



Productive Security offers a superior product by providing customers with staff that are trained and equipped specifically for the type of event and function. Training that emphasizes crowd management, de-escalation of conflicts, legal issues and safety.

From small corporate to large international events, Productive Security has been ensuring the safety and success of indoor and outdoor venues for 150 to 57,000 people for the last 10 years.

Security planning for events is a specialized niche requiring unique skills and experience to understand outcomes of security decisions. Productive Security is exceedingly qualified in the following areas:

- **Experience** — Planning security for special events demands the skills acquired through experience — experience securing actual events and working with local emergency responders — to realistically assess likely threats to the event and develop a focused security plan. A Productive security plan establishes the minimum-security measures required to accomplish a balance between safety and convenience, while effectively addressing potential threats. We know from experience that a well-managed and executed plan leads to a successful event.
- **Comprehensive Service** — Productive Security can satisfy all of the event security needs, including access screening, equipment, crowd and crisis management.
- **Personnel Training** — Productive Security officers and personnel are trained on legal guidelines, operational procedures, fire prevention, first aid, communication skills and report writing, confrontation management, emergency preparedness, and physical intervention skills.

Planning security for a special event requires a tailored approach that balances effective, non-excessive, security measures against a realistic assessment of the likely threats to the event. Most security companies employ a “one size fits all” approach to security which fails to consider the very aspects of the event that makes it unique. Our security and event management teams are well served and prepared by coordinating a customized security plan for each client and event. We recognize that each special event faces unique security threats, and our team takes the appropriate steps to ensure a successful and secure event.

Productive Security recognizes Special Events typically fall into one of three main categories:

- unique events that warrant a focus on security simply because they are so rare (e.g., attending the Olympics, hosting a regulatory or industry summit );
- events that would otherwise be considered normal, except for the unique nature of the guests or agenda (e.g. cultural ceremonies, new product launches); and
- events that are controversial or worthy of media attention (e.g. affiliation with a political organization).

Once we identify the type of event we work with our clients to develop an effective security strategy for each type of event which includes a Threat Assessment and Security & Incident Management Plan.

### THREAT ASSESSMENTS

A threat assessment should first identify and then quantify potential unique and traditional risks. Risks such as severe weather or theft often apply to many events, while other risks such as demonstrations may be unique. Our experienced event security team distinguishes the likely threats from unlikely or perceived ones, and develops a plan that adequately addresses legitimate concerns.

These appropriate security measures provide three critical benefits:

- Dissuading would-be disruptions through a deterrent effect;
- Intercepting disruptions through preventive measures; and
- Responding effectively through pre-planned actions should an incident occur.

Effective security reassures the public without detracting from the event's image or unreasonably inconveniencing the attendees. To achieve this balance, Productive Security works with the event planning team to implement the plan professionally and successfully.

When constructing a security threat assessment we critically assess how a potential disruptor or attacker(s) would assess the value of an event from different perspectives, depending on their motivation and objectives. We assess and consider the following questions to establish the most probable threats; then qualify them in terms of their likelihood:

- Who would benefit from the failure of the event if an incident were to occur?
- Who would benefit from a mere disruption of this event?
- What interest would any groups with a history of violence or disruption have in the event as an arena to publicize their cause?



When developing the list of possible threats, we first pay particular attention to the extent of media coverage the event will likely generate. Threats increase dramatically when the event is high-profile, so we gauge the level of controversy surrounding the event along with the expected media coverage. Attendance by VIPs presents another potential threat source that may even be independent of the nature of the event itself.

Gathering intelligence plays a crucial role in assessing potential threats; it requires an honest assessment of how much real effort was made to discover specific threats. Threat assessment for events is not limited to threats with an obvious or even indirect connection to the event or its attendees. The representative or symbolic value of the event or venue may also be risks. Terrorists and other politically driven groups seek to create recognition of their cause in a theatrical manner and then instill fear by eroding the public's confidence in their safety. Productive Security prides itself in creatively defining the total set of possible threats, then narrowing them down to the more likely ones, and defining the security plan to deter, intercept or adequately react to those threats.

## SECURITY AND INCIDENT MANAGEMENT PLANS

Assessing the likely risks is only the first step we take in developing a successful event security plan. Developing and implementing basic security plan components — entry criteria and access control, critical area protection, and event-specific security issues — to meet these threats is the next and most critical step in an effective event security program.

Productive Security's basic security plan components are created and implemented with five key objectives in mind:

- Deterrence — The degree to which a particular security measure will deter a would-be attacker
- Prevention — The effectiveness of a security measure in intercepting an attempted security breach or preventing disruption
- Environmental Assessment — The cumulative effect of all security measures in determining the appropriate response to incidents during the event (e.g., bomb threats)
- Incident Preparedness — The actions to be taken in various emergencies
- Communications Preparedness — The protocols of communicating during such actions

## SPECIAL EVENT SECURITY SERVICES

Our Special Events Team comprised of On-Site and Mobile Supervisors, Security Officers, and Management specialize in servicing a broad range of special events. Standard duties include ticket taking, crowd control, door monitoring, ushering, car parking control and managing barricaded areas. Our Special Events Team and management have deployed security programs for numerous small and large events, including concerts, festivals, cultural shows, athletic events, conferences, celebrations and parties, to name a few.



In addition to providing a direct communication link to Police, Fire, and Medical aid, Productive Security provides the following hospitality, safety, and special event protective services:

- Access Control, Identification and Surveillance
- Exterior Monitoring and Grounds/Parking Control (Parking Enforcement)
- Emergency, Fire, Disruption Response
- Monitor closed areas of the venue
- Protection and monitoring of event equipment and vehicles
- Cashier Surveillance and Monitoring
- Lost and Found Property Monitoring
- Monitor and Enforce compliance with drug and alcohol policies
- Check bags and perform searches at designated events
- Provide guests with information and directions on venue details for the special event
- Welcome guests as they arrive at the venue and assist in their registration
- Assist guests with finding their seats and direction to restrooms and concessions
- Productive Security maintains trained female events staff as part of our team to comply with regional sensitivity and assure your guests the best possible service.

## EQUIPMENT

Productive Security can provide or co-ordinate rentals of the following equipment for Special Events:

- Metal Detection – walk through, handheld (SuperWand, SuperScanner)
- Body Armour/Clothing
- Flashlights and Accessories
- Specialized Gloves - cut resistant, frisking, cold weather
- Citation ClipBoards & Notebooks
- Colour Day/Night Hi-Resolution CCTV and Wireless Cameras Traffic Equipment
- Two-Way Radios with Earpieces
- Special Requests may be accommodated

Productive Security Inc. appreciates and welcomes the opportunity to work with your organization and/or community to deter and enforce a sensible and responsible Special Event protective program, and work to maintain and improve the peace of mind for all participants.

