

# Certificate in Patron Management (CPM) ©2011 TM



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Providing fans with a safe and friendly environment is the goal of this educational program offered by the Patron Management Institute (PMI) in conjunction with faculty from the University of New Haven. Our Certificate in Patron Management (CPM) is a hands-on training program designed to enhance customer service, focus employees on risk management, and help make facilities safer for all patrons and employees. This training is not a typical customer service or crowd management training program. This is a business solutions program focused on making patrons as safe as possible through our **PAST** program.

**P-Planning-** only through proper planning can employees reduce risks

**A- Attitude-** through adopting a positive attitude with a great smile, employee can make a difference

**S- Simplicity-** policies and procedures need to be simple and easy to understand to be effective

**T-Testing-** educational programs are easily forgotten if they are not fun and reinforced with repeated testing

CPM differs from other training programs in that it has been developed by an academic institution, written by experts in crowd management, validated by an advisory board, and tested with students and industry professionals over several years. This program uses interdisciplinary knowledge from

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psychologists and police officers, to Israeli security professionals and disaster physicians to help create a comprehensive curriculum designed to educate and entertain. Through playing games and interactive learning, those attending the program will really learn the material rather than just being exposed to what can be difficult material- especially for “Gen Y” employees.

The CPM is a program focused on working with front line and security personnel to understand and appreciate how patrons and customers move and behave in various surroundings/environments. Through a detailed, but educationally friendly, module system, individuals will be taught among other items:

- How to act in a safe manner to avoid injuries to themselves or other employees
- How to analyze personal behavior to avoid potential problems
- How to develop and implement a risk management plan
- How to internalize the need for vigilance
- Dealing with alcohol, drugs, and mental illness
- Addressing issues faced by disabled patrons
- How to examine a facility and physical elements to make sure they are appropriate
- How to enforce facility rules such as no smoking or no camera rules
- How to effectively talk with others (whether colleagues or patrons)
- How to prepare for an event and the need to ask questions
- How to use your smile and a pleasant voice as your best weapons
- How to handle a patron or crowd if any issue arises
- How to document what you have seen and done
- Understanding and following the law
- Planning for future events and effective plan testing

The deliverables from the CPM experience include detailed training modules, multiple examinations, a shadowing experience, and updated information/news from our web page. The one day program is designed for any facility or security provider to train their own employees without the need for computers or traveling to conferences. Those adopting the program will be provided with everything needed to teach the program in-house. All the deliverables cost less than \$25 per employee and certification lasts three years.

CPM is designed for, but not limited to, the following businesses and/or organizations:

|                                 |                         |                                    |
|---------------------------------|-------------------------|------------------------------------|
| Transportation Centers          | Theme/Amusement Parks   | Sport Stadiums/Arenas              |
| Concert Venues                  | Casinos                 | Airlines and other common carriers |
| Theaters                        | Museums                 | Entertainment venues               |
| Colleges (special/sport events) | Malls                   | Convention centers                 |
| Fair Grounds                    | Performing Arts Centers | Major sales events                 |

[www.patronmanagement.org](http://www.patronmanagement.org)