Created and presented by:

Kalina Koleva

Marina Yancheva

Lieke Kemp

CROWD MANAGEMENT AT FESTIVALS

INTRODUCTION

> Crowd management involves planning the manner in which the crowd gets together and directing the people throughout a safe event.

> It is all about creating the best plan, coordinating it properly and avoiding unpleasant situations.

PROBLEM AND THESIS STATEMENT

Problem statement

Improper crowd management can cause deaths.

Thesis statement

In order to lessen the causes of incidents, crowd managers should start implementing technology, training of personnel and doing crowd analyses.

INCIDENTS

- Roskilde Festival - Denmark (2000)

- Mawazine festival - Morocco (2009)

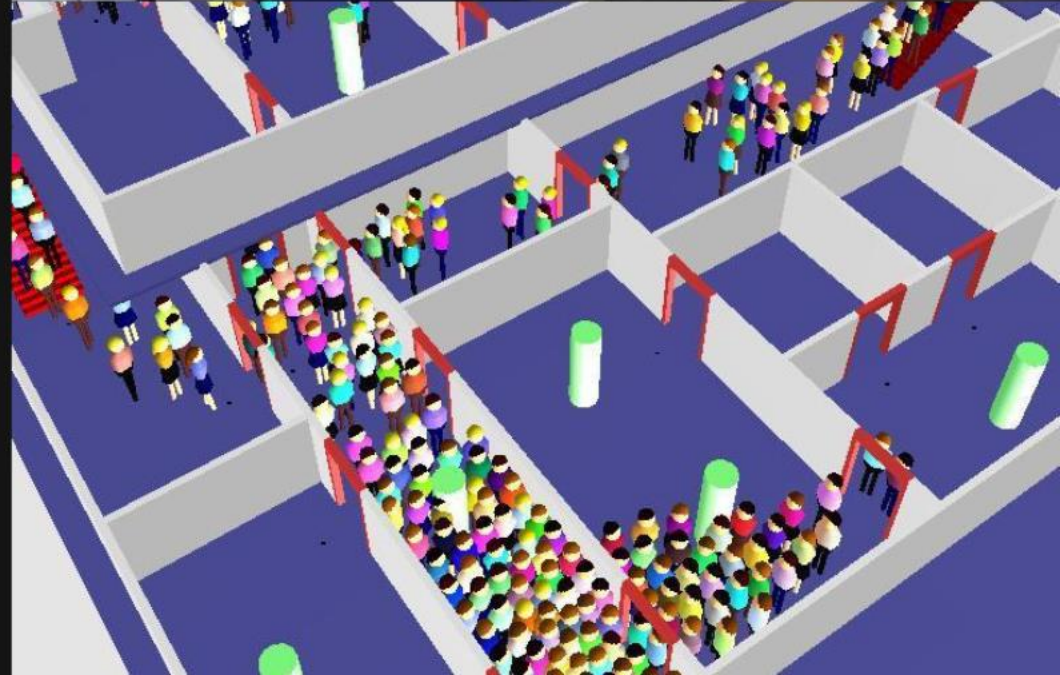- Love Parade festival - Duisburg, Germany (2010)

RECOMMENDATIONS

- Technology

- Trainig personnel

- Crowd analyses

TECHNOLOGY

- creating feedback forms so that the managers can include the customers in the crowd management process

- human expertise is unbeatable and technology can rapidly process and digest large amounts of information

- a decision-making framework called "INCROWD" - mines, predicts the situation and makes decisions to manage the behavior in a crowd in real-time

TRAINING PERSONNEL AND CROWD ANALYSES

- ▶ forecast the number of visitors, their density in the venue and understand their behavior

- ▶ adequate training of the personnel in crowd management principles and techniques

- ▶ crowd risk analysis to properly monitor and manage a crowd; crowd modeling and pre-play of the event for creating a forecast

CONCLUSION

- deaths and incidents are common during festivals

- lessen the deaths by implementing technology - cameras and decision-making frameworks

- train the staff, monitor the crowd and pre-play the whole event to forecast any possible issues

REFERENCES

https://www.rollingstone.com/culture/culture-lists/5-festivals-that-ended-in-disaster-119679/1990-glastonbury-festival-pilton-england-119725/

https://www.thetravel.com/biggest-worst-music-festival-disasters/

https://www.researchgate.net/publication/297611276_A_landscape_of_crowd-management_support_An_integrative_approach

https://www.emerald.com/insight/content/doi/10.1108/JPMD-10-2019-0090/full/html

https://www.heras-mobile.com/crowdmanagement/wat-is-crowd-management

THANK YOU FOR YOUR ATTENTION!