surveillance for Crowd Management and Security

Crowd Management Challenges

Risk: Excessive wait times and inefficient crowd flow within venues create frustration and safety concerns.

What to Look For:
Select a provider that utilizes overhead camera views and integrates communications to optimize crowd movement and enhance guest experience.

Challenges in Managing Large Crowds

Risk: Inaccurate crowd counts and poor crowd management lead to logistical issues and safety concerns.

What to Look For:
Look for camera systems with advanced analytics that can count crowds, manage crowd flow and quickly identify key individuals when necessary.

Lack of Strategic Surveillance Coverage

Risk: Lack of strategic camera placements leads to vulnerable, unmonitored areas.

What to Look For:
Opt for a surveillance provider that offers strategically placed cameras to maximize coverage and permit visibility across critical areas.

Parking Congestion and Security Risks

Risk: Poorly managed parking areas lead to congestion, confusion and increased security threats.

What to Look For:
Ensure the vendor offers surveillance solutions that provide an overhead view of parking areas, enabling the monitoring of traffic flow and overall safety.

Liability and Incident Documentation

Risk: A lack of recorded evidence during incidents exposes venues to greater liability risks.

What to Look For:
Select a surveillance provider that offers comprehensive incident documentation, providing clear video evidence to aid in liability protection.



Security Understanding and Costs

Failing Red Team Audits

Risk: Failing to address and improve performance from red team audits can undermine security measures.

What to Look For: Choose a vendor that conducts regular internal audits and simulations and has a process in place for implementing corrective actions and continuous improvement.

Understanding the Level of Security Needed

Risk: Security often ranks low on the priority list, leading to insufficient measures being implemented.

What to Look For: Select a vendor that educates stakeholders on the importance of adequate security and provides scalable solutions tailored to event-specific needs.

Cost vs Quality in Security Service Provider

Risk: Using lower-cost providers that do not maintain high standards can lead to increased security incidents.

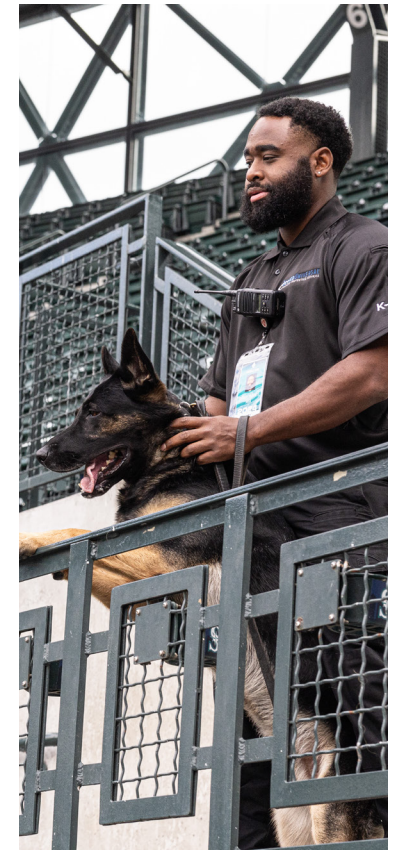
What to Look For: Find a vendor that balances cost and quality, offers flexible pricing, and clearly communicates the value of comprehensive security services. Choosing lower-cost options can increase risk and expose events to potential liability from inadequate coverage.

Vendor Alignment

Vendor Misalignment with Goals

Risk: Misalignment between vendors and event goals can hinder a successful partnership.

What to Look For: Choose a vendor that engages in thorough discussions to understand your objectives and can develop customized service plans that align with your event goals and expectations.



By understanding and addressing these common pain points, event organizers can significantly improve their security and staffing strategies, helping ensure a smooth and successful event.

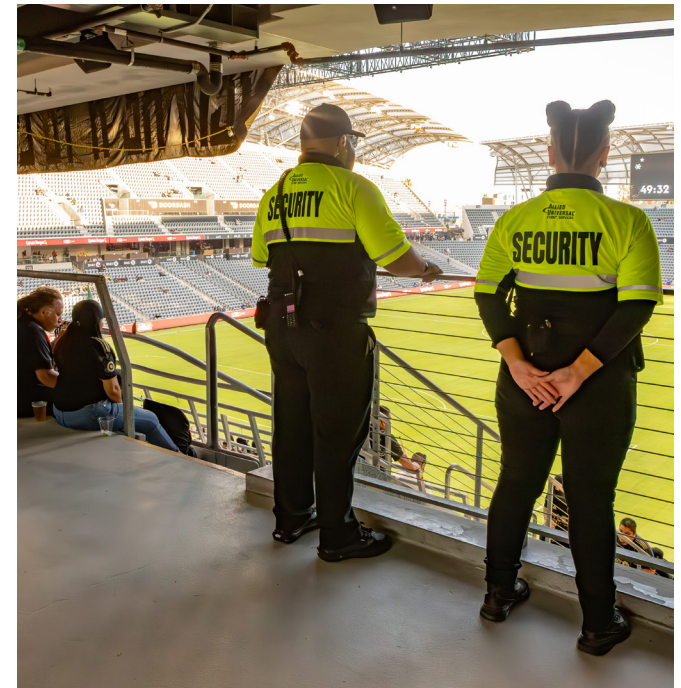
Conclusion

Allied Universal Event Services is a trusted leader in delivering comprehensive security staffing, technology, and operational support to mitigate risk for events of all sizes. With decades of experience, we specialize in creating safe, seamless environments that enhance guest experiences while offering support for event organizers.

From crowd management to temporary surveillance and emergency planning, our solutions are tailored to meet the unique demands of simple or complex events. Our highly trained professionals are committed to maintaining the highest standards of service at venues, festivals, sporting events, corporate events, and more.

This eBook explored the critical components of security, staffing, and event services, providing a comprehensive guide to safe and successful events. It covered key topics such as guest management, staff training, operational strategies, and auditing best practices.

Additionally, the eBook covered the most pressing risks associated with event security, offering insights on what to look out for and how to enhance overall event safety.



Learn more about Allied Universal Event Services:
www.aus.com/security-services/event-services





Event Security Guide

Learn more about Allied Universal by visiting our website - aus.com - and exploring additional resources, tools, and insights.



Guarding



Integrated
Technology



Risk and Vulnerability
Consulting



Canine
Security



Executive Protection
and Intelligence



Active Law
Enforcement



Weapons and
Explosive Screening



Event
Security



Investigations



Disaster and
Emergency Response



Electronic
Monitoring



Cash
Solutions



Workforce
Solutions



Janitorial
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