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# 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

A large crowd of people is seen from behind, with their arms raised in the air. The scene is illuminated by numerous bright, colorful laser beams (red, green, blue, purple) that create a dense, starburst effect against a dark background. The overall atmosphere is that of a high-energy concert or festival.

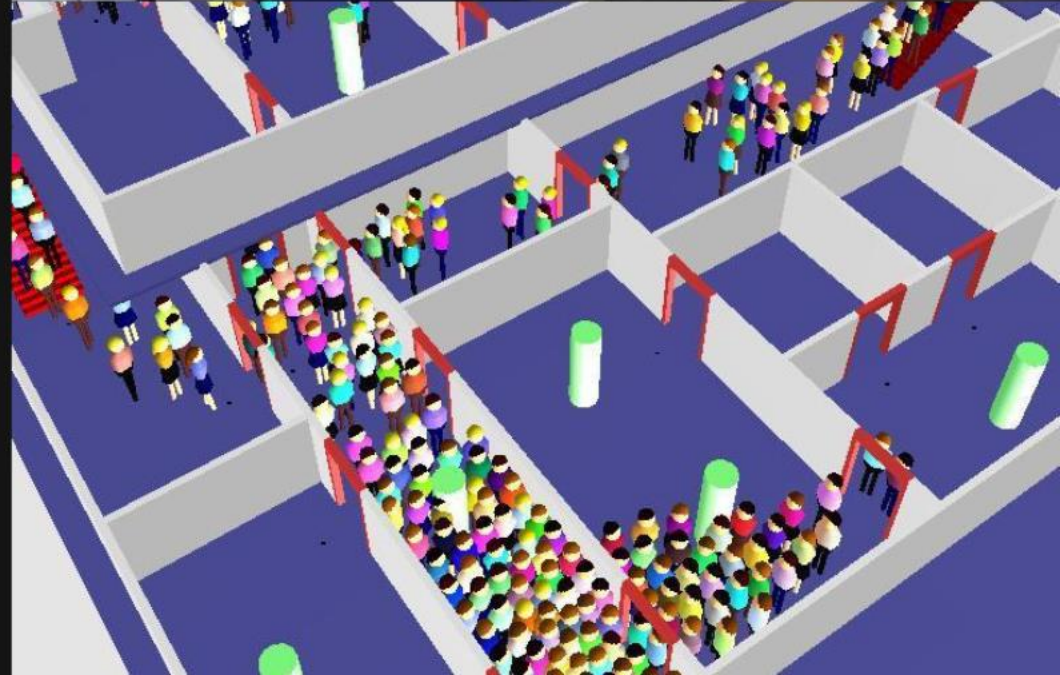
- ▶ Technology
- ▶ Trainig personnel
- ▶ Crowd analyses

# 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

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A vibrant crowd of people at a concert or festival. In the foreground, a young man with dark hair and a black t-shirt with a 'NIKE' logo looks towards the camera. Next to him, a man with a beard and a white t-shirt is smiling broadly with his arms raised. To the right, a man with glasses and a black t-shirt is also smiling. The background is filled with many other people, some with their arms raised, creating a sense of a large, energetic gathering. A large white arrow points downwards from the top of the image, containing the text 'THANK YOU FOR YOUR ATTENTION!' in a bold, blue, stylized font.

**THANK YOU FOR  
YOUR ATTENTION!**