Crowd Management and Risk Analysis Course

Improve Crowd Safety at your Venue or Event by discovering a set of tools to develop your skills in Crowd Management on this Internationally recognised course
Crowd Safety Engineering, Risk Analysis and Crowd Management

This course is designed to allow every delegate to develop a valuable set of skills which can be applied to any crowd problem in any type of venue whether it is an arena, stadium, concert or outdoor event.

Delegates are invited to take their venue and event plans to the workshop where we demonstrate the principles and applications of crowd risk analysis review key venue/event issues. Topics include how to avoid overcrowding in public space, how to anticipate and avoid accidents and incidents, the fundamental causes and prevention of crowd related disasters and how to develop robust crowd management plans.

Course Outline

Day 1
1) History and classification of crowd incidents - accident causation
2) Introduction to crowd modelling - the principles of crowd and event modelling

Day 2
3) Introduction to crowd behaviour - understanding how to influence crowd behaviour
4) Crowd risk analysis and crowd safety - how to model, monitor and manage crowd risks

Day 3
5) Crowd risk analysis - defining the principles for crowd and event modelling
6) Workshop (group sessions) - breakout groups working on the application to their events/venues

www.crowdsafety.co.uk
**Course Tutors**

**Professor Dr Keith Still** has taught the principles and applications of Crowd Risk Analysis and Crowd Safety for the last 15 years across the world including at various Universities, Government Agencies and Event or Venues. In this 3 day workshop he takes delegates through the three elements of a major event – planning, licensing/approval/permitting and operations.

Using examples from past disasters he provides a unique insight to the fundamental causes of major incidents. Keith’s has previously worked as an expert witness and on projects including:

- London Olympics 2012
- Sydney Olympics 2000
- Austin SXSW Festival
- The Royal Wedding
- Notting Hill Carnival
- London New Years Eve
- Majjah / Hajj (Saudi Arabia)

**Andrew McQuillan** is Managing Director of well-known Crowd Management and Event Security experts, Select Security, based in Belfast, Northern Ireland.

Andrew is a founding board member of the International Crowd Management Practitioner Association and works globally assisting venues and events in improving Crowd Management and Safety.

Recent projects include assisting Polish Football Stadia overcome Crowd Safety and Spectator Violence issues and recommending legal changes on a political level.

Andrew has previously worked on events across the world including arenas, stadia, music festival, international golf tournament, major city centre events and many more.

**BBC Crowd Management Documentary**

Keith and Andrew both recently featured in a BBC documentary on Crowd Management which will also give you a flavour of some of the topics that will come up as part of the course. You can view the show at:

http://www.selectmgt.co.uk/davidmeade/davidmeadecrowdcontrol.mp4
Course Content

1. History and Classification of Crowd Incidents
   ✓ In this lecture (with interactive demonstration) we will cover the underlying causes of crowd accidents and incidents drawing on the history of major disasters from around the world.
   ✓ We outline the event process (planning, approval and operations) and highlight how to improvement the planning and approval process.
   ✓ We present a set of templates for event planning and approval/licensing and outline how these can identify potential risks before they become a reality.

2. Introduction to Crowd Modelling
   ✓ In this session we demonstrate the principles and applications of crowd and event modelling drawing on examples from past workshops and major projects that used real-time decision support modelling systems!
   ✓ We outline the various elements for event planning, assessing spaces and risks to the crowds!
   ✓ We demonstrate the principles of crowd density and crowd flow rates for safer event planning and the uses and applications of control room modelling systems

3. Introduction to Crowd Behaviour
   ✓ Understanding how crowds are influenced by three key elements - design, information and management (process and procedures).
   ✓ How crowds react during normal and emergency situations, behavioural based safety and crowd management during emergency situations.
   ✓ Crowd crazing - how to identify and mitigate the risks of crowd crazing.

4. Crowd Risk Analysis and Crowd Safety
   ✓ Understanding the issues relating to crowd risk analysis.
   ✓ Mapping risks to an event site and communication of the core issues relating to early warning indicators of crowds risks.
   ✓ Training and information requirements for the crowd management planning element of a major event plan.

5. Crowd Risk Analysis Application to Events and Venues
   ✓ In this session we outline the workshop element of the course for the group sessions. Delegates are recommend to bring along venue or site plans, events and/or crowd related issues for the workshop session.
   ✓ The main topics are applying the DIM-ICE meta models, crowd flow diagrams (normal and emergency), risk mapping and matrix analysis techniques.

6. Group Sessions
   ✓ In this session we will break into several groups, each working with their own site plans, events and crowd related issues.
   ✓ The objectives are to put the principles and applications of crowd risk analysis and crowd modelling into practice.
   ✓ Delegates will be guided through the process and will have an opportunity to present their work for review and group discussion.
Workshop Information

Dates	 Tuesday 28th to Thursday 30th October 2014

Venue	 AT&T Stadium, Dallas, Texas

Venue	 $999 for three day workshop 
(does not include accommodation)

For More Information

Email Andrew McQuillan on andrew.mcquillan@crowdsafety.co.uk

Quotes from Previous Courses

"Prof. Still’s workshop gave us valuable, specific, practical information that we could use in many different ways to improve our event. It was presented in a fantastic way using talks, videos, exercises, and discussions that really brought the group together. We had 30 people, half from our organization and half were various City first responders (Fire, Police, EMS). One of the best things that happened was getting to go through two three-day workshops with all of these people that you talk with for maybe 30 minutes at most.

"The team-building and connections that Prof. Still’s workshop offered were worth it on their own. But in addition a whole team of people got the knowledge and the lens through which to view crowd management and engagement in the most beneficial and practical way possible. It was fantastic."  
Brad Spies (SXSW), Austin, Texas (2012)

“The City of Austin is host to several mass gatherings that include music festivals, collegiate sporting events, and holiday celebrations. Dr. Still’s Crowd workshops provided tools and insights that will improve my ability to predict potential issues, create plans to address the predicted issues and manage the crowds that these events bring; ultimately creating safer events for our citizens. If you are responsible for the management of large gatherings, I would recommend this workshop for you and your team.” Pete DiDonato, Division Chief, Austin-Travis County Emergency Medical Services, Austin Texas USA (July 2011)

As a silver/bronze commander in charge of major events in both a large busy city and a football stadium, I feel confident that I can now plan and prepare to ensure a safer ingress, circulation and egress of crowds. Thanks for this course.”  UK Police Commander

"These courses were invaluable enabling me to illustrate quickly and precisely any issues that arose at the venues we attended and pass on my recommendations to the security team in a manner that was easily understood."  Dave Wilkie, Event Safety Officer, U2 360 European Tour

“Keith Still’s workshops have focussed the minds of many people in realising just how easy it can be for disaster to occur, and equally how simple the solutions often are.”  Eric Stuart, former Metropolitan Police Event Planner for Notting Hill Carnival and London New Year Events