

## VII. NATIONAL CROWD MANAGEMENT STANDARDS

### 1. Introduction

Queueing, security, door opening procedures, contraband screening, seating types, and safety code enforcement are problems common to all facilities. The ability to solve them, however, rests to a large extent on individual expertise and proficiency in crowd management techniques. Many experienced operators, promoters, and law enforcement officers have developed innovative and common sense management procedures as a result of their own efforts. Unfortunately, these procedures are not always publicized and have never been compiled as model standards for use by others. A guide-book of model standards exemplifying different techniques and procedures used by facilities of varying size, attractions and audiences would offer, for the first time, information on the latest successful techniques of crowd management for all types of events. A method should be established to compile and update standards with respect to such issues as:

Crowd management planning

Emergency planning

Ticket sales and ticket design and processing

Event promotion

Contraband searches

Queueing and metering

Facility staff training manual

Security

Seating types and configurations

Enforcement of alcohol and drug laws

Interior crowd management

Enforcement of local laws and codes

Emergency medical service

Architectural and interior design

Roles and accountability of parties involved in an event

Door opening policy

Concessions

Traffic management and parking

Event contracts and riders

2. International Association of Auditorium Managers

Producing national crowd management standards is a considerable undertaking, requiring the combined talents and resources of facility operators, law enforcement officials, crowd management specialists, government researchers, pedestrian planners, architects, and entertainment and sports concerns. Establishment of model standards would be an invaluable resource, especially for those facilities which lack the experience, funding, and expertise necessary to plan and develop their own crowd management program.

The International Association of Auditorium Managers (IAAM) is the nation's largest professional organization of its kind, representing over 300 facilities and 850 members. The IAAM has the know-how and the resources to lead the way in establishing crowd management standards. Given its very

broad representations, the IAAM is a logical candidate for preparing an appropriate set of standards for their members, along with possible periodic seminars and workshops. It could also encourage and provide incentives for its members to incorporate such standards into the daily operation of their facility.

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RECOMMENDATIONS

1. The International Association of Auditorium Managers should develop national crowd management standards for facility operators and event promoters.
2. The International Association of Auditorium Managers should develop incentives or sanctions to encourage its members to meet these standards.