



MASS GATHERINGS

Security Awareness for Soft Targets and Crowded Places

A mass gathering occurs when a large number of people come together in a particular location for a specific purpose. These locations, especially those associated with large crowds, could be an attractive target for terrorism and other crimes. By connecting with local authorities, developing plans to identify issues and support incident response, training staff and volunteers, and reporting concerns to emergency authorities, many incidents may be mitigated or avoided.

In local communities, DHS Protective Security Advisors (PSAs) work with federal, state, and local government officials and private sector partners to protect soft targets and crowded places. In doing so, PSAs encourage businesses to "Connect, Plan, Train, and Report". Applying these four steps in advance of an incident or attack can help better prepare businesses and their employees to proactively think about the role they play in the safety and security of their businesses and communities.

1) CONNECT

- ▶ Develop relationships with local law enforcement, fire response, and other businesses in the area.
- ▶ Clarify emergency response responsibilities and other responsibilities related to venue security and emergency response.
- ▶ Share information regarding the event and supporting venue layout with local law enforcement, fire response, and emergency management.

2) PLAN

- ▶ Develop plans for security, emergency response, emergency communications, and business continuity.
- ▶ Develop a bomb threat management plan to enable informed decisions and appropriate actions upon receipt of a bomb threat or discovery of suspicious items.
- ▶ Establish procedures for evacuating the venue in the event that a threat is deemed too serious to continue the event.
- ▶ Implement a communication process to inform event attendees of actions to take in case of an emergency and develop scripts for public address announcements.

3) TRAIN

- ▶ Train staff and volunteers on:
 - Security basics, emergency response, emergency communications, and business continuity plans.
 - Staying aware of any suspicious behavior, activities, or items.
 - The "Run, Hide, Fight" response to an active shooter incident and the "Recognize, Avoid, Isolate, and Notify" process when confronting suspicious items or packages.

