

Operational Programme

Example Case Study: Crowds

Module Event Crowd Management

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The SAFE Project has been developed in partnership between:



Institut Suisse de Sécurité
Urbaine et Événementielle
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What is a case study?

Case study, as the name suggests, is studying a case. Based on an existing festival, event or incident a skill objective is worked on during the case study. Usually it works well to take a large case and then incorporate several learning objectives into it. Start with a basic assignment and then have it developed further on the basis of follow-up assignments. Experience has shown that case study assignments are extremely suitable for group work. Indirectly, this also helps to practise and stimulate teamwork. It is up to the lecturer to develop his/her own case studies, which, for example, fit in with the venue or event where the students (regularly) work.

In the box below you will find the skill objectives that are discussed in the case study of this module. These two objectives are dealt with simultaneously in one and the same toolbox.

Skills

On completion of this module the learner will be able to:

- Operate radio communication equipment and megaphone
- Use correct terminology such as the phonetic alphabet, the 24-hour clock



Recurring themes

Choose from one or more recurring themes that match the learning objective and the teacher's toolbox and integrate them in the lesson and/or assignment



Professional attitude



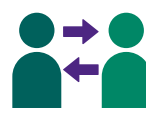
Proactive awareness



Protocol discipline



Problem solving



Communication



Working in a team

In this case we work together in groups. The students' problem-solving abilities are called upon. They have to look up information themselves and assess it. The associated recurring themes are therefore Problem Solving & Working in a team.

Background

Crowds vary in size, behaviour, purpose, 'state of mind', makeup and many more variables. What behaviour do you often see at events? How does behaviour relate to a visitor's profile? Children at a kids show behave differently from senior citizens at a classical concert. Accordingly, every event in combination with the visitor's profile brings its' own risks.

Teacher Toolbox

Think of an assignment on the basis of a case involving the risk of different visitor profiles. The terms below may be useful in this respect.



Visitors profile

- Number of people
- Male/ female ratio
- Age dispersion
- % of foreign visitors
- Early/ late arrival
- Bustle and noise level
- Substance (ab)use
- Etc.

Visitors profile & Behaviour

- Crowd Surfing
- Mosh pit
- Wall of Death
- Pogo
- Etc.

Assignment Case Study BTS



Supplies

- General information artist & venue
- Blanco visitors profile
- Visitors profile BTS
- Blanco map of the outside floor plan
- Pens, drawing pencils

Explanation of the exercise

Divide the students into groups of 3 to 4 people. Each group will jointly study the case study and make the assignment. With the help of a case study, the following two skills objectives must be achieved.

Skills

On completion of this module the learner will be able to:

- Recognise different types of crowd behaviour



Case information

In this case study the performance of BTS in the Ziggodome will be discussed. The emphasis is on visitor behaviour. In order to gain insight into visitor behaviour, a visitor profile can be drawn up. Have the students draw up a visitor profile on the basis of the variables below:

Visitors profile	Visitors profile & Behaviour
Number of people	14.000; of which 6.000 seated
Male/ female ratio	20% male/ 80% female
Age dispersion	80% between 15-17 year
% of foreign visitors	50%
Early/ late arrival	Very early; some will come the day before and sleep outside
Bustle and noise level (Scale 1-10)	7 -8 (1 = quiet, 10= chaotic)

You can help them on their way by giving some general information about the band and the location, see box for the general information. They can also look up information themselves on the internet.

Artist information BTS

BTS, which stands for Bangtan Sonyeondan of Beyond The Scene, debuted in 2013 in homeland South Korea with the song No More Dream from the first album 2 Cool 4 Skool. After that, the band steadily got going. By optimizing their sound, they gained international fame with Wings in 2016. With the album The Most Beautiful Moment in Life, Pt. 2 they were the first K-pop band ever to reach first place in the American Billboard World Albums Chart. In 2017, the album Love Yourself: Her came seventh in the Billboard Top 200. That same year, the group won the Billboard Music Award for Top Social Artist and were a guest of American influencers such as Ellen DeGeneres and Jimmy Kimmel. Last month they left Beyoncé and Barack Obama behind in a public competition of Time magazine, making them, according to the voters, the most influential 'person' of 2018. Meanwhile, band members Jin, Suga, J-Hope, RM, Jimin, V and Jungkook are in the process of conquering the whole of Europe and have already been on top of the iTunes album charts of countries such as Italy, England and Germany. Partly due to the release of the Japanese-language album Face Yourself last month, the loyal fan base of the K-pops sensation, which is also known as 'A.R.M.Y.', is also growing rapidly in the Netherlands.



Evaluation of the assignment

Give the groups 15-20 time to look up information, discuss and draw up a visitor profile. Then discuss the answers in class.

Skills

On completion of this module the learner will be able to:

- Understand the risks in relation to visitor behaviours



Risk in relation to visitor behaviour

On the basis of the visitor profile, an estimate can be made which variables constitute the greatest risk.

Assignment 1

Each group makes a top 3 of the most risky variables and discusses why. Give it 5 minutes for this.

Answer

The most important risk variables based on the visitor profile are; age dispersion, % of foreign visitors and early arrival.

Age dispersion:

The audience is quite young, which means that they are not completely independent. Also, most will have little or no concert experience.

% of foreign visitors:

Many visitors come from abroad. This means that many do not know the venue. The language can also be a problem.

Early arrival:

The fact that visitors arrive early means that measures have to be taken. An organisation also has a duty of care. In this case, there may be a number of visitors who stay in front of the doors the night before. Furthermore, most visitors arrive early, well before the doors open. Waiting areas will have to be created in order to ensure that there is no major jostling and chaos at the doors.

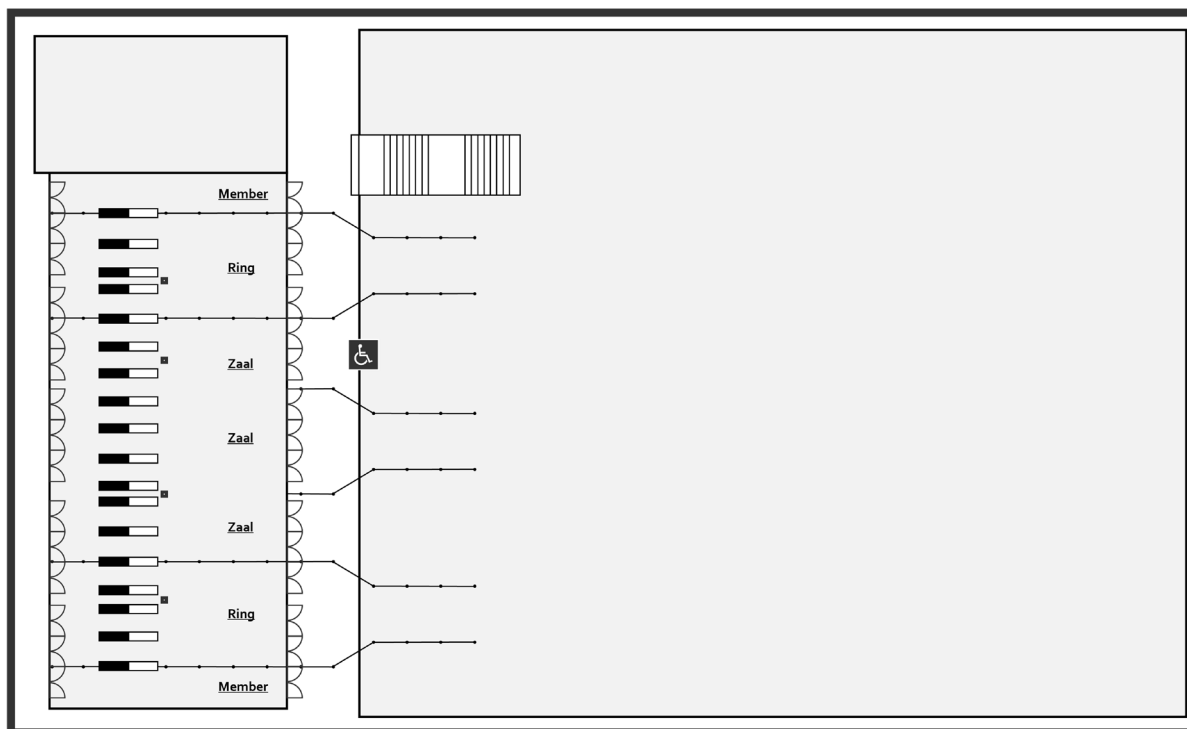
Assignment 2

The ziggodome is in Amsterdam. There is a large square in front of the entrance to the Ziggodome. Many visitors can wait on this square at the same time. The square is not so large that all visitors can wait for it at the same time. The visitor profile showed that many (almost all) visitors will be present well before the doors open. Measures will have to be taken to manage this. One of these measures is a solid entrance construction with waiting areas.

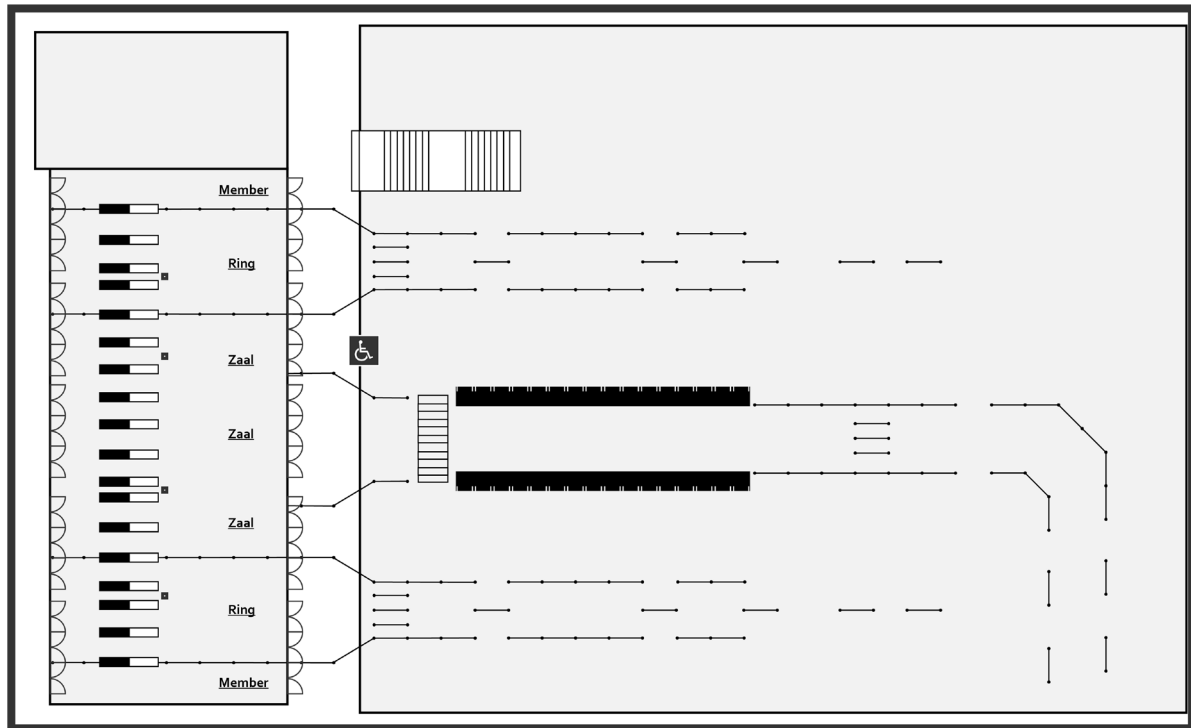
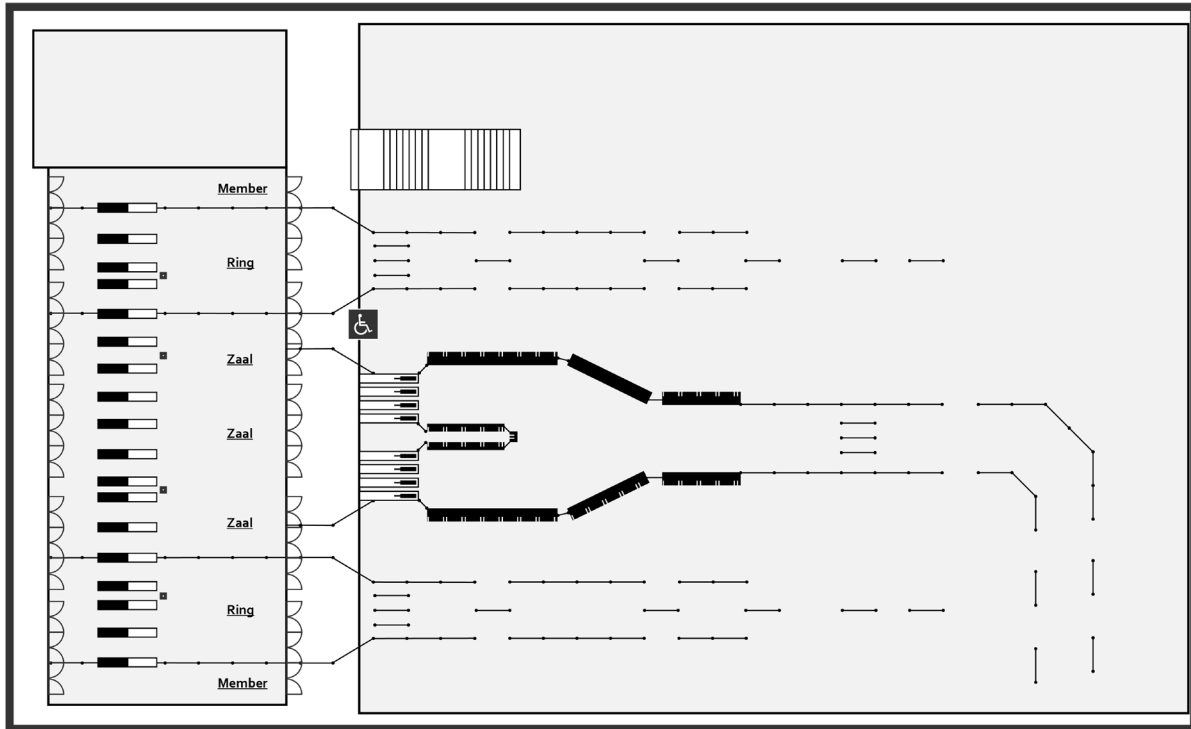
Draw alternative entrance constructions on the floor plan. The following materials can be used:

- LUGS (Line up gates)
- Barriers
- Gates
- Pole and cord
- Own ideas

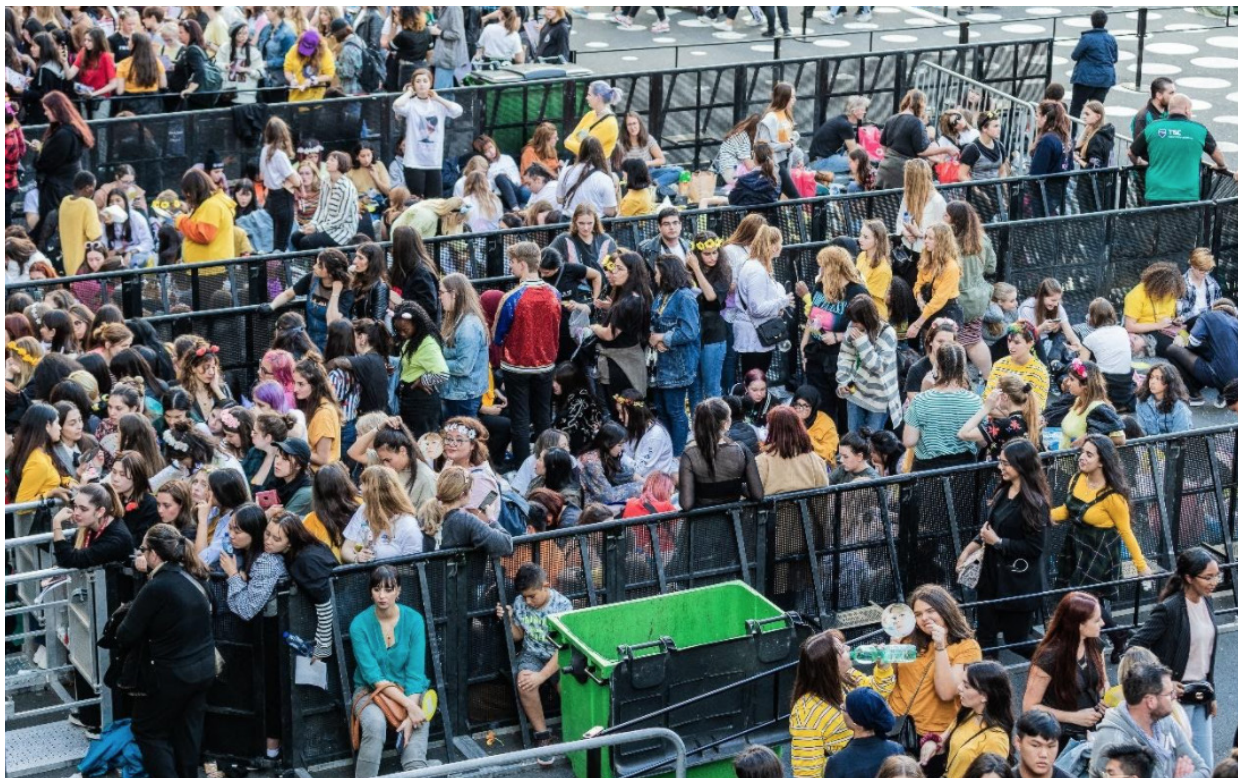
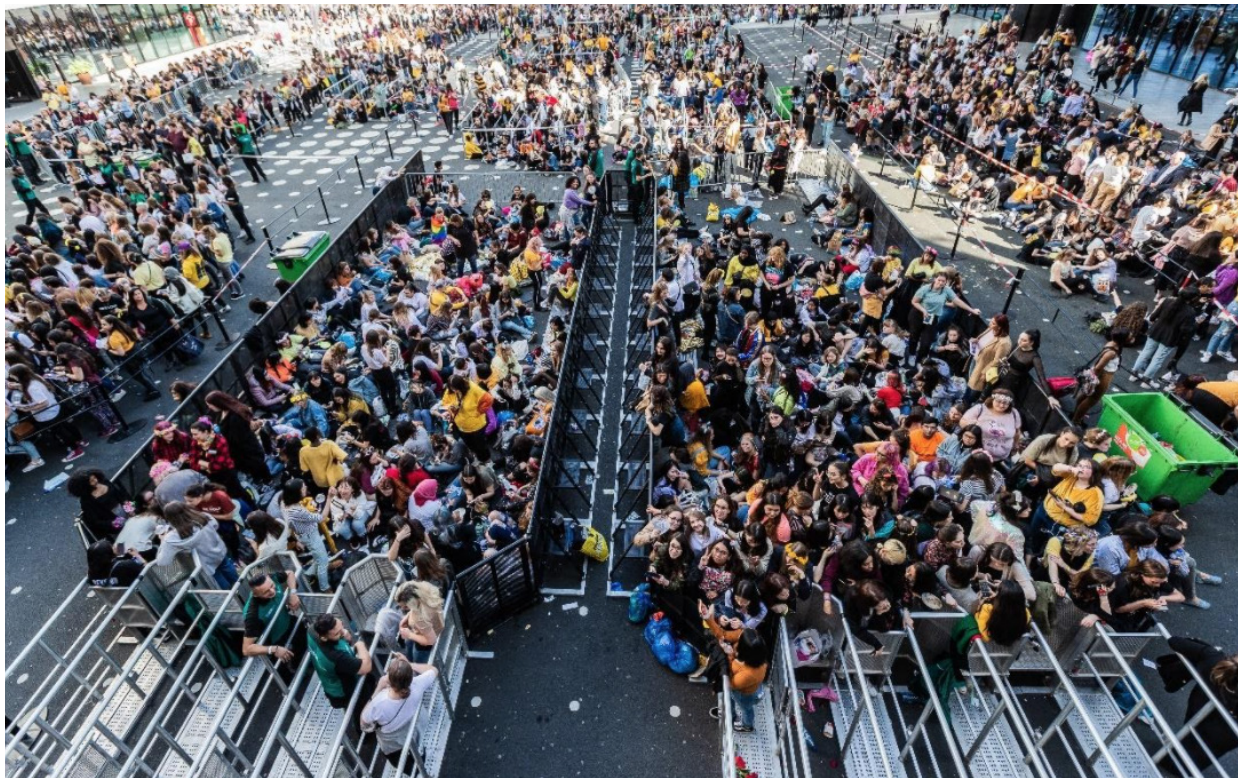
Give all groups the image of the forecourt with the doors of the entrance. The image already shows a simple entrance construction.



Possible alternatives



And how does that look like in real life?





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