

Risk Management for Events

Venue Security

Venue Security is Critical to a Successful Event

Your event marks the quality of your reputation. In today's environment, threats to the safety and security of your customers, employees, and vendors are growing increasingly more complex. No one understands this better than Lowers & Associates (L&A).

For over 20 years, the L&A team has provided security management consulting to the entertainment industry and performance venues throughout the United States and around the globe. Working directly with national and international entertainment companies, L&A provides comprehensive venue security planning and execution. Our consulting services are tailored to your specific event, location, and risk level requirements. Venue risk management experts from L&A are with you from pre-planning to the successful completion of your events.

Risk Assessment | Audit | Investigation | Compliance

Solutions to Reduce Internal and External Risk

Internal Risk Assessment

L&A's internal risk assessment involves a review in advance of the security planned for the event and an analysis of the risk history of the venue and the show. This is accomplished through:

- Direct communication with critical players, including promoters, venue operators, venue security, and host city law enforcement
- Background checks of prospective staff
- Due diligence research of potential partners and investors
- Threat and risk analyses of the event and participants
- Investigations (both undercover and overt) of suspect people and activities

This critical assessment acts as the starting point for a comprehensive security program for every event.



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Location Risk Assessment

Location risk assessment involves a comprehensive identification and evaluation of any risks unique to the location, city, or country for a given event. These risks are in addition to the risks that are presented internally for a given event, and together provide a comprehensive pre-evaluation.

These risks can include:

- Patterns of criminal activity
- Identification of “high risk” locations in the host-city
- Potential for social, political, or labor unrest
- Risks to users of public transportation
- Threats that are specific to the type of event
- Capabilities of local law enforcement and venue security personnel



Advance Evaluation

Advance evaluations are typically conducted 1-2 days before the start of an event, but can often occur weeks to months ahead of time. The purpose is to evaluate the security of the venue and transportation, directly assess the capabilities of security support personnel, visit with local law enforcement and intelligence personnel to obtain up-to-date threat information, and to brief management, staff, and show personnel on the presence and levels of local risks.

Real-Time Coordination

A dedicated L&A security coordinator will remain on site for an agreed upon period of time to ensure all security arrangements are in place and managed correctly, as well as serving as liaison between the various security providers and emergency response personnel. Any security issues are dealt with as they arise in a highly professional manner. All activities of the security coordinator are fully documented for later review and analysis.

Proven Solutions

- ✓ **25+ years of security industry experience**
- ✓ **Expert evaluation and assessment reporting**
- ✓ **Strategic approach to risk mitigation program development**
- ✓ **Ongoing service that ensures long-term success**
- ✓ **Immediate action when time is of the essence**

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