

USHER & EVENT STAFF TRAINING

*Training Usher & Event Staff Employees
to be
Venue Lifeguards*

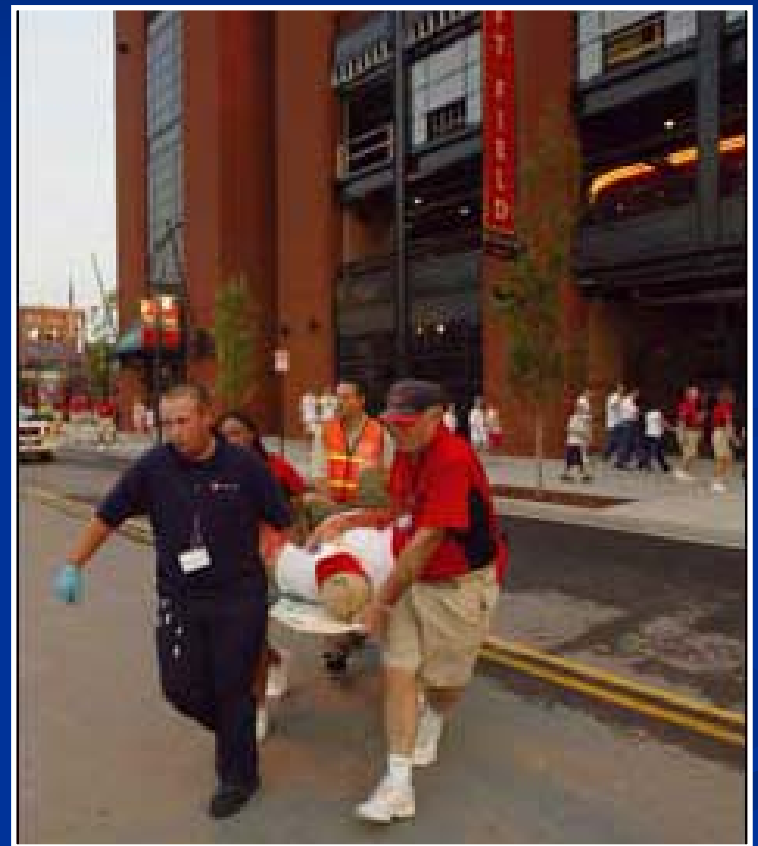
USHER & EVENT STAFF TRAINING

- American Heritage Dictionary Definition
 - Usher: *A person employed to escort people to their seats, as in a theater, church, or stadium.*

USHER & EVENT STAFF TRAINING



USHER & EVENT STAFF TRAINING



USHER & EVENT STAFF TRAINING

- 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

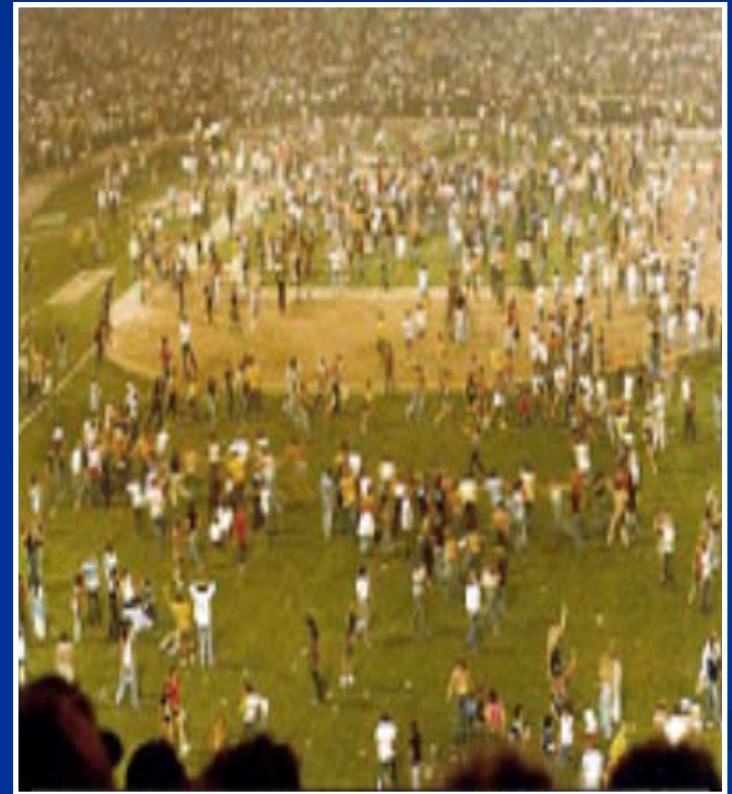
UNDERSTANDING CROWD DYNAMICS

- **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



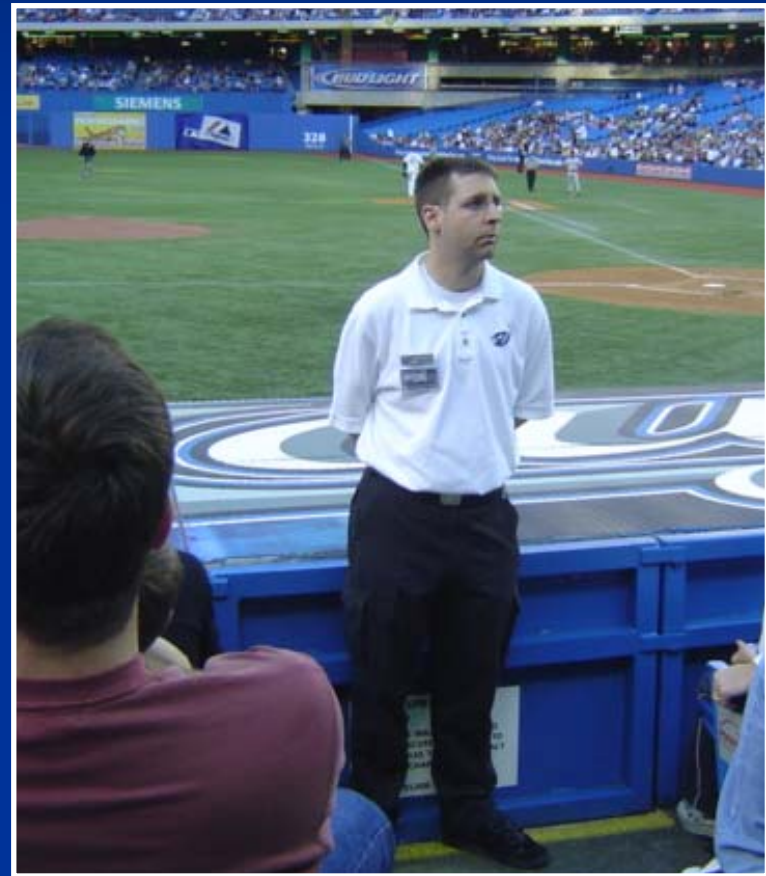
UNDERSTANDING CROWD DYNAMICS

- 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.



VIGILANCE/SCANNING

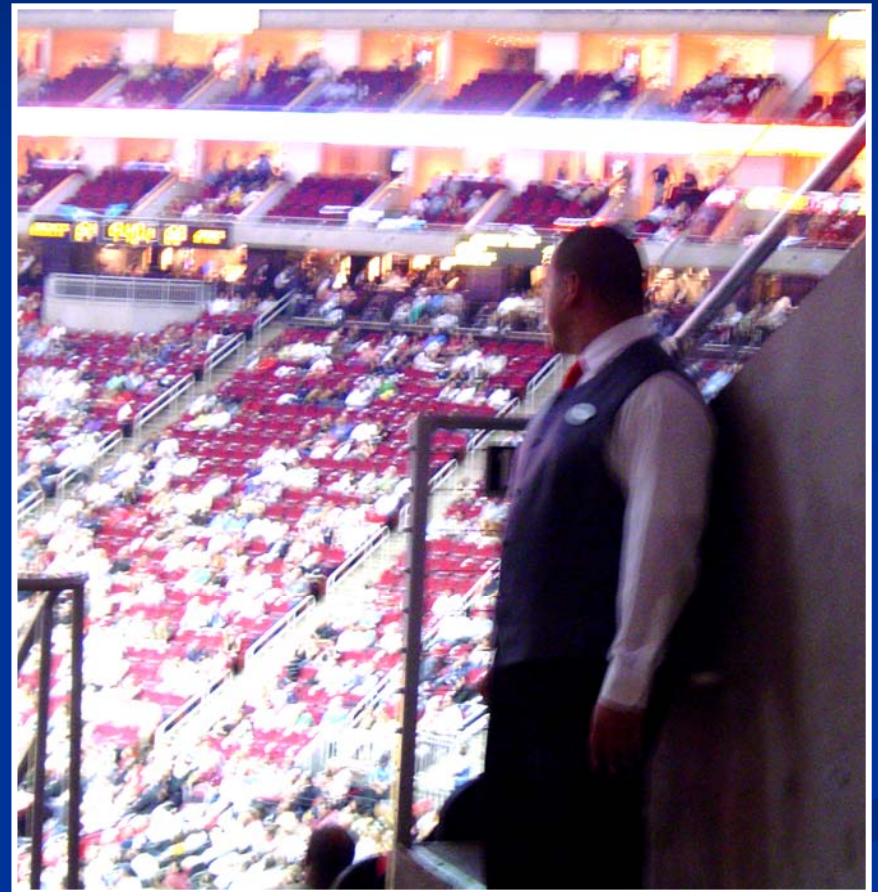
■ Zones

- 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.



RECOGNITION

- Being perceptive of unsafe conditions
- Being able to recognize subtle clues patrons exhibit to mitigate unsafe or rowdy behavior





CROWD
MANAGEMENT
HOT SPOTTERS

Section: _____

Row(s): _____

Seat(s): _____

Level: *(ie: Service, Promenade, Club, Suite, View)*

Description of Subject(s):

Observed Problem(s):

Employee: _____

ID# _____

Date: _____ Time: _____

PREVENTION

- Timely response
- Appropriate response
- Supervisor involvement
- Security involvement



EMERGENCY RESPONSE

- Training
- Communication



EMERGENCY RESPONSE

Tigers are sued over 2000 death

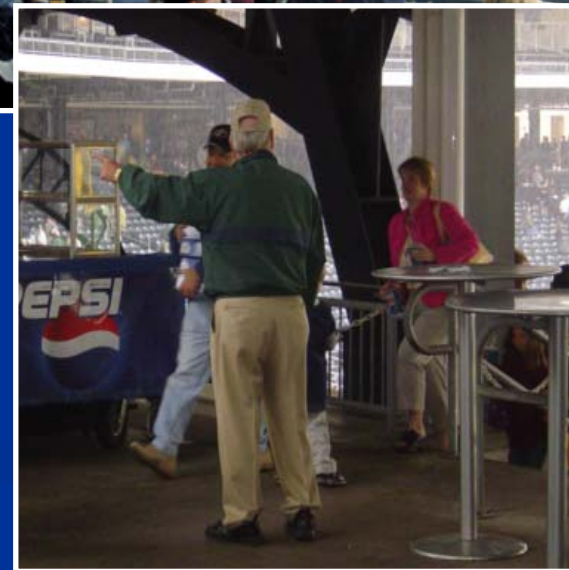
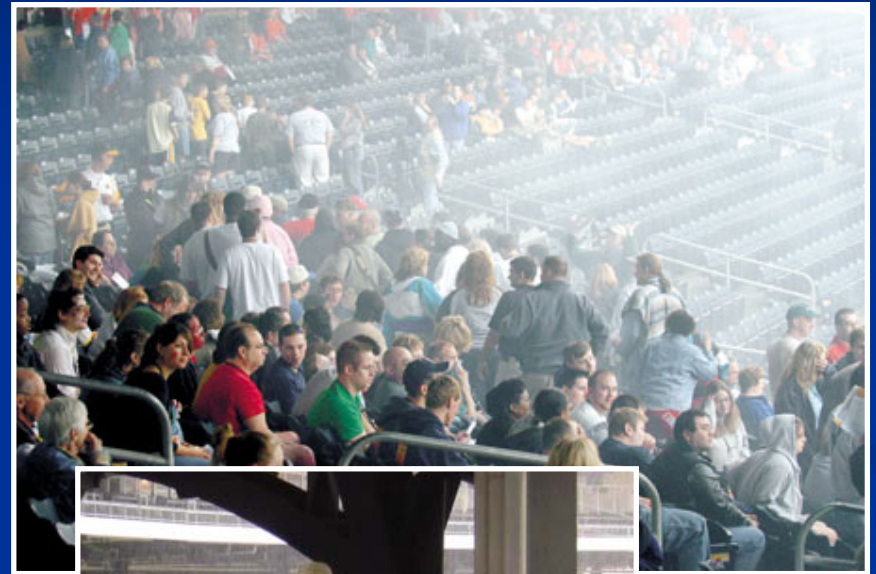
Widow says employees weren't well trained

March 6, 2003

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



EMERGENCY RESPONSE

■ 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

ASSISTING GUESTS WITH DISABILITIES

- **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!

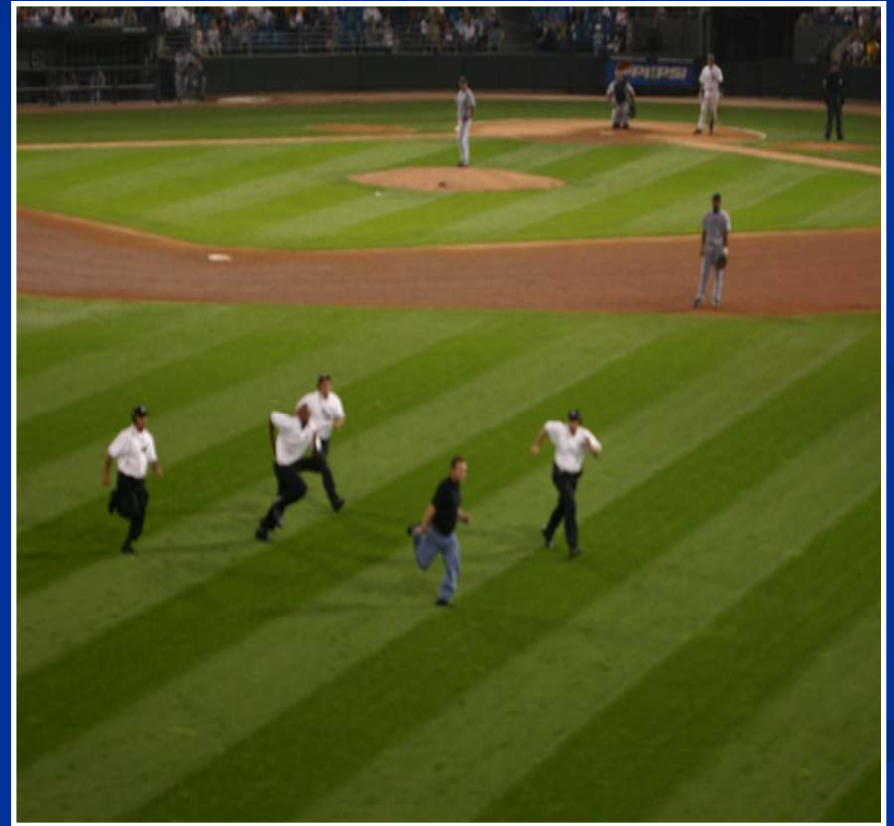
TICKET DISCIPLINE

- Maintains Ticket Integrity
- Plays a Major Role in Preventing Patrons from Entering the Competition Area



TICKET DISCIPLINE

- 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



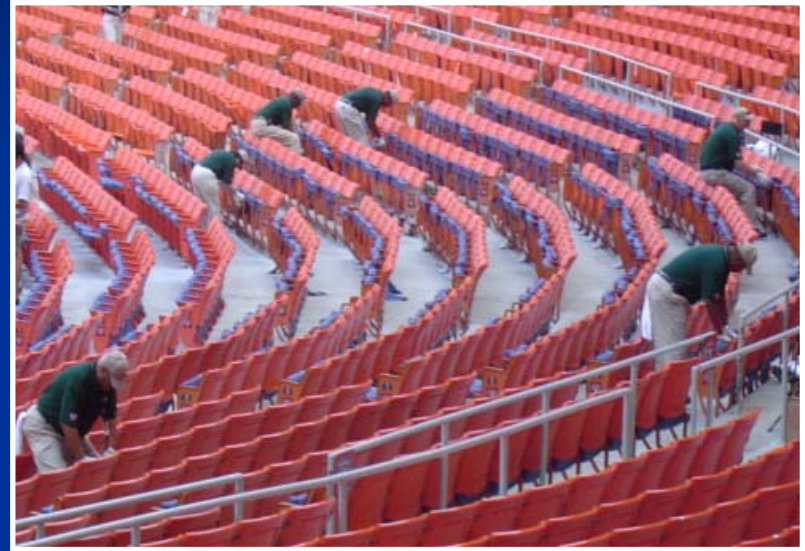
REPORT WRITING

- 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



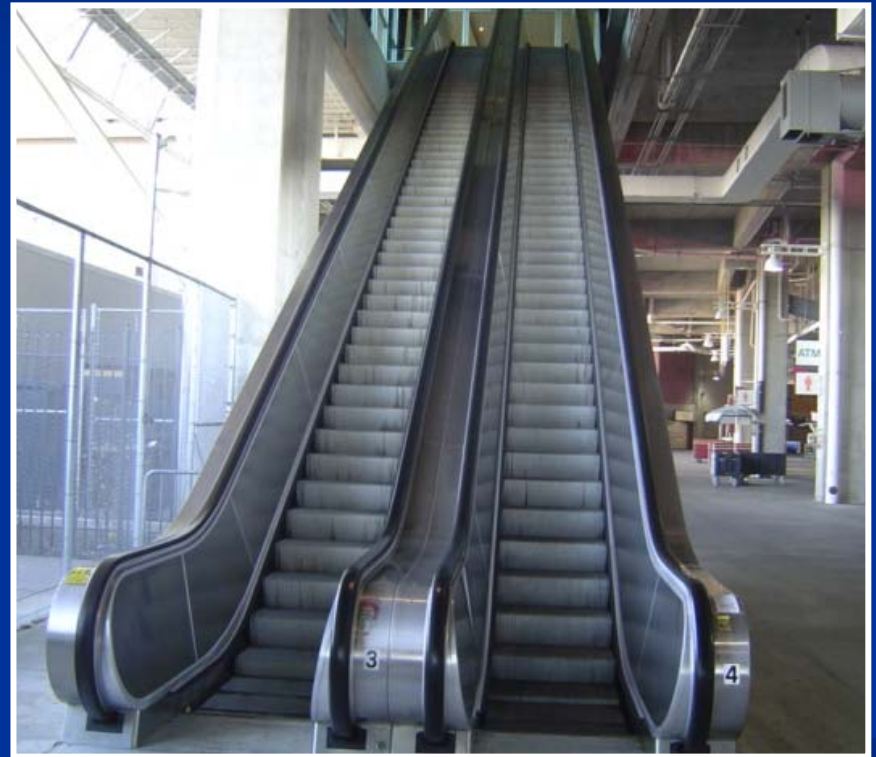
■ Train for What to Look For

- Trip & Fall Exposures
- Slip & Fall Exposures
- Laceration Exposures
- Damaged Seats



ESCALATOR TRAINING

- Escalators are complex pieces of machinery and should be properly operated and treated with respect



ESCALATOR TRAINING

- 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



ESCALATOR TRAINING

- 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

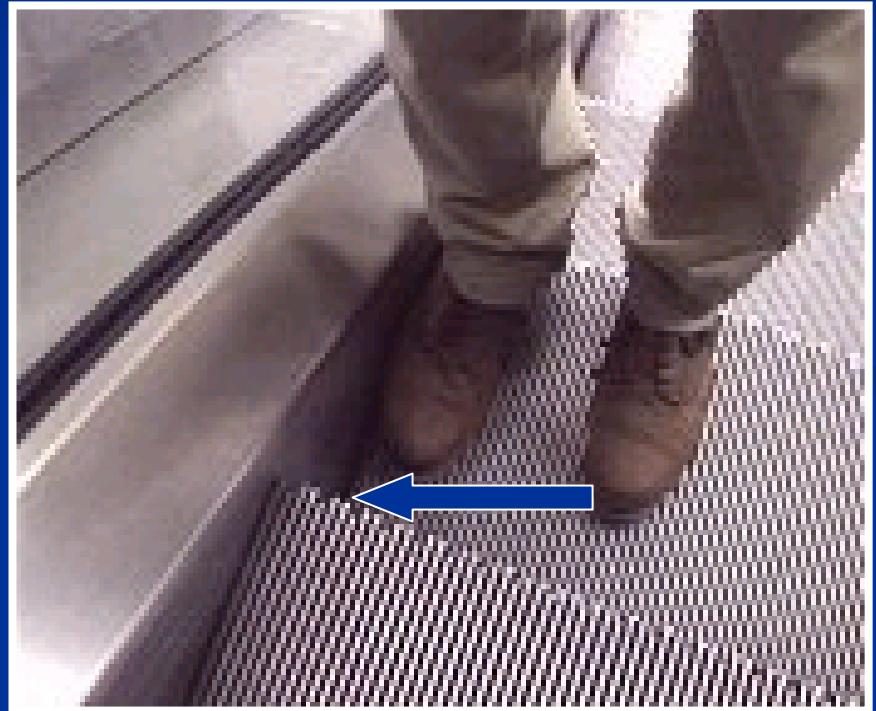
- 2003 – An escalator malfunctioned at a stadium sending 32 patrons to the hospital
- 2002 – An escalator at a California stadium tripled its speed injuring 15 people
- 2001 – A 7 year old boy had three toes amputated from an escalator incident at a stadium in California
- 2000 – Four patrons were injured 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

ESCALATOR TRAINING

- 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

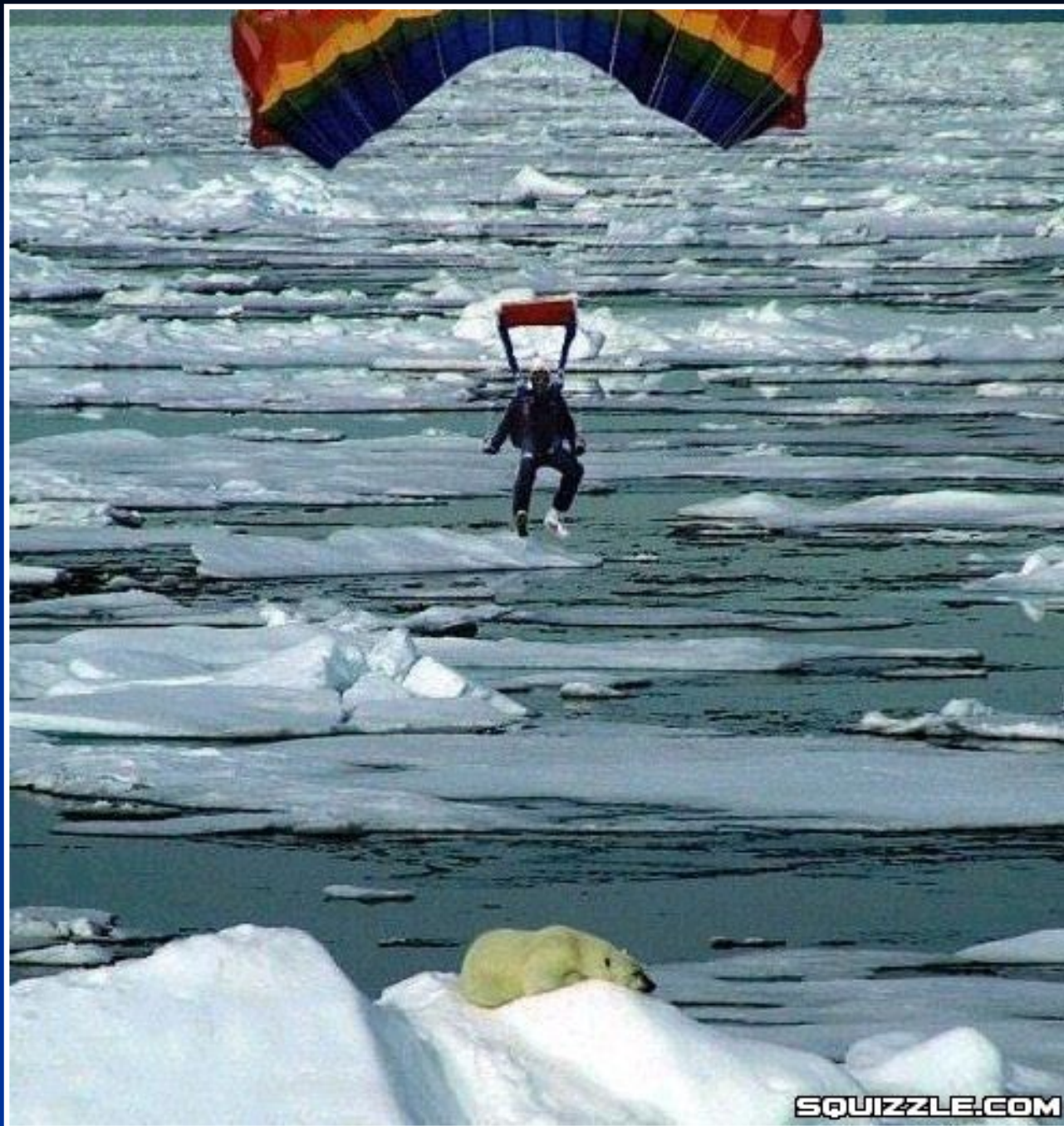
- Ensure guests follow safety rules
- Control number and spacing of guests to avoid overloading
- Ensure guests safely enter and exit the escalator
- Ensure attendants are prepared to respond to emergencies
- Ensure attendants perform basic pre-opening safety inspections





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