USHER & EVENT STAFF TRAINING

Training Usher & Event Staff Employees
to be
Venue Lifeguards
American Heritage Dictionary Definition

**Usher:** A *person employed to escort people to their seats, as in a theater, church, or stadium.*
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- Expectations for Today's Usher
  - Respond to medical emergencies
  - Identify and respond to security issues
  - Handle guest concerns
  - TEAM (Techniques for Effective Alcohol Management trained) certified
  - Identify hazardous and unsafe conditions within facility
  - Intimately familiar with the facility’s emergency response system
USHER & EVENT STAFF TRAINING

- Increase Security Force
- Enhance Alcohol Management Program
- Enhance Emergency Response
- Decrease Liability Claims
- Better Protect Assets and Enhance Bottom Line
USHER & EVENT STAFF TRAINING

- General Training Guidelines
- Key Training Topics
GENERAL TRAINING GUIDELINES

Three Main Components:

1. Initial Training
2. Continued Training
3. Follow-Up & Accountability
GENERAL TRAINING GUIDELINES

- Initial Training
  - Lecture/Demonstration
  - Skill Practice
  - Documentation
    - Trainer’s checklist
    - Employee’s checklist
  - Tests
GENERAL TRAINING GUIDELINES

- Continued Training
  - Update of Events
  - Safety Meetings - Document
  - Address Concerns/Issues
  - Re-Training
GENERAL TRAINING
GUIDELINES

- Follow-Up & Accountability
  - Supervisor Observations & Corrective Actions
  - In-House Audits
    - Reward excellence
    - Correct non-desirable behavior
- Secret Shopper Surveys
  - Have shopper obtain names of employees
  - Post results
  - Reward excellence
KEY TRAINING TOPICS

- Proactive Ushering
- Emergency Response
- Assisting Guests with Disabilities
- Incident Response
- Ticket Discipline
- Report Writing
- Safety Inspections
- Escalator Training
PROACTIVE USHERING

- Understanding Crowd Dynamics
- Vigilance/Scanning
- Recognition
- Prevention
UNDERSTANDING CROWD DYNAMICS

- **CROWD MANAGEMENT (Proactive)** – Every element of managing the patrons that attend an event. Includes design of facility, alcohol management, staffing, policies and procedures, etc.

- **CROWD CONTROL (Reactive)** – Includes all measures taken when patrons become belligerent or out of control and need to be restrained from unlawful and unsafe behaviors.
  
  Breakdown in crowd control can result in mass panic or a riot!
UNDERSTANDING CROWD DYNAMICS

Contributing Factors to Crowd Dynamics:

- Crowd Demographics
- Sellouts
- Rivalries
- Special Events
- Marketing Promotions
Goal of Usher:

- Identify and stop an incident at its source before it escalates!
VIGILANCE/SCANNING

The 20/20 Rule:

When an usher surveys his/her entire area of responsibility within 20 seconds and is able to respond to a situation in the area within 20 seconds. This ensures a response to a situation in 40 seconds or less.
Zones

- An usher’s zone refers to their specific area of responsibility.

- Each zone should be specifically defined
VIGILANCE/SCANNING

- Scan entire zone to be able to improve recognition skills.
Being perceptive of unsafe conditions

Being able to recognize subtle clues patrons exhibit to mitigate unsafe or rowdy behavior
PREVENTION

- Timely response
- Appropriate response
- Supervisor involvement
- Security involvement
EMERGENCY RESPONSE

- Training
- Communication
The widow of a man who died of a heart attack at Comerica Park filed a lawsuit Wednesday against the Detroit Tigers Inc., alleging the organization was negligent in not training employees to handle a medical emergency.
EMERGENCY RESPONSE

- Training
  - Role Play
  - Familiar with layout of building
  - Aware of at least two exit locations for their area
- Evacuation Drills
- DHS Drills
EMERGENCY RESPONSE

- Communication Procedures
  - Develop a system
  - Ensure quick response
    - without ushers having to leave their zone
Communication Systems

- Hand signals
- Cards
- Pagers
ASSISTING GUESTS WITH DISABILITIES

- General Training

- Four General Types of Disabilities
  1. Blindness or visual impairments
  2. Cognitive or emotional impairments
  3. Deafness or hearing impairments
  4. Mobility impairments

- Preferred Terms and Expressions

- Important American Sign Language Phrases
Disability Evacuation Training

- Primary and secondary paths of exit
- Locations for areas of rescue
- Use of special evacuation equipment
- How to assist individuals with different disabilities
- Under what conditions an elevator can be used during an evacuation
ASSISTING GUESTS WITH DISABILITIES

- Disability Evacuation Training
  - Train all employees as a part of your overall emergency response plan
  - Should be practiced in accordance with evacuation drills
INCIDENT RESPONSE

- Incident Response Don’ts
  - Argue the cause of the accident
  - Admit responsibility or fault
  - Mention insurance
  - Apologize for the accident
  - Discuss past incidents
  - Discuss the accident with people not involved

- Make Sure…
  - All employees are aware of this policy!
TICKET DISCIPLINE

- Maintains Ticket Integrity
- Plays a Major Role in Preventing Patrons from Entering the Competition Area
More than half of all individuals that enter the field of play illegally, do not have the proper ticket to be seated in the lower seating sections.
Incident Reports/Witness Statements

- Write down facts as they occurred in chronological order
- Use clear and concise language
- Use ordinary words and short sentences
- Avoid being wordy
- Include only the pertinent facts
- Avoid being overly dramatic
- Do not speculate or offer opinions
- Do not draw any conclusions
SAFETY INSPECTIONS

- Train for What to Inspect
  - Seats
  - Aisle Ways
  - Stairs
  - Railings/Guard Rails

- Train for What to Look For
  - Trip & Fall Exposures
  - Slip & Fall Exposures
  - Laceration Exposures
  - Damaged Seats
Escalators are complex pieces of machinery and should be properly operated and treated with respect.
The Consumer Products Safety Commission estimates that 8,420 people nationwide sustained injuries that required hospitalization as a result of riding on escalators in 2001.
The Consumer Product Safety Commission reviewed passenger escalator deaths between 1997 and 2003. There were 20 deaths: twelve were due to falling, and eight were from getting caught in the escalator.

Note: These 20 deaths do not include the deaths of those repairing the escalator, only the deaths of those using them.
ESCALATOR TRAINING

- Escalator Incidents
  - 2003 – An escalator malfunctioned at a stadium sending 32 patrons to the hospital
  - 2002 – An escalator at a California stadium tripled its speed injuring 15 people
  - 2001 – A 7 year old boy had three toes amputated from an escalator incident at a stadium in California
  - 2000 – Four patrons were injured as they tumbled down a 60 foot escalator at an east coast stadium
  - 2000 – An escalator was overloaded and malfunctioned injuring 19 patrons at an east coast stadium
  - 1995 – 22 people were injured at a stadium in New Jersey when the escalator malfunctioned
ESCALATOR TRAINING

- Falls account for 75% of all injuries on escalators

- Specific Case
  - Claim for failing to staff an escalator entrance resulted in overload and subsequent malfunction of escalator
  - Result = several injuries and a $2,000,000 claim
Entrapment injuries account for 20% of all injuries on escalators.

Specific Case
- Child caught foot in comb block of escalator
- Result - amputation of big toe and plaintiff verdict of $485,000
ESCALATOR TRAINING

- General Training
  - Ensure guests follow safety rules
  - Control number and spacing of guests to avoid overloading
  - Ensure guests safely enter and exit the escalator
  - Ensure attendants are prepared to respond to emergencies
  - Ensure attendants perform basic pre-opening safety inspections