

GUEST MINDSET

PRESENTING & PROVIDING A SAFE ENVIRONMENT FOR FAMILIES

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WFA

WESTERN FAIRS ASSOCIATION
BUILDING BETTER FAIRS



GUEST MINDSET

- *Entertainment venues are obligated to provide a safe & secure environment for their assets.*
 - *People (Staff & Guests)*
 - *Physical Property (Structures & Equipment)*
 - *Intellectual Property (Brand, Image, Reputation)*

GUEST MINDSET

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Perception of a safe environment:

GUEST MINDSET

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Perception of a safe environment:

“An acceptable level of risk or what society says is safe.”

GUEST MINDSET

Reality...

No such thing as no risk, threat or danger.

GUEST MINDSET

At the conclusion of this presentation you should be familiar with the following topics and the impact each has on the guest mindset:

GUEST MINDSET

■ Topics:

- *Safety & Security Signage and Presentation*

GUEST MINDSET

WE ARE DEDICATED TO PROVIDING A SAFE ENVIRONMENT FOR ALL GUESTS. TO DO SO, WE ASK THAT YOU PLEASE REFRAIN FROM BRINGING THE FOLLOWING PROHIBITED ITEMS

- **NO BACKPACKS**
- **NO BAGS OR PURSES LARGER THAN 1' X 1'**

- **NO ITEMS WILL BE CHECKED-IN AND/OR HELD AT GUEST SERVICES WITH THE EXCEPTION OF STROLLERS**
- **NO STROLLERS UNLESS SEATED IN CLUB LEXUS, CLUB 93 OR A SUITE**
- **NO LASER POINTERS OR WEAPONS OF ANY KIND (UNLESS STATE LAW EXPLICITLY AUTHORIZES A PERSON TO CARRY A WEAPON; I.E. OFF-DUTY LAW ENFORCEMENT)**
- **NO VIDEO, AUDIO RECORDING DEVICES, OR CAMERAS W/ DETACHABLE LENSES LARGER THAN 1FT**
- **NO SELFIE STICKS or GO PROS**
- **NO SEALED PACKAGES OF ANY KIND (INCLUDING GIFTS FOR PERFORMERS). GIFTS MUST BE UNWRAPPED**
- **NO FLAGS AND/OR SIGNS LARGER THAN 2' X 2'**
- **NO BOTTLES, CANS AND/OR COOLERS**
- **NO OUTSIDE FOOD OR BEVERAGES (EXCEPT FOR MEDICAL/RELIGIOUS PURPOSES, BABY FOOD AND REASONABLE CHILDREN'S SNACKS)**

WARNING: ALL GUESTS WILL BE SUBJECT TO BAG CHECKS AND SEARCHES WITH WALK-THROUGH METAL DETECTORS AT ALL ENTRANCES. UNAUTHORIZED ITEMS MUST BE RETURNED TO YOUR VEHICLE OR DISCARDED PRIOR TO GAINING ACCESS FOR PAPERLESS ENTRY THE TICKET TAKER WILL SWIPE THE CREDIT CARD THE TICKETS WERE PURCHASED WITH.

THANK YOU FOR YOUR COOPERATION AND UNDERSTANDING!

GUEST MINDSET

■ Topics:

- *Safety & Security Signage and Presentation*
- *High Visibility Security Operations*

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■ Topics:

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- *High Visibility Security Operations*
- *Event Layout*

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■ Topics:

- *Safety & Security Signage and Presentation*
- *High Visibility Security Operations*
- *Event Layout*
- *Deterrent & Reaction*

GUEST MINDSET



SAFETY/SECURITY SIGNAGE AND PRESENTATION

■ Signage/Guest Information

■ *Where?*

- Website/Mobile App
- Parking Lots
- Admission Gates
- Ticket Booths
- Printed Materials (*Programs, Tickets, Coupons*)
- Carnival Rides/Games
- Concert Screens or Advertising LED Boards
- Live Announcement (*Arena or Concert Venue*)

SAFETY/SECURITY SIGNAGE AND PRESENTATION

■ Signage/Guest Information

■ *What Info?*

- Prohibited Item List
- Code of Conduct
- Contact Info (*Guest Services, Security Assistance, 1st Aid, etc.*)
- Safety Info (*Required height for ride, use of restraints, etc.*)
- Evacuation procedure or Nearest Exit location

SAFETY/SECURITY SIGNAGE AND PRESENTATION

■ Presentation

■ Visual

- Entry Security Screening (*Magnetometers, Bag-check, Wand*)
- High Visibility Security Uniforms (*Bright Color*)
- High Visibility Patrol & Area Saturation (*Party or Kids Areas*)
- High Visibility Law Enforcement Patrol
- Law Enforcement Assets (*Vehicles, Dogs, Horses, Alcohol Awareness*)
- Identifiable *1st Aid, Security, Law Enforcement* locations
- Surveillance Cameras (*Operable or not*)
- *Local Media Stories regarding Security
- *Gate/Vehicle Barrier(s)

SAFETY/SECURITY SIGNAGE AND PRESENTATION

■ Presentation



HIGH VISIBILITY SECURITY OPERATIONS

High Visibility Security Operations

HIGH VISIBILITY SECURITY OPERATIONS

- High Visibility Security Operations
 - Guest Security Screening at Entrance Gates
 - Airport or Courthouse Mindset – *“Safer on the Other Side”*
 - Bag Check, Magnetometer, Wand Usage
 - High Visibility *“Prohibited Item”* Signage
 - Saturation of Security/Law Enforcement Personnel
 - Part Deterrent & Part Catch-All
 - *Security Theater?*

HIGH VISIBILITY SECURITY OPERATIONS

- High Visibility Security Operations

- Lost/Found Children Reunification

- High Visibility Reunification Area if possible (*Signage*)
- Must have a process even if not perfect.
- Closest Interaction many staff members will have with Guests.
- Word of an effective process will travel fast.
- Staff Members and reunification area(s) must be comforting throughout.
- Coordinate with on-site Law Enforcement if possible.

HIGH VISIBILITY SECURITY OPERATIONS

- High Visibility Security Operations



HIGH VISIBILITY SECURITY OPERATIONS

- High Visibility Security Operations



HIGH VISIBILITY SECURITY OPERATIONS

■ Process

■ Lost/Found Children Reunification Areas of Focus

- Lost Children vs. Found Children
- Staff Training

(Staff must be familiar with proper Radio Usage, Physical Location and Parent/Children Reunification procedures.)

- Electronic Assistance (*Voluntary Data Collection*)
- Special Needs Guests, Non-English Speaking, Guests with PTSD
- Avoid public announcements if possible.
- Dispatcher must accurately document *reporting time, details and reunification time.*

HIGH VISIBILITY SECURITY OPERATIONS

■ Process

■ OCFEC Lost/Found Children Reunification Process

- Notification Received.
- Reporting party to remain at scene and keep eyes on reporting party.
- Physically hold onto reporting party if need be.
- Radio/Call to *Base* to report Lost or Found child.
- Dispatcher to halt radio traffic and prepare to receive description of missing child or parent(s).
- Reporting staff member to relay description:
(Name, age, height, ethnicity, hair color, clothing, last seen location)
- Dispatcher relays info to Security & Law Enforcement staff to begin search.
- Dispatcher relays info to Gate & Parking Staff.

HIGH VISIBILITY SECURITY OPERATIONS

■ Process

■ OCFEC Lost/Found Children Reunification Process

- If not reunited in 5 minutes, present party shall be escorted to the Lost Children's Booth, Security Office or other central location.
- Staff to remain visible and continue search in area last seen.
- Inquiring party to be brought to Lost Children's Booth for reunification.
- Confirm with both parties that reunification involves correct people prior to releasing a child to an adult.
- If reunification happens successfully, notify dispatcher immediately.

Separated parents and children can be frantic. Do your best to calm those involved and maintain a calm demeanor at all times.

HIGH VISIBILITY SECURITY OPERATIONS

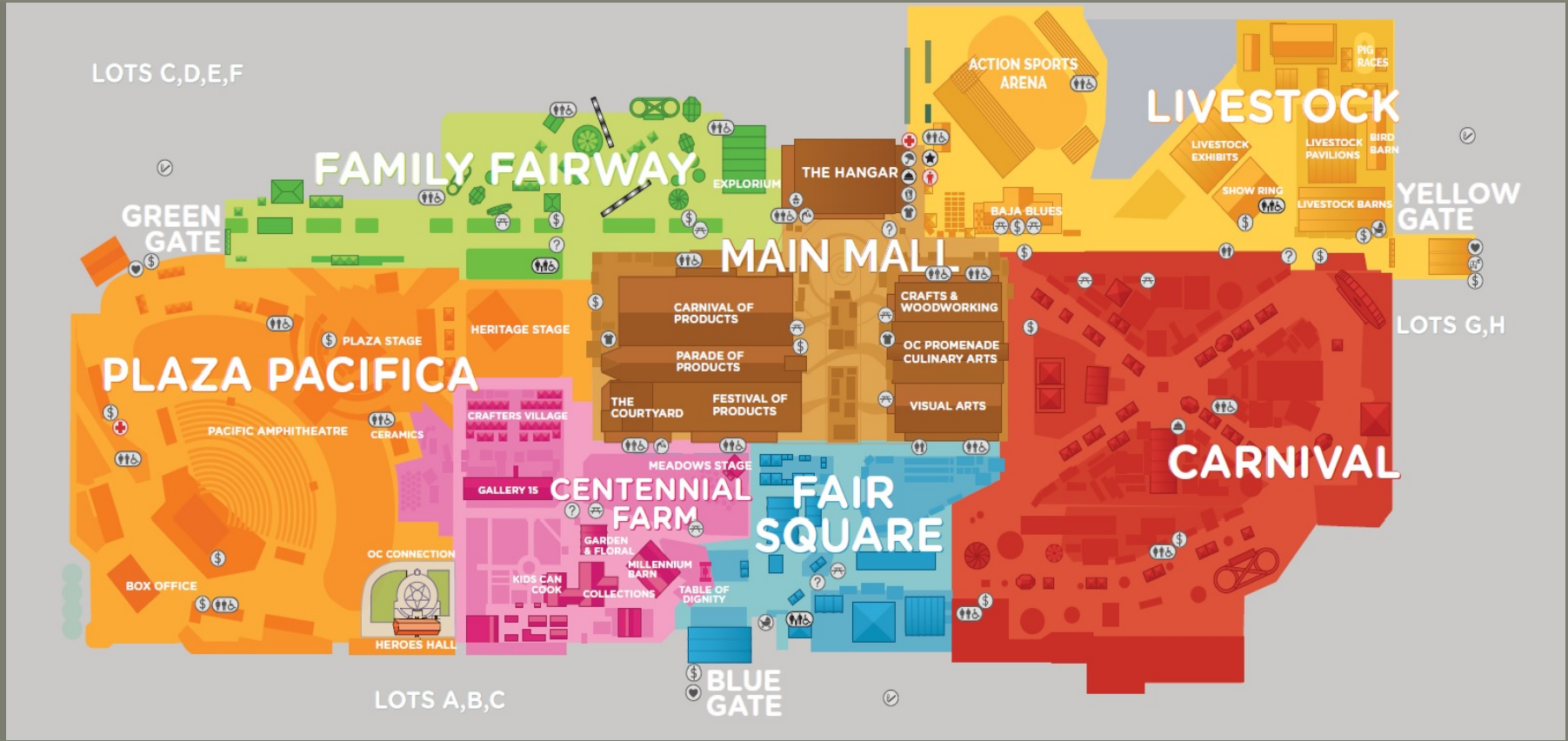
■ Process

■ Lost/Found Children Reunification Basics

- *Must have a process even if not perfect.*
- *How will you communicate?*
- *Who will you communicate with?*
- *How will you train your staff?*
- *Who will you train?*
- *Where will the process be based out of?*
- *Creative Ideas? (Stickers, Bracelets, Electronic Data, etc.)*

EVENT LAYOUT

Event Layout



EVENT LAYOUT

■ Physical Set-Up

- Lighting (*Quantity & Placement*)
- Reduction of “*Dark*” areas
- Reduce or limit access to “*Behind the Scenes*” or “*Out of View*” areas
- Party Atmosphere proximity to Children’s or Kid’s area(s)
- Alcohol Sales/Consumption area(s) proximity
- Restrooms strategically placed in Children’s area(s)
- Availability of “*Family*” Restrooms
- Highly visible, easily accessible 1st Aid area(s)
- Sectoring Assignments for Security/Law Enforcement personnel

DETERRENT VS. REACTION

Deterrents and The Ability to React

DETERRENT VS. REACTION

- Deterrent

de·ter·rent

noun

1. a thing that discourages or is intended to discourage someone from doing something.

DETERRENT VS. REACTION

■ Deterrent

- Patron Entry Security Screening
- High Visibility Security & Law Enforcement Personnel
- Security & Law Enforcement Vehicles/Dogs
- Lighting
- Easily Identifiable Areas
- Signage
- Surveillance Cameras (*Operable or Not*)
- Observation Posts (*Staffed or Not*)

DETERRENT VS. REACTION

■ Deterrent

■ Preventative Measures

■ Pre-employment Screening

■ Criminal Background Check

■ Megan's Law Screening (*CA PC Section 290.000 to 290.024*)

290 Registrant must remain more than 2,000 feet away from school, park or places where children usually gather.

■ Applies to all Staff, Contractors, Partners, Entertainers, etc.

■ Staff Training – *Set clear behavioral expectations.*

■ “At-will” Seasonal Staff – *Better off short-staffed than exposed.*

■ Publicized Electronic Perimeter (*Ankle Monitor*)

DETERRENT VS. REACTION

- Reaction

re·ac·tion

noun

1. an action performed or a feeling experienced in response to a situation or event.

DETERRENT VS. REACTION

■ Reaction

- Must have Plan/Process
- Staff members assigned to execute plan
- Ability to Communicate
- Management Emergency Notification
- Plain Clothes Security or Law Enforcement Personnel
- Assistance from local LE

(Sex Crimes, Gang Units, UCs, Juvenile Crimes, Explorers, Cadets)

REVIEW

■ Topics:

■ *Safety & Security Signage and Presentation* ✓

■ *High Visibility Security Operations* ✓

■ *Event Layout* ✓

■ *Deterrent & Reaction* ✓

END



Questions?