

TRAINING REFERENCE SHEET

Your Important Role

Your job as a crowd manager is an important one and you are being counted upon to provide a safe and secure setting for guests and events. Remember your training and use this reference sheet to be reminded of the important details about your crowd manager role.

- **Security:** Maintaining access controls and enforcing venue policies
- **Safety:** Addressing hazards that may cause harm. Responding to incidents like medical emergencies.
- **Maintaining Order:** Being present and visible; monitoring the crowd for disruptive behavior; managing the flow of people throughout your area.
- **Guest Experience:** Being a friendly, helpful, and knowledgeable ambassador; assisting guests so they have an enjoyable experience; help create positive memories.

Duty of Care

As a crowd manager you have a moral, ethical, and legal responsibility to provide for the reasonable safety and security of guests. This means safeguarding against known hazards and taking action when needed.

Expectations for Crowd Managers

- **Be aware.** Pay attention to your duties. You should always be actively engaged in your job responsibilities. Don't get distracted by the event – stay vigilant!
- **Keep yourself safe.** First ensure your own safety and security so that you can be available and are able to assist others.
- **Honor your obligation to help others.** From small things like providing a greeting or giving directions to the big things like handling a medical emergency – you have a responsibility to be helpful.
- **Follow your training.** Take steps to remember your training and when the time comes, do what you have been trained to do. If you have not been specifically trained for something, do your very best effort and let the Duty of Care responsibility guide your actions.

Situational Awareness

A systematic way of paying attention to your surroundings.

Benefits

- Ability to better anticipate what will or may occur
- Ability to respond to changing situations faster
- Better prepared to ensure your own safety and well-being
- Creates capacity for you to assist others

Answer these questions when on post to get situational awareness...

- Where are the nearest restrooms?
- Where is the nearest first aid station?
- Where is the nearest security staff person?
- How would I direct people if we needed to evacuate?

Build a (lifestyle) Habit of Situational Awareness

- Know how to get out of a space.
- Know how to call for help.
- Know where you are.
- Know the likely threats you face.

Being a Crowd Manager

- **Understand how crowds move.** People in crowds often cannot see their feet or where they are stepping. Pushing, shoving, and dense crowds can develop forces that can be deadly.
- **Know the hazards and conditions that affect crowd safety.** Trash on the ground, obstacles in the path of travel, stairways, doors are all elements that affect the flow of crowds and can pose threats to crowd safety.
- **Effectively monitor the crowd activity and identify potential issues.** Look for signs of disturbances in the crowd, remove hazards or objects in the path of travel. Be actively engaged in watching people.
- **Manage the flow of people and respond to incidents and issues.** Follow instructions from your supervisor regarding crowd movement in your assigned area. Be prepared to respond to situations as needed.

Crowd Manager TO DO List

- **Inspect your area.** Thoroughly examine your work area and look for things that are broken, out-of-place, equipment left behind. Pay close attention to details.
- **Fix what you can. Report what you cannot fix.** If there are issues that you can address (like removing an empty box or trash), then take care of that. If there are things you cannot address, then report them immediately.
- **Know the likely hazards in your work area.** Be aware of things in your area that may be a hazard or concern for people moving about. For example, if there is a cable secured to the ground across a path, inspect it often to ensure that it remains secure.
- **Stay vigilant. Situations and conditions change.** Look for hazards or concerns that may develop over the course of the event. Address them as needed.

Crowd Behavior

- **Establish a presence. See and be seen.** A big part of your job is being visible and showing people that you are there to monitor the crowd, provide assistance, and respond to issues. Be sure that you can see the crowd and that they can see you.
- **Build a rapport with guests.** Make eye contact, smile, provide a verbal greeting to guests. Welcome them to the event and let them know you are there and ready to help them if they need something.
- **Monitor the crowd for tell-tale signs of trouble.** Watch for unusual movement, aggressive gestures, large numbers of empty alcoholic beverage containers. All of these may be signs that something is developing or may develop in the crowd.
- **Early intervention – nip things in the bud.** Don't wait for a guest to report an incident or concern. If you see something that is not right or you have concerns about something, address the matter right away. Don't let a small fire build into an inferno.

Emergency Response

There are many kinds of emergencies and incidents that you may encounter when working at the venue. It is critical that you are prepared to respond when these moments occur. Take time to mentally practice your response to likely incidents and emergencies. A little bit of mental rehearsal will go a long way when it is time to take action.

Key Concepts in Emergency Response

- Keep calm. Take deep breaths.
- Slow down. Don't rush. Taking a moment to collect yourself will help ensure that your actions are more efficient and effective.
- Communicate clearly.
- Remain calm.

Medical Emergencies

- If there is an injury or illness, offer to call for medical aid.
- Can the person get to first aid on their own? If so, give directions to the nearest first aid and if possible, provide an escort.
- Urgent medical issues are: difficulty breathing, chest pain, loss of consciousness, bleeding. Immediately call for medical assistance.
- When calling for medical assistance, identify yourself, your location, and the nature of the medical emergency. Get someone to watch for the medical response team and to direct them to your location.
- If you cannot call for help, send someone to get help. Stay with the person in need.

Building Evacuations

- Know where to stand and how to direct people out of your area.
- People are likely to try and exit the same way they came in – be ready to actively direct the crowd in toward their evacuation path and exit.
- People may be reluctant to leave. Be firm and clear in your instructions to guests.
- Assist guests with disabilities according to your venue evacuation plan.

The Event Safety Briefing

As part of your pre-event instructions, you will be given an Event Safety Briefing. This briefing is designed to give you specific safety related information that is relevant for the event and your assigned area. Things that will be included in your Event Safety Briefing include:

- Details about the event, venue layout and any special concerns (for example, the use of pyrotechnics)
- Location of the nearest first aid station
- How to call for security assistance
- How you are to respond to a building evacuation
- Any special issues regarding your work assignment or assigned work area