

CEFMA | CORNER

Over the last few years, many venues have taken prudent measures to analyze vulnerabilities and implement ways to limit potential risk. At the forefront of this movement was the National Football League, which implemented Best Practices throughout their venues across the country in order to help prevent the risk of any future terrorist attacks. While many non-NFL venues have since followed suit, for many years there was an apparent lack of consistency in training and security among collegiate venues, specifically in many high-risk areas such as training; planning; pre-event lockdowns and sweep procedures; multi-agency collaboration; accreditation; cohesive venue policies; access point security; and communication protocols. Contemporary Services Corporation (CSC) supports CEFMA because it gives event and facility professionals a national platform and an opportunity to share ideas and best practices that can help in those areas that are so critical.

“We are glad to have CSC as our platinum sponsor,” said co-author Brett Hickman, CEFMA sponsorship chair. “I know they have a philosophy on event management which is in line with the goals of CEFMA.”

The focus on safety and the need for consistency became even more apparent to everyone involved with athletics in 2005 when the University of Oklahoma student detonated a homemade explosive device outside Memorial Stadium while 84,000 fans sat inside. This incident prompted Oklahoma, and many other universities, to contact CSC for assistance with security training and implementation techniques.

CSC is well-known as the leader in crowd management and event security, and its personnel played a major role in helping to create the NFL's Best Practices. CSC's national trainer, Dane Dodd, is widely known as an expert in event security training and has most recently helped to develop the training



Brett Hickman



Jay Purves



curriculum for the National Center for Spectator Sports Safety and Security (NCS4), which is currently implementing a venue security training program for all NACDA member institutions. The goal of NCS4 is to create a process through which colleges and universities can voluntarily earn an endorsement that recognizes their implementation of security best practices. The endorsement has been named SESA (Sports Event Security Aware) and will be offered at the conclusion of a four-step process, which includes assessment, training, exercise and audit. NCS4 is in the process of delivering 80 workshops to colleges and universities that will conclude in the summer of 2010, and CSC will continue to lend its support to the SESA endorsement in hopes that it will promote increased consistency throughout collegiate venues in America.

CSC is the world leader in fully managed event staffing, crowd management, security and guest services for both the entertainment and sporting event industries. Its 42 years of experience have resulted in a loyal and esteemed client base, including more than 100 stadiums and arenas, more than 70 colleges and universities, more than 20 convention centers, and numerous clients in the MLB, MLS, NBA, NFL, NHL and NASCAR. CSC also has experience providing services for many of the world's largest special events, including 29 Super Bowls, seven Olympic Games, two World Cups, the U.S. Open, the PGA Championship, and numerous collegiate Bowl Games. CSC is a proud sponsor of CEFMA, the International Association of Assembly Managers (IAAM) and the Collegiate Athletic Operations Services (CAOS), and is committed to working with these organizations to increase the standards within the crowd management and security industry.

If you would like more information about CSC's involvement with CEFMA and/or how we can assist you with your collegiate program, please contact: Jay Purves, CSC's Southeast Regional Manager at jpurves@csc-usa.com or 404-223-8157.

Thanks for this article to Brett Hickman, assistant athletics director for event management and facilities at Wake Forest University and CEFMA Sponsorship Chair; and Jay Purves, southeast regional manager of the Contemporary Services Corporation.