



TSC
Crowd Management
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Erasmus+

Operational Programme - Module 3

Guest Services & Communication

Developed by Gerard van Duykeren & Laura Brands





Module Outline

This module has two distinct sections; guest services and communication. An event security officer is first and foremost a host(ess). Their primary role is to welcome visitors, provide information, be helpful and to provide continuous interaction with the customer. The security officer should also be able to de-escalate heated or impassioned discussions and manage conflict. The importance of and how to master communication is a fundamental skill underpinning this module.

Guest services involves welcoming visitors, making them feel safe, providing important information and interacting with them in a mature manner. Alongside this, the event security

officer is required to solve conflict before it becomes more complex. One's own safety and that of others present must be considered at all times. This module also addresses the practical skills of both the operation of radio communications and report writing.

The primary mechanism that overarches this area is communication. This module provides a basic understanding of communication skills, how to use verbal and non-verbal communication in everyday situations and how to read the non-verbal communication clues that both other staff and the public portray.

Learning Outcomes

Knowledge and Understanding

On completion of this module the learner will have an understanding of:

- The scope of guest services
- The basic principles related to customer rights
- Etiquette at events
- The importance of communication and the difference between verbal and non-verbal communication skills
- Why aggression occurs (definition, causes, reasons and forms of expression)
- Preventive and reactive de-escalation techniques
- The regulations affecting the transmitting and receiving of radio communication from the equipment used within the organisation
- Terminology regarding radio communication such as the phonetic alphabet and the 24-hour clock

Skills

On completion of this module the learner will be able to:

- Provide a range of fundamental guest service essentials
- showing respect for individuals and their property
- Apply the rules of etiquette
- Develop and maintain communication with visitors in an appropriate manner
- Use a range of skills designed for use when provoked by anti-social behaviour
- Operate radio communication equipment and a megaphone competently
- Use correct terminology such as the phonetic alphabet and the 24-hour clock
- Demonstrate familiarity in relation to specific venues, and the facilities and events taking place therein

Concepts

Crowd Management; Crowd Control; Event phase; Event Area; Tourniquet; Artist profile; Crowd; Visitors profile; Visitors behaviour; Flow/ migration; crowd density; Overcrowding; Barrier constructions; Compartmentalization; Panic; GRID-map; House rules; Prohibited items, density; cultural differences, risky behaviour;

Level of study

The operational modules are comparable to courses at basic vocational training.

Assessment

In addition to these 5 modules there are 10 separate practical assignments. Five of the ten assignments cover working in a specific sector and four assignments test a specific skill. The last assignment covers the complete role of an event security officer, including all tasks, responsibilities and authorities. The 10 practical assignments must all have been completed with a pass. The assignments are practical assignments, which means that they can only be carried out and assessed on the job whilst working a shift at an event.

Certificate

The event security officer receives a certificate after the successful completion of the training. This means that the event security officer has gone through all five modules and has completed all 10 practical assignments with a pass. If both conditions are met, then the instructor can register the event security officer as successful and he/she will receive a certificate.