

What Do My Security Need To Know

by Clayton Dean of Red Carpet Security



Employing and working with a professional security company is one of the key aspects of an event. Along with many of the other service providers security harmonise and help maintain a peaceful, relaxed and enjoyable environment. More often than not many of the guests at an event are not even aware of their presence and the important role they play, particularly if the night is smoothly run by a professional team. The only time they may be aware is when something may go wrong or if they are needed.

Producing an event nowadays is so much more than it ever has been with the array of facilities, services and products that are available continually growing. For any of these to work cohesively there is one thing that all involved need to have in common, and that is communication. Whether the communication is verbal, written or visual it has to be direct, clear and concise.

Health & Safety – Are there sufficient fire extinguishers, has a risk assessment been done, have you a detailed evacuation route are there enough door stops so do not use extinguishers, are all exits clear

Details of all suppliers at the event must be given to the security ie. caterers, entertainers, photographers, productions companies, florists so that when staff arrive or if security need to find them they know who to ask for.

Signage – whether it is for the toilets, cloakroom, parking, smoking or exits etc

ensure they are up and clear and plenty of them

Event Information/Tickets – ensure the start and finish times are clear, entry requirements and location is clear, the dress requirements are clear

Cloakrooms – Make sure large enough for all guests, including bags. Try not to position it right next to the entrance but also not at the furthest point as clearing everyone out takes much longer as lots of people waiting around

Guest Lists – To be as clear and concise and in alphabetical order, this can create absolute mayhem and upset a lot of guests, names need to be found in 10-15seconds maximum.

Allocated Areas – VIP's, smoking, staff etc – make this clear

Uniforms - All staff should be clearly identifiable wearing appropriate uniform, wrist bands or other obvious clothing

Housekeeping – Ensure there are adequate dustpan & brushes, mops for spillages and broken glass. Also there are adequate staff to do this as it can take up much a security guards time looking for someone or they usually now do it themselves to save time. Make sure if there is smoking there are clear areas and plenty of ashtrays, also ample areas for empty glasses to go so they don't get placed on the floor

An accurate description of the layout of the venue must be given, including the location of guest cloakrooms and toilet facilities. Along

with allocated areas for the guests invited and VIP's. Clear instructions where you would like security to be positioned during the event must be conveyed, but ultimately the security company will finalise these details with you.

Be advised of any other extra duties that security may be required to take care of, such as at high profile product launches ensuring the security are aware of goods on display or areas of high risk.

It is most important that there is a representative there who can brief the security before the event begins. With larger events a security company should always provide a team leader and a pre-event recce would have been carried out with the security team being briefed prior to arrival.

For any advice please contact Red Carpet Security.

