

# USHER & EVENT STAFF TRAINING

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

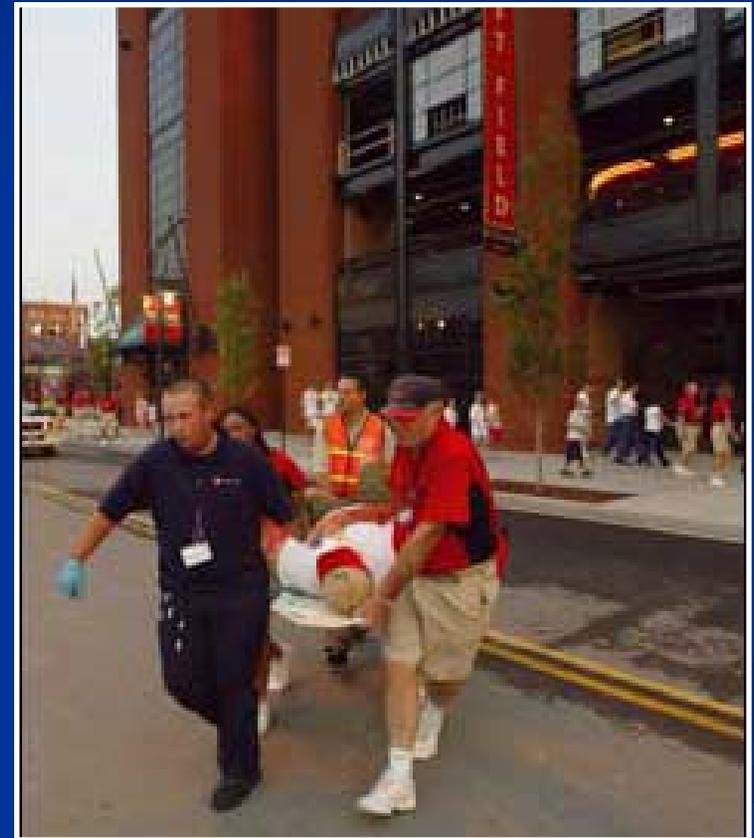
# USHER & EVENT STAFF TRAINING

- 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



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# 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

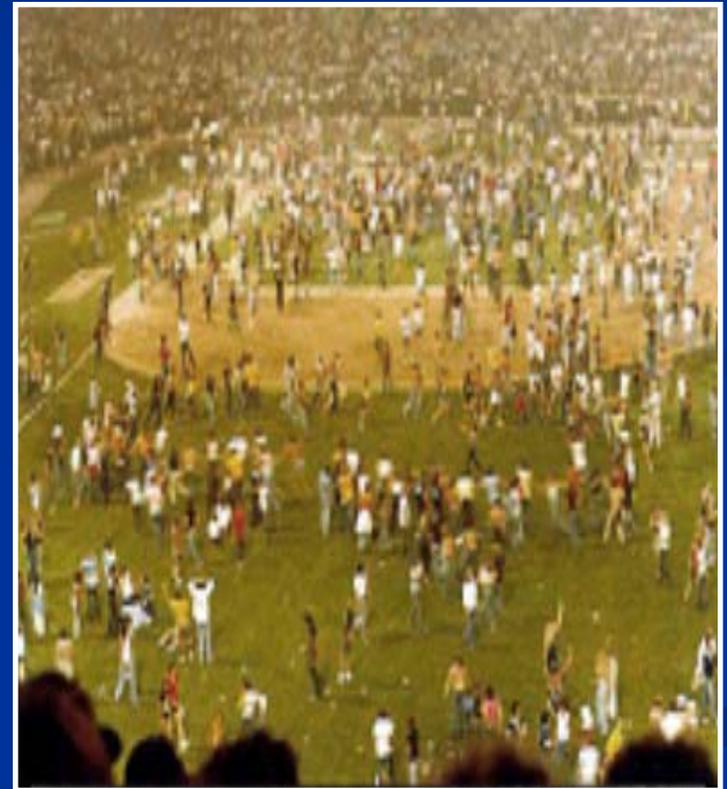
- Understanding Crowd Dynamics
- Vigilance/Scanning
- Recognition
- Prevention

# 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**



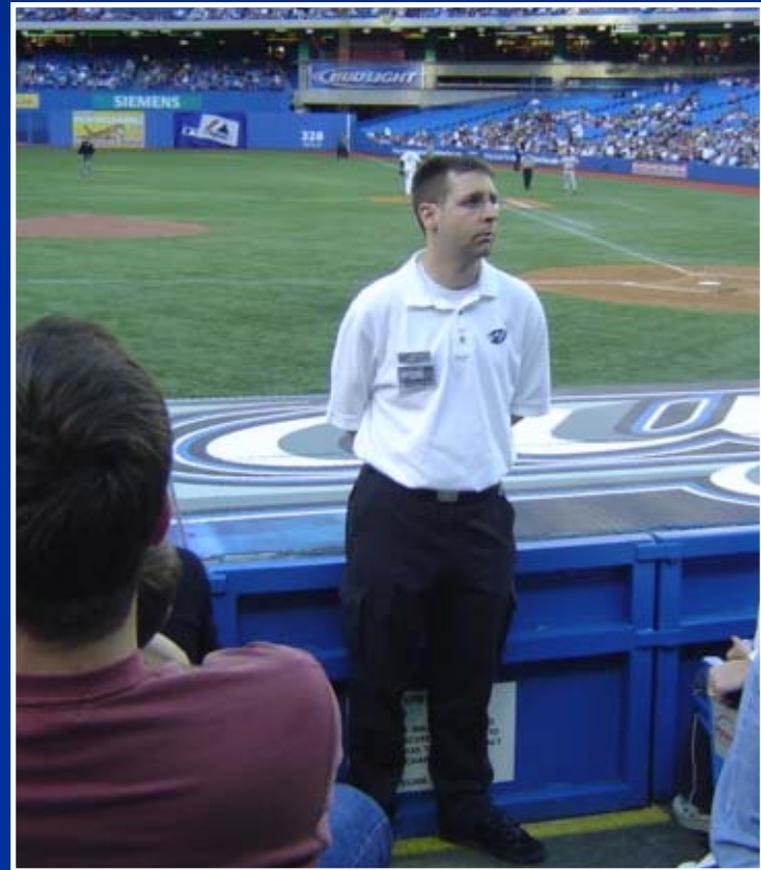
# UNDERSTANDING CROWD DYNAMICS

- 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.



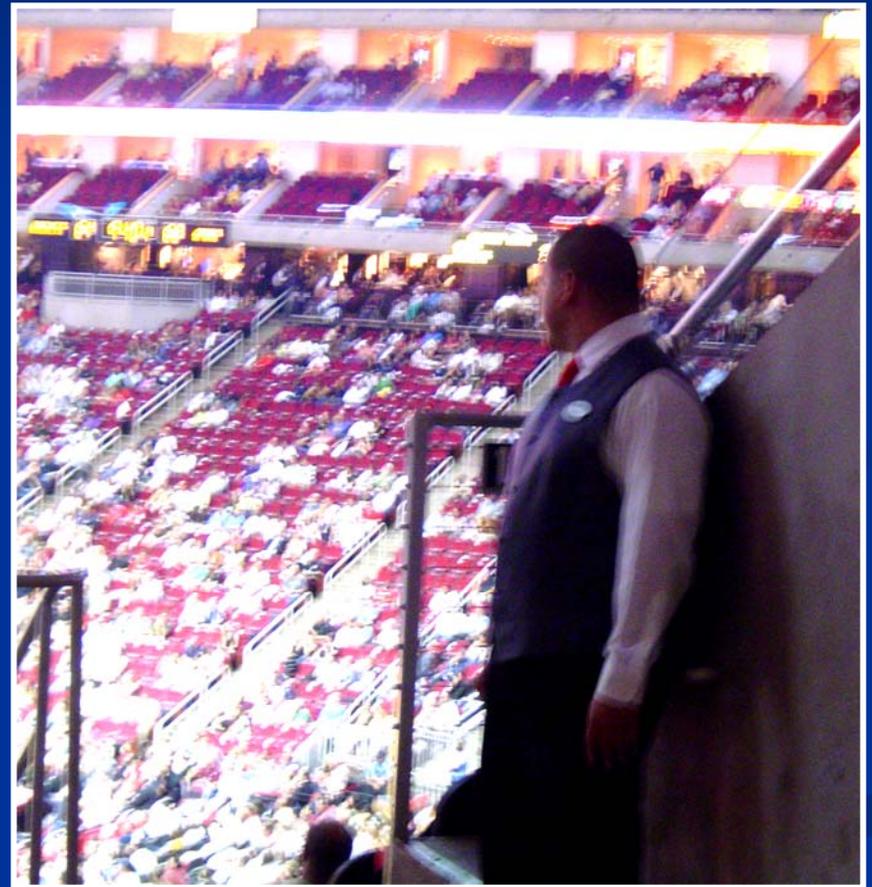
# VIGILANCE/SCANNING

- **Zones**
  - An usher's zone refers to their specific area of responsibility.
  - Each zone should be specifically defined



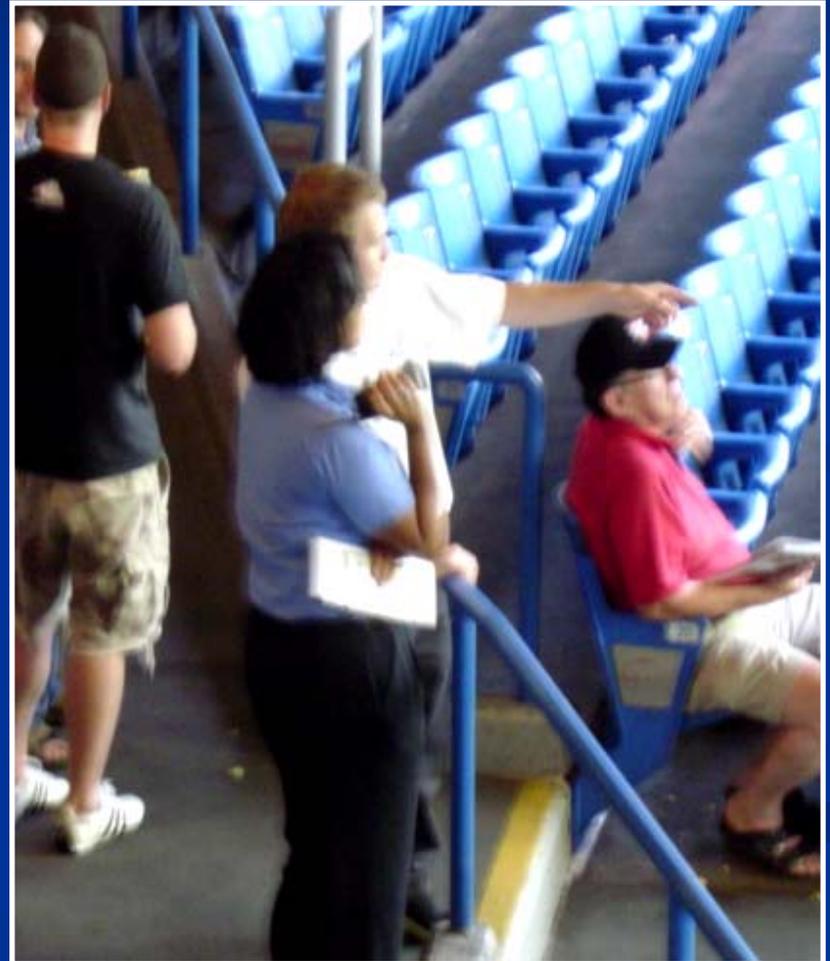
# VIGILANCE/SCANNING

- 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: *(i.e. 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**

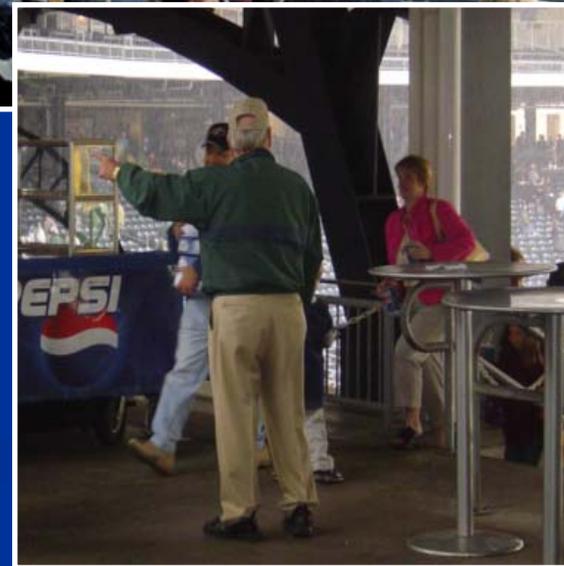
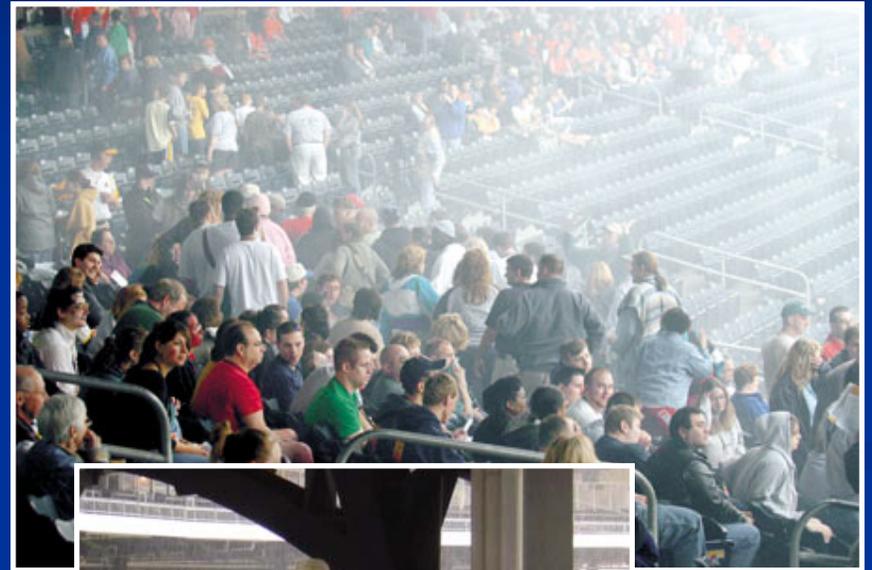
**Widow says employees weren't well trained**

*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!

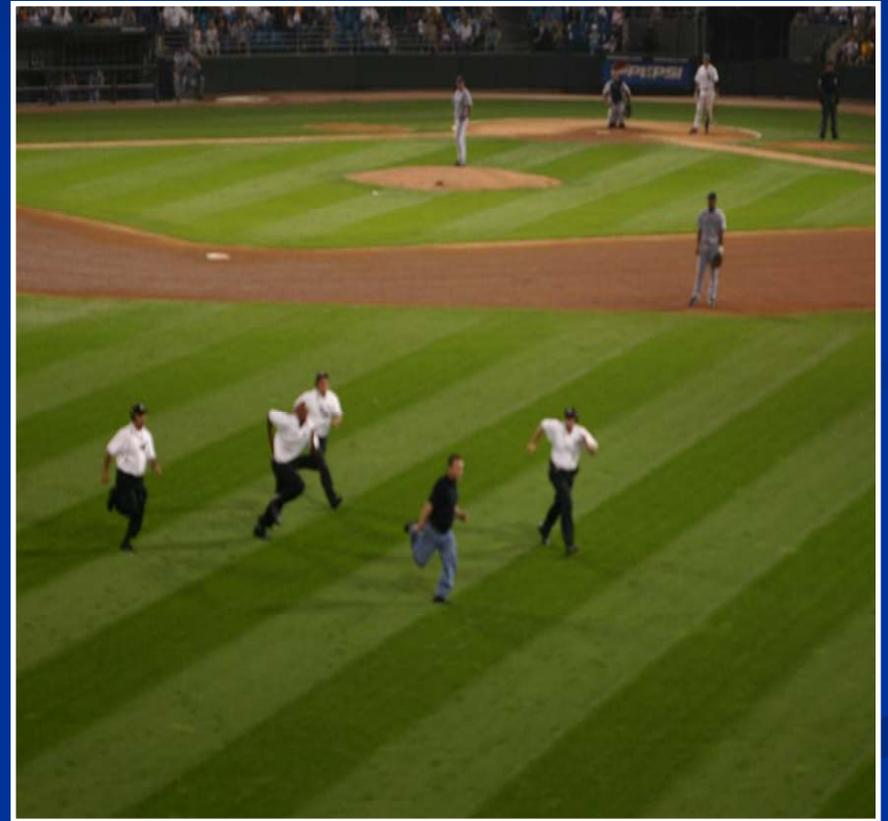
# TICKET DISCIPLINE

- 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



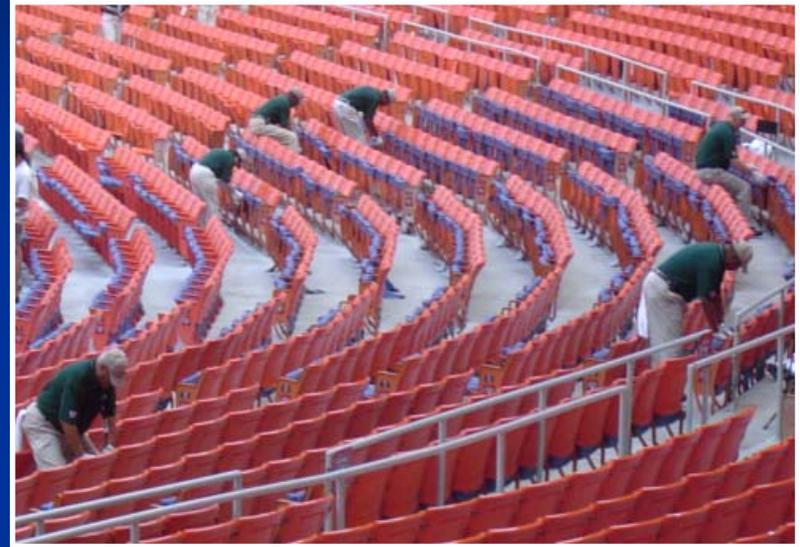
# REPORT WRITING

- 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



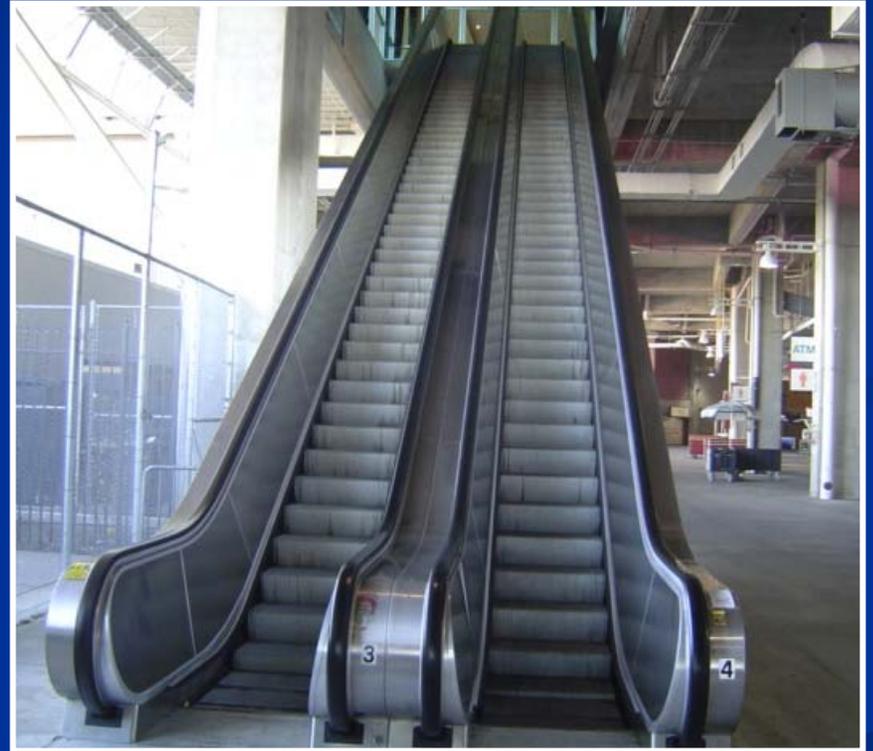
## ■ Train for What to Look For

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



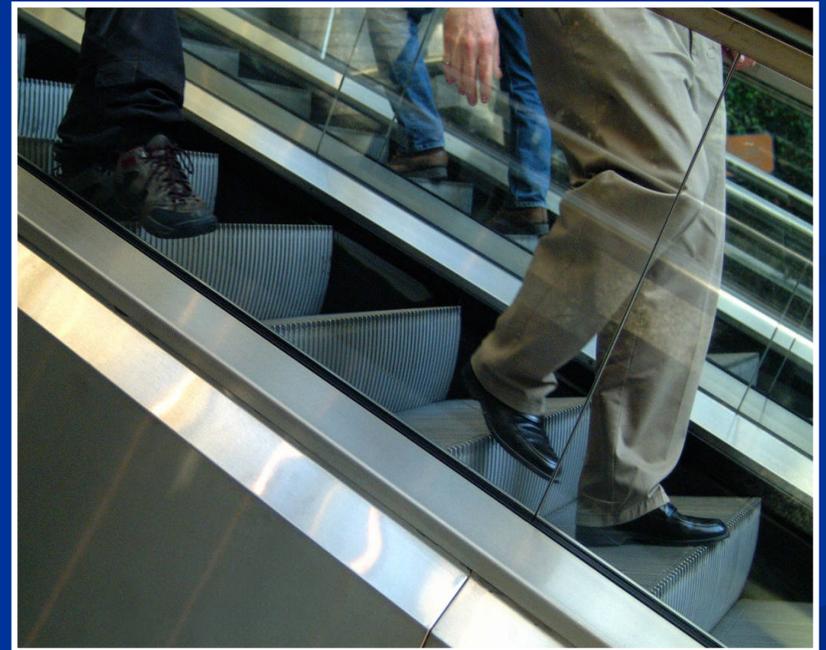
# ESCALATOR TRAINING

- 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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