



The hidden role of security,

by Clayton Dean of Red Carpet Security

The Event Industry over the last few years has rapidly progressed and it is quite apparent that whether it is a bespoke party, fashion show, wedding, exhibition or a similar prestige event things certainly are not as they were with clients and production companies alike being more adventurous with the array of services and products available to them. To achieve the concept and a successful evening which is in essence what an event company strive to do an astounding array of juggling, decision making and sourcing has to be done to bring it all together on time and on budget.

Making Use of Security / Utilising Security / Security Is Not Just Security / Security Arent Always Just Meatheads !

Using a good security company will help ensure a successful event as they will have a thorough understanding of the nature and dynamics of the event business, your concept and your client. Security should be an extension of your event team a second pair of eyes and ears as they represent the event company. At an event, security are normally the first point of contact for any queries or matters that may arise, this is because they are the most visible not because of their size but because everyone knows where they are located.(both these topics to be covered in the next article). Therefore to brief security thoroughly is in the interest of everyone, really allowing the event team to run the event and freeing them up from dealing with things that

the security can.

Tight Budget ?

All events have budgets and security should have an allocation of the funds from the beginning, securities role is of equal importance as the other suppliers and when planning an event the security company should be involved at the early stages. Of course the Health and Safety of your client and their guests is paramount and nothing should be left to chance, claiming on insurance is not a pleasurable or desirable end to an evening. The hourly rate of security has been pretty consistent for quite some time and has not really kept up with inflation or general living in 2006. More importantly as highlighted throughout this article the work event security companies are available to do is more involved and is normally a one off occasion as opposed to a contract five times a week at a venue where economies come into play. The comparison of prices from one security firm to another is often very misleading to the untrained eye as what is on offer isn't just security from a specialist event security firm. The calibre and type of security vary tremendously and having a company that will represent you effectively may mean paying just that little bit more. Security is a business just like any other and the continual comparison to fly by night companies who don't use the same quality of personnel is not a good measuring stick. Many of the security

used are themselves fulltime professionals perhaps personal trainers, fireman, models, instructors of varying disciplines etc thereby having many of the characteristics required for event security.

What Does 2006 Hold For Security Firms ?

First Impressions Leave Lasting Impressions, the front door is arguably where the event starts and finishes, who you have on the door plays a huge role in setting the tone for event. The days of people shouting 'you're just a bouncer' or 'you're names not down you're not getting in' are over. There is going to be a continual differentiation between Event Security companies and everyday Security Contractors, its security needs to be as flexible and as bespoke as the event. In reality the real requirements just like the perfect cocktail served by the mixologists at the event is a dash of integrity, professionalism, courteousness, respectfulness, reliability, assertiveness and to be friendly are just a few. Having mature, conversant and diplomatic security should be plenty to remedy nearly every situation, martial arts, boxing, grappling all have there places however in the event industry the best form of self defence is to use your head, speak and be polite and understanding. There is always a resolution to every situation its just may take that little bit longer than picking up someone and throwing them out the door !