



## Guardian Zone White Paper

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### How Security Technology Empowers Onsite Personnel

Running event security at outdoor festivals and concerts is a challenge. Most outdoor festival and concert infrastructures have one thing in common: wide, expansive spaces requiring continuous protection with hundreds or thousands of people inside and outside the venue. For many of these locations, achieving a high level of safety and security is challenging. Outdoor festivals and concerts may experience delayed response to an emergency, such as a report of a person injured, a fight, criminal activity, sexual assault, or inebriated behavior or just a call for help when that many people gather in one place. Any delay can have a catastrophic impact on the Event Emergency Operations Plan (EOP). Delays in responding to incidents can also undermine patron confidence in festival and concert sponsors and management, especially when there is a technological solution that could have prevented these delays.

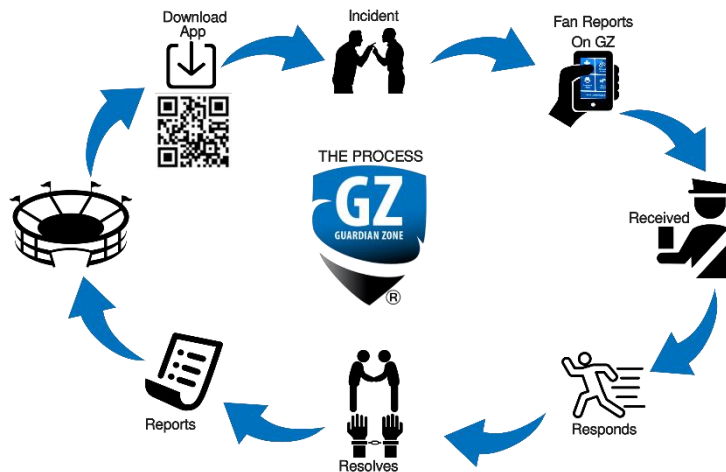
Staff and guests may be unable to provide exact location information to assist event security and other emergency responders when an incident occurs. Staff without radios must temporarily vacate their posts to report situations that leave their areas potentially vulnerable. As you may have experienced, poor behavior seems to have escalated in a post-Covid world as people appear to have more issues with in-person interactions after months of lockdowns. Finally, approximately thirty (30%) percent of security staff will be a “no show” on the day of events leaving resources stretched significantly thin.

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## Guardian Zone Overview



The Guardian Zone solution bridges the communication gap between onsite security, law enforcement, staff, and visitors during an emergency. The software helps onsite security send and receive real-time, fast, accurate information to and from their staff and visitors during an emergency. Officers can send mass alerts or customized messages to staff and visitors. Staff and visitors can become additional “eyes and ears” of security and report any

concerns in real time via our mobile app. Guardian Zone increases the footprint of event security officers. Our solution enhances existing security operations through technology. The platform helps build a safe, healthy, and secure environment for guests and employees alike.

Guardian Zone is a member of industry groups that span security and entertainment. Fan engagement is an important and growing trend as sponsors and vendors compete for guest dollars. Our event safety technology can engage fans, vendors, and staff, enabling them to send and receive real-time event safety information, crowdsourcing intelligence, or changes to egress during evacuations.

Fans can notify security if a Porta John requires supply replenishment or notify management when they encounter a bad experience with a security or event staff member. The Guardian Zone technology empowers fans to actively participate in their event experience, bridging the communication between fans, onsite security, and organizers.

Event stakeholders and venue operators have a **duty of care** when it comes to their guests, staff, and the surrounding community. Guardian Zone is poised to assist in bridging that communication gap to effectively assist security in its operations. A game changer function for physical security is that now security officers can contact staff and guests who downloaded the Guardian Zone app via mass alerts, also after an event, hours or days later, to solicit new information or look for additional witnesses who can provide additional information that cameras alone cannot capture.

## Force Multiplier

Venues have a duty of care while people are guests within their facility or on their property. Vast outdoor venues often have blind spots that are vulnerable to threats, requiring additional monitoring and surveillance capabilities. Event stakeholders and producers are often early adopters of methods to better entertain guests. However, these same groups are not always equally open to listening to emerging safety advice from senior security executives who look beyond traditional staffing solutions to address existing and evolving risks to strengthen operations. Emerging solutions are intelligently proving themselves in everyday, real-world situations. The benefit of this intelligence helps support security personnel on the ground while allowing them to focus on the important tasks at hand such as protecting, observing, and reporting.

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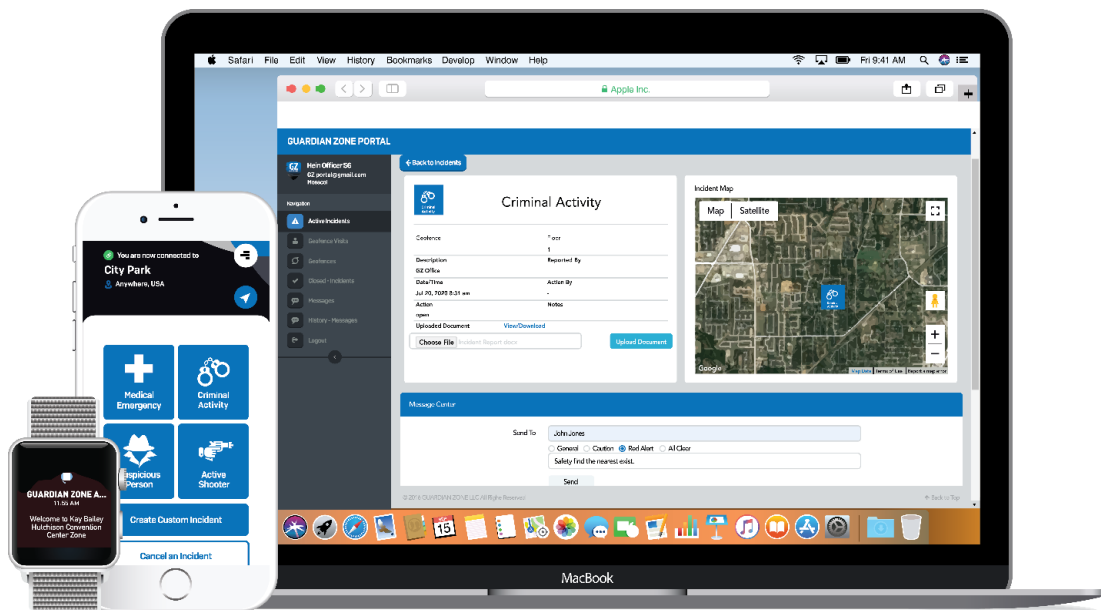
By combining Guardian Zone’s technology with event security, event producers gain an effective force multiplier that works in tandem to ensure the highest levels of security. This layered approach has always served as a best practice, which creates a win-win situation and provides continuous successful results. Let us explore how this combination can drive greater value for your organization.

## New Security Technology



Often event stakeholders and promoters are not aware of the available security response technologies that can assist with their safety plan. Guardian Zone is a security solution with a mobile app that can be used as an integral element of a successful program. Guardian Zone becomes one more layer of protection for your organization’s security plan by empowering fans and vendors to be an integral part of your event’s safety and security team.

The pandemic has changed the security landscape, which requires event stakeholders to take a second look at intelligent technologies like Guardian Zone to help keep patrons safe. People are conditioned to use apps on their personal electronic devices for work and play. Guardian Zone’s technology is intentionally designed to support the operations of the security team. Information collected from fans on the Guardian Zone app is transmitted to the Guardian Zone security dashboard and used to create an official record. The opportunity to embrace a new process that increases the security maturity level of any sporting event, concert, or festival is compelling. These powerful options mean a more proactive approach to security. The security industry has been conservative and at times a reactive industry, but now it has technological advancements to change their perspective and proactively improve operations.



Security technologies like Guardian Zone allow security personnel to focus on high-impact activities while it empowers patrons and vendors to provide actionable information to event security and help them make better decisions and enhance their response time. Patrons help monitor, report, and engage directly with security in real-time. Guardian Zone is proven to be highly effective at reporting critical incidents and relaying information to and from the security team.

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Patrons can still call 911 from their cell phones and any serious incidents will also be reported by security to law enforcement. Guardian Zone allows on-site security to do their job more effectively, and more importantly, to be notified immediately in real-time of any security incident. With the click of an incident button, patrons are connected directly to on-site security who can respond faster than off-site first responders.



## How Guardian Zone Works for Staff and Visitors “Fan Engagement”

For patrons, vendors and staff, Guardian Zone provides an easy downloadable and easy to use mobile app for direct communication to security. The mobile app can be accessed quickly by using the Guardian Zone QR code or going to the Google and Apple Stores.

- Patrons will download the app, which will ask for two pieces of personal information, phone number and name.
- A six-digit code is sent via SMS to the smartphone number entered, to verify that it is a valid number. This stops visitors from putting in a false number.
- Once the user has entered the six-digit security code, the app can be used. At that moment, the web-based security dashboard automatically captures the cellphone number and registers the patron in the venue.
- The app allows a patron to provide their name or remain anonymous; however, the smartphone number is a verified number. Now fans can use the mobile app to report incidents at an event before they happen, while they are happening or after they have happened, directly to the security dashboard. Everything from slips and falls, crowd flow problems, fights, sexual assaults, medical emergencies can be reported in real-time.
- Security receives that information, and they can identify the incident, see the location of the smartphone reporting the incident, get a date and time stamp, and respond directly to the patron with an SMS message, while following their Event Emergency Operations Plan.
- Patron information is protected and is only used when they are at an event. Security has the capability to send a mass alert to all app users during an event and after an incident to ask for additional witnesses that could support litigation, when necessary, all while protecting patrons’ personally identifiable information.

Another area where Guardian Zone serves the patrons and allows for engagement is the “Miracle Mile.” The surrounding areas such as parking lots, plazas, and neighborhoods adjacent to the event location are easily incorporated into the Guardian Zone perimeter and can be monitored by onsite security and law enforcement. Patrons entering or leaving an event will have continued access to venue security. When outside the designated perimeter, patrons receive a message to contact 911.



## Guardian Zone Enhances Operations

Guardian Zone technology augments onsite security professionals by increasing their ability to acknowledge, respond and assist patrons in need of assistance while empowering patrons to be the eyes and ears of security.

Incident management and situational awareness, such as responding to an injured person or lost child, can now be managed remotely to ensure a higher level of safety for patrons. This approach can help reduce liability and ensure the continued safety of guard staff as well. Additionally, the Guardian



Zone security technology can help during staffing shortages when it is difficult to find guard staff with the right experience. Guardian Zone is an added layer of security support for all size events – the smallest to the largest.

As you can see, there is a more significant benefit to adopting technology, like Guardian Zone, which is essential in empowering the human element in security. The simple fact is that security guards cannot be everywhere; they need support, and more than ever, useful intelligence is available to provide this support.

Guardian Zone is easy to use and deploy. Even for staff members that are not technologically adept, Guardian Zone allows them to comfortably master the system. Guardian Zone can make your onsite security personnel more effective and boost the security strategy at both indoor and outdoor events. And there is no better time than today.

Contact Guardian Zone and ask for a demo: +1 866-866-8731

Visit our website at: [guardianzone.com](http://guardianzone.com)

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## Real-Life Use Case



My name is Eugene Posey, and I am a Senior Security Executive located in Chicago, IL. My company, Greenroom Security, secures wide-ranging events in the city of Chicago. I attended a security trade show in early 2022 and was introduced to Guardian Zone's security software solution. I was instantly intrigued. We decided to pilot-test the Guardian Zone platform during a festival in the summer of 2022.

### Here is what we learned:

- No bulky equipment was required for the set-up, and the implementation of the system was not cumbersome
- We printed and deployed festival signage with QR Codes to notify attendees of the new security tool to allow them to download the app
- It was extraordinarily easy to activate the platform
- Staff training was equally simple to complete
- Zero additional equipment was required for the command center for the solution to function
- (Note: Bluetooth beacons are recommended only for indoor venues)
- Incident reporting has never been more organized or better documented
- Based on the technology capabilities, the Guardian Zone technology can be deployed in the greater community if organizers would like to seek additional information or provide guidance for people driving to an event or leaving the area by foot or transportation.

## Reported Incident Example

During the festival, we received a report of a missing child and used the Guardian Zone system to directly communicate with the reporting person. The mass messaging capability of the platform meant we could ask attendees to assist in the search, which drastically increased our ability to quickly locate the child. We were able to better identify intoxicated people, spot animated people earlier so that we can interact with them before fights begin and decrease response times by giving more people the capability of reporting issues directly to us.

## What More Could Have Been Done?

We had an EOP in place but needed more lead time to better coordinate safety protocols with the event producers and stakeholders. We realized that to get better support from everyone we needed to educate our stakeholders on the benefits of Guardian Zone and how we would use it.

We also realized that the Master of Ceremony (MC) could have been a powerful communication channel. He could have expanded awareness by announcing critical safety information helpful to the eventgoers. The MC could also have promoted the use of the Guardian Zone app and let fans know their "Safety Matters" to the artist, producers, venue, and fellow eventgoers. The Guardian Zone app empowers fans and attendees at large sports and entertainment events to participate in their safety and to help bridge the communication gap between the fans and event security.

In the future, with sufficient lead time, promoters can monetize the Guardian Zone fan engagement platform

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with a sponsor or artist. Ticket payment organizations, radio stations, insurance companies, and local realtors are just examples of event sponsors that can help market, promote, and turn your safety investment of Guardian Zone into a profit center for the event.

We experienced a taste of the power of the Guardian Zone app and think the fans, community, and public safety officials will also see the benefits.

## **The Bottom Line**

There is a more significant benefit to adopting a safety technology like Guardian Zone, which is critical in empowering the human element in safety and security. Guardian Zone technology is not just event-based, it can be deployed to community neighborhoods, parks, entertainment and food districts, schools, and much more. The simple fact is that police cannot be everywhere; they need private security support, and more than ever, they need useful technology like Guardian Zone to provide this support. Guardian Zone analytics can also be used to assist with litigation cases if additional information is required.

Now is the time to embrace the technologies that can increase the safety and security at your events as well as your site location, which will enhance the effectiveness of your (SOP) Security Operations Plan. And there is no better time than today.

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