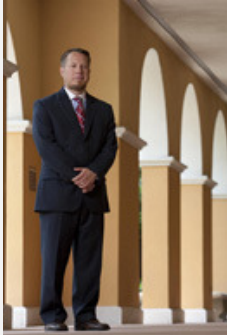




Securing Critical Mass Events

Presenters



- Brian Avery, President/Owner at Event Safety & Security Services
- Safety Consultant/Partner at Avery&Avery
- Has been working within the events and attractions industries for over 18 years



- Peter Tarlow, Founder and President of Tourism & More
- World-renowned speaker and expert specializing in the impact of crime and terrorism on the tourism industry, event and tourism risk management, and economic development.
- Well-known author in the field of tourism security.

Securing Critical Mass Events



- What is event safety and security and what makes it unique?
 - Grandstands, bleachers & stages
 - Tents & temporary structures
 - Show floors & grounds
 - Food & beverage locations
 - Parking lots & pedestrian routes
 - Amusement rides & devices
 - Animal interactions & displays
 - Weather monitoring
 - Aircraft landing & much more...

Securing Critical Mass Events

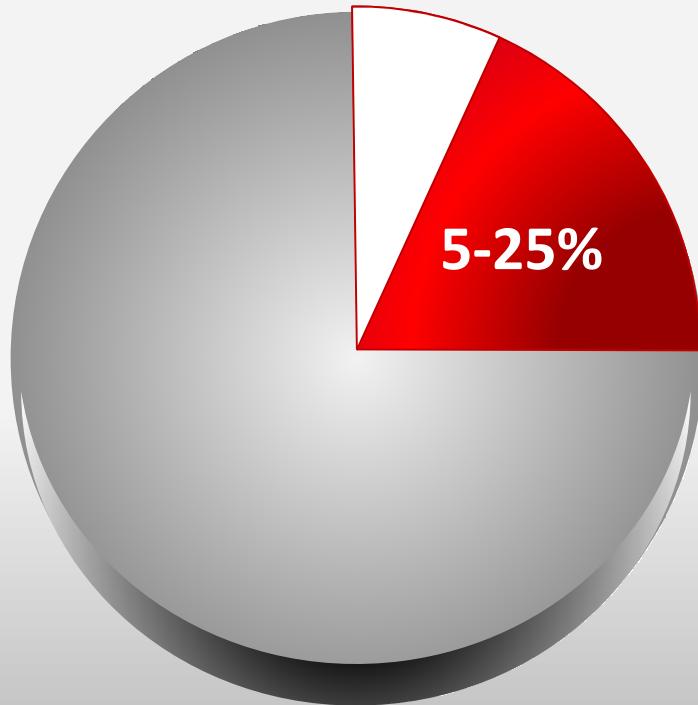


- Industry Trends---Primary Threats

- Transportation
- Fire
- Weather (location prone)
- Conflict based (audience make-up)
- Failure to warn (perceptions of risk)
- Lack of planning
- Poor emergency response
- Limited availability of resources
- Poor training
- Communication (language barriers)
- Population (children, elderly, disabled)

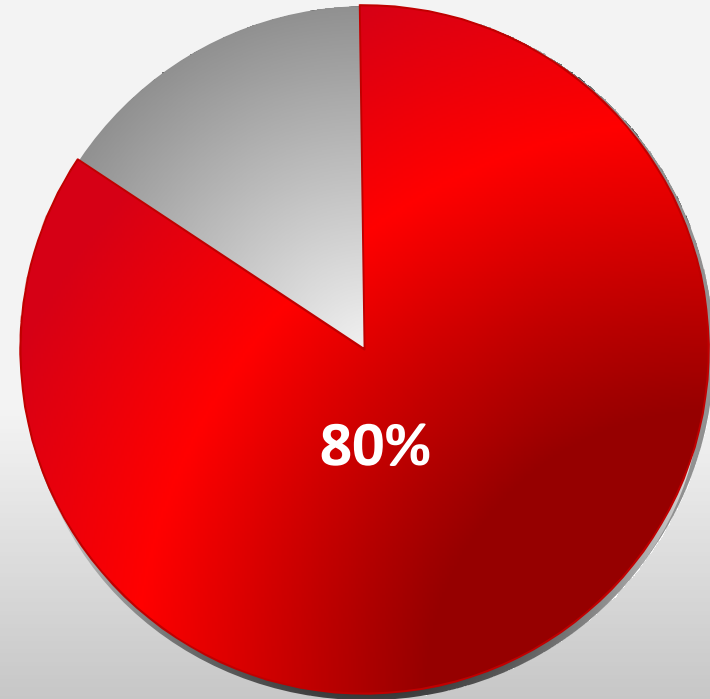
Organizational preparedness

Have a plan



**5-25% of organizations have a plan
Leaving 75-95% without**

Failure rate



**80% of organizations without a plan that
have a major event will fail within 2 years**

Securing Critical Mass Events

- Accidents don't just happen, they're caused.
 - Recent industry examples
 - Parades
 - Stages (temporary structures)
 - Tents & weather monitoring
 - Pedestrian routes
 - Concerts
- Reducing your liability and exposures.
 - Cohesive programming
 - identifying, mitigating and responding

Securing Critical Mass Events

- Regulations and common industry practice.
 - The difficulty in identifying and applying
 - Common practice
 - Local ordinances (Fire Marshals office)
 - NFPA 101: Life Safety Codes
 - NFPA 102: Grandstands, tents, etc.
 - NFPA 1123: Fireworks Displays
 - ASTM F-24
 - & more...

Securing Critical Mass Events

- Danger in numbers – can mega-events ever truly be safe?
 - Crowd management/control practices
 - Examples and tactics
- Using social media to inform and more...
 - 50,000 eyes can't be wrong
- Future trends
 - What worked yesterday might not work tomorrow

Securing Critical Mass Events

- Resources
 - Websites
 - www.EventSafetyServices.com
 - www.AveryandAvery.com
 - [Case Studies](#)
 - Facebook
 - <http://www.facebook.com/eventsafety>
 - Twitter
 - <http://twitter.com/eventsafety>
 - Blog
 - <http://eventsafetyservices.blogspot.com/>
 - YouTube
 - <http://www.youtube.com/user/eventsafety>