

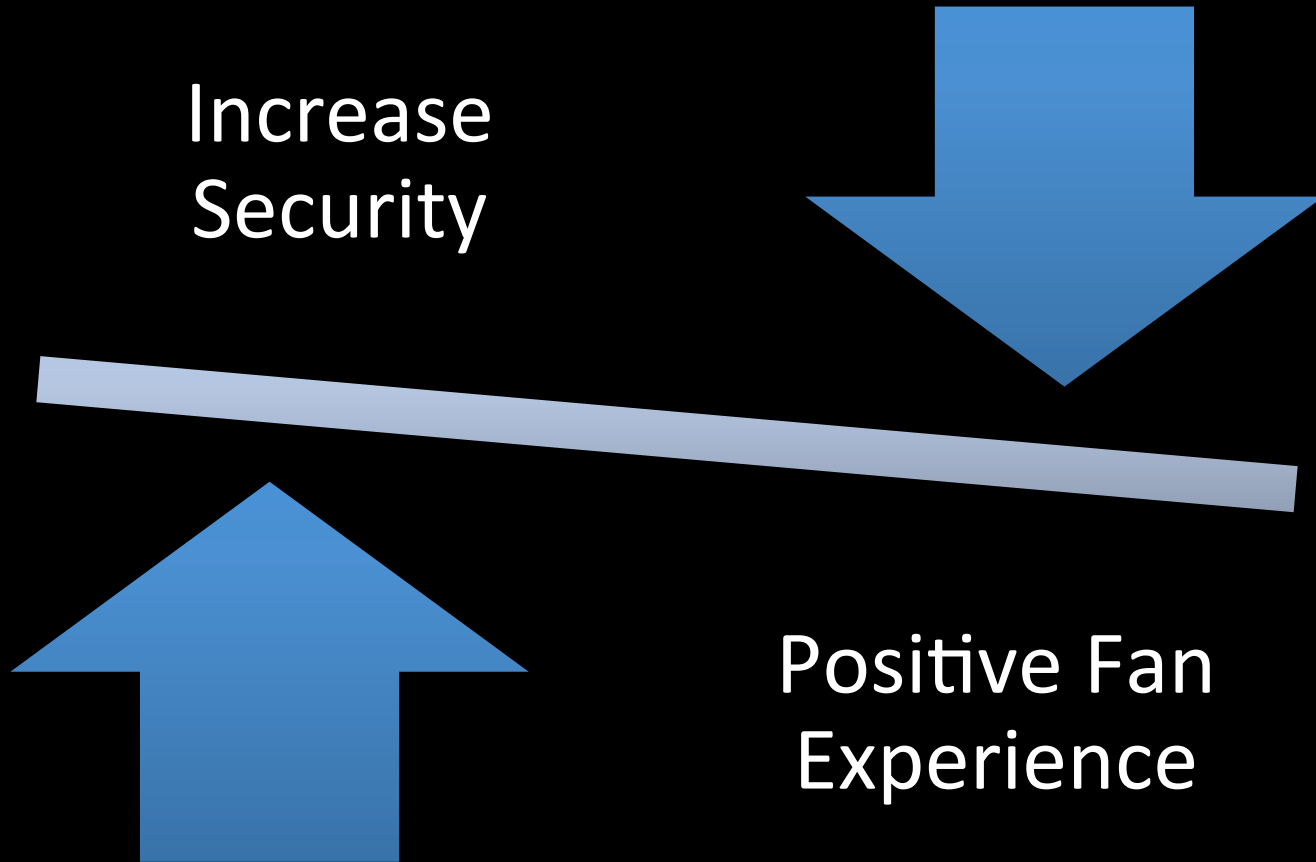
Preventing Fan Violence

A Key to Sustaining Revenue

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The Security Dilemma



Today's Presentation

- The problem of fan violence
 - What are the costs?
 - Current trends?
- Challenges to effective crowd management
 - Why should we expect fan violence to occur?
 - When is fan violence most likely to occur?
- Methods of violence prevention
 - How can security improve the fan experience and increase revenue?

The Problem

Harms

Physical Injury

Reputation / Trust

Monetary

Fans

Fans

Lawsuits

Players/
Entertainers

Communities

Tickets Sales

Staff/
Contractors

Partnerships

Venue
Damage

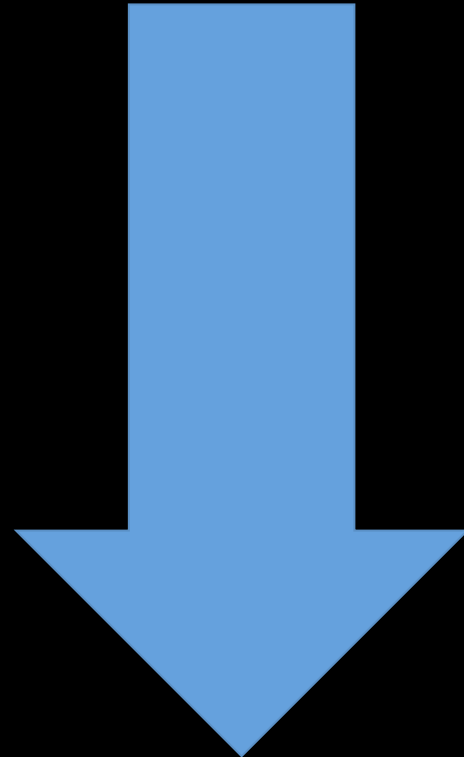
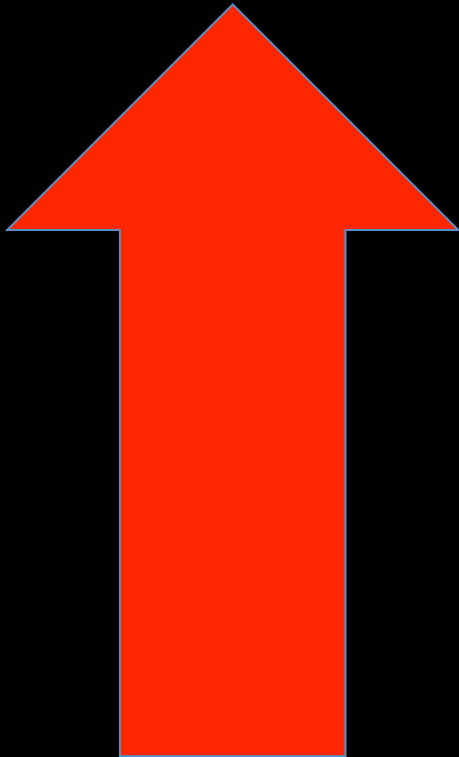
Personal

Leagues

Careers

Cost of Fan Violence

Fan Violence: Trends



Crowd Management Challenges

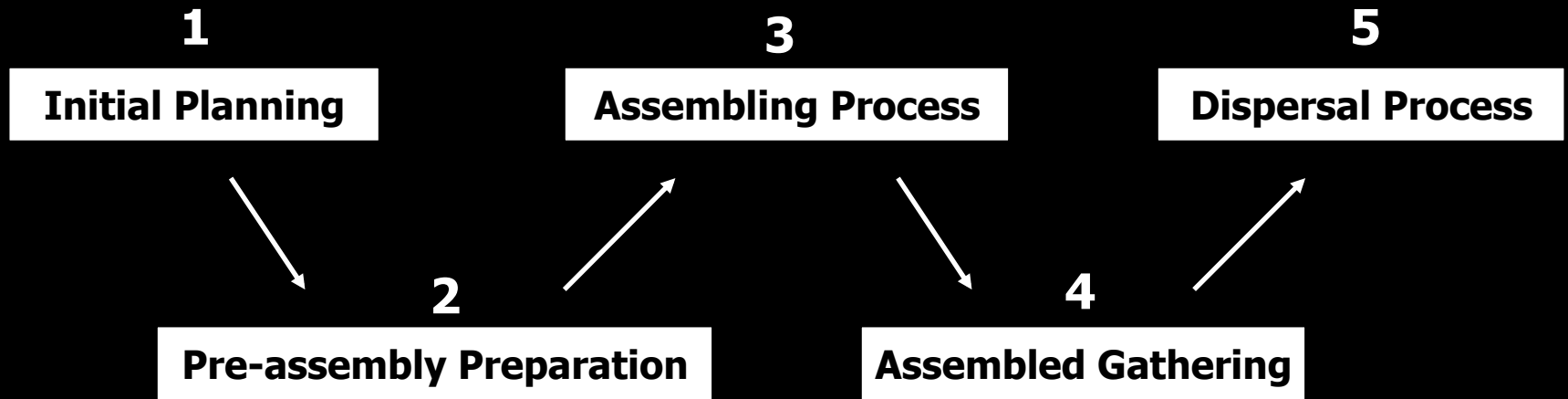
Four challenges that require answers to the following:

1. When do things go wrong?
2. Why do things go wrong?
3. Who directly engages in the problem?
4. What can be done to address the problem?

Challenge #1

*Crowd events represent a five-stage process.
Each stage provides opportunities to create
conditions that will lead to violence or incivilities.*

Life-Cycle of Crowds

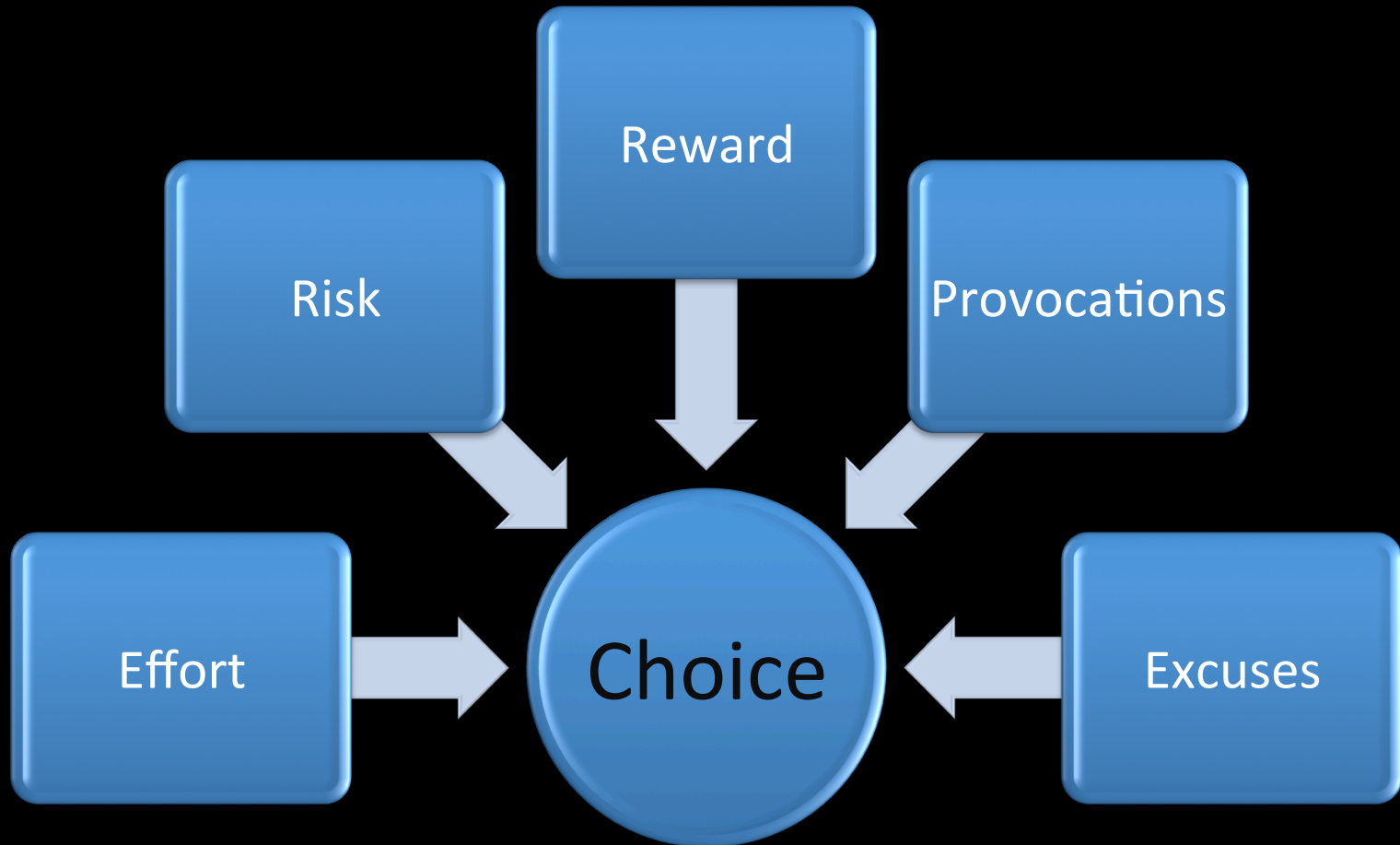


Challenge #2

Crowds naturally create inviting opportunities for fan violence and incivilities.



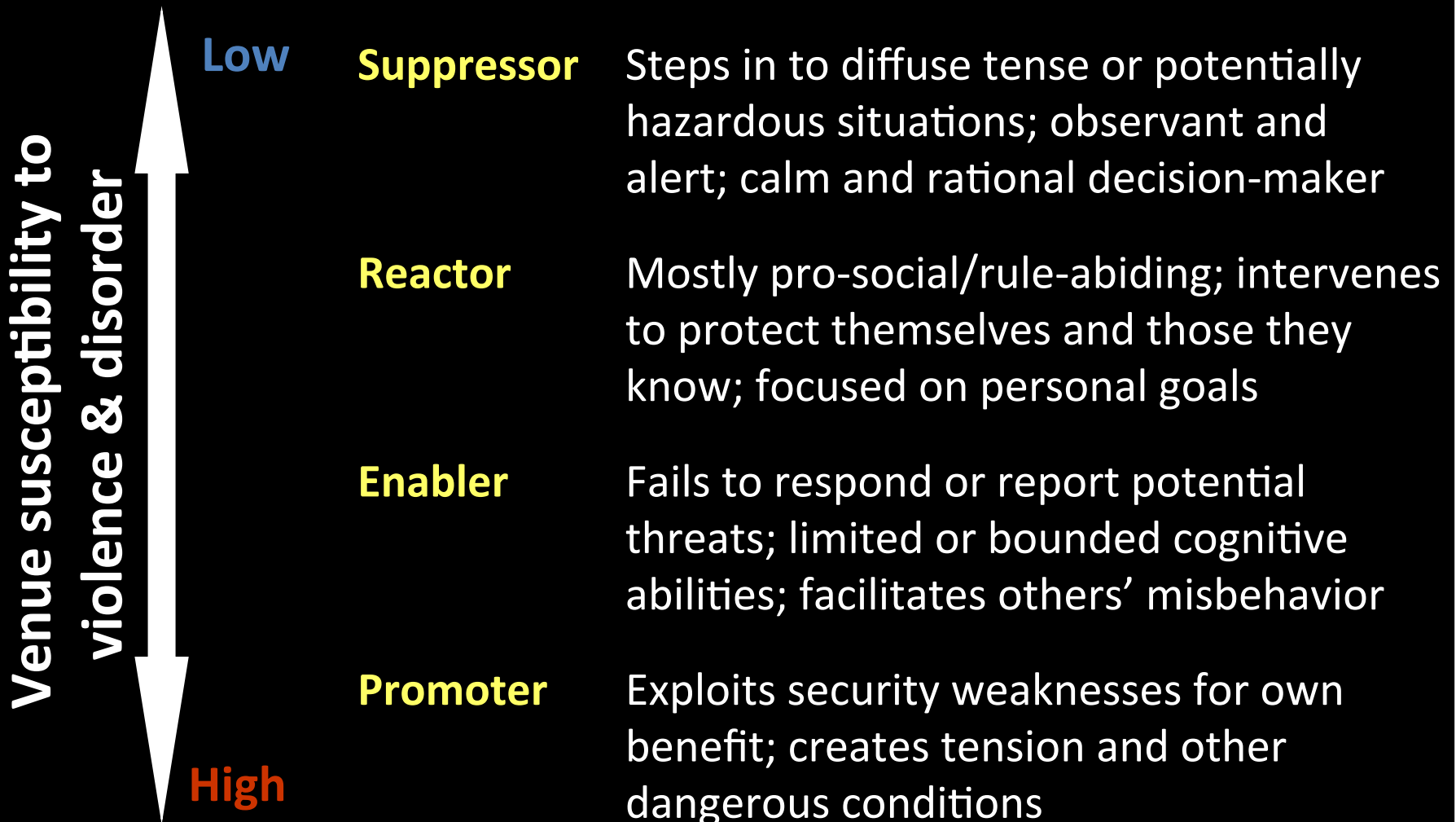
5 opportunity dimensions that influence offender decision-making



Challenge #3

Susceptibility to violence and disorder is linked to the dispositions and behaviors of the people within our venues.

Fan Typology



Challenge #4

Fan violence is a function of existing conditions and situational interactions that occur within our venues.

Security Objective

To create conditions/interactions that
encourage positive (safe)
and
discourage negative (unsafe)
fan behaviors

Environmental “Cues” for Fan Violence

Venue Characteristics

Performance proximity
Seating arrangements
Stadium location
Place reputation
Temperature
Noise level

Event Characteristics

Crowd demographics
Performance quality
Performer behavior
Alcohol regulation
Event significance
Event duration
Crowding

Contributing
Factors

Staff Characteristics

Training Presence
Experience Communication

Two General Prevention Methods

Disposition-Focused

Deny Stadium Access

“Detect”

Ejections

Patron Screening

Revoke Ticket Rights

Opportunity-Focused

Reduce Motivation

“Diffuse”

Set Expectations

Reduce Opportunity

Facilitate Compliance

The Key to Diffusing Opportunities

*Every interaction between fans and staff
should increase security
and
improve the guest experience.*

Basic Psychological Principles

Reactance Theory

- The “you must/“you won’t” approach promotes resistance

Elaborated Social Identity Model

- Aggressive tactics encourage aggressive crowd behavior

Coercion Theory

- Predictability reduces tension and encourages compliance

RDFC Crowd Management Model



Benefits of the RDFC Approach

Outcomes

- Enhance reputation/guest experience
- Prevent harm and escalation

Perceptions

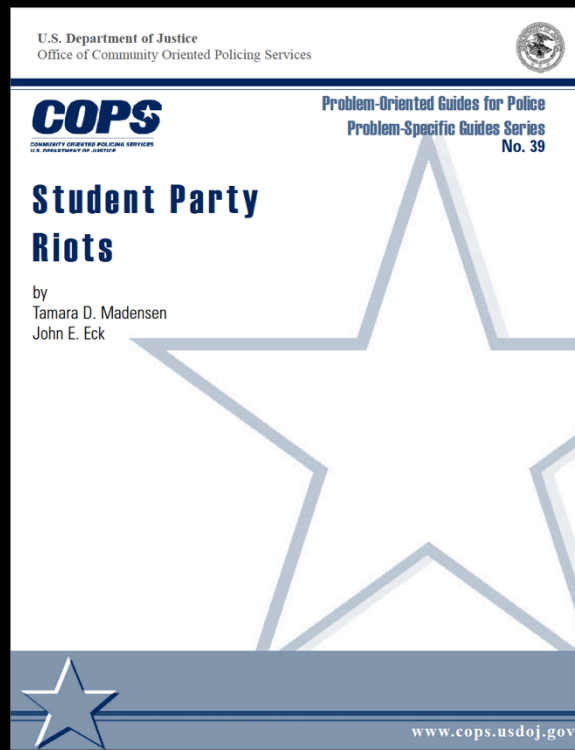
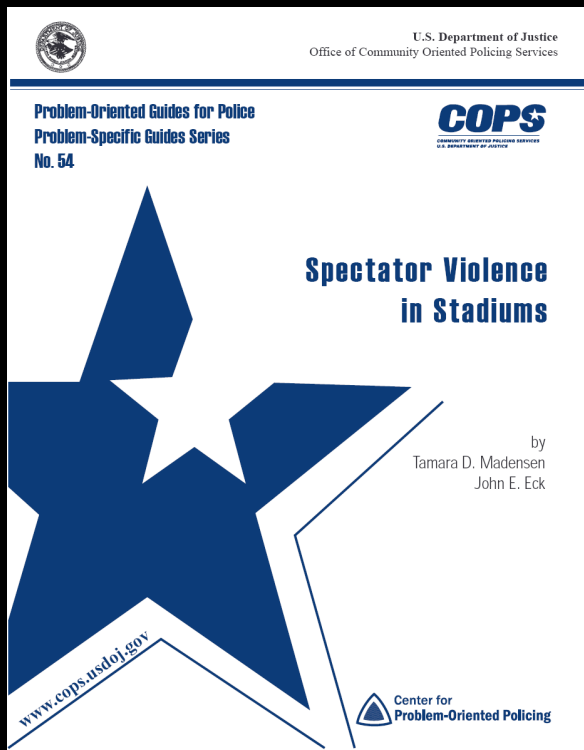
- Improved guest relations – revenue!
- Avoid negative publicity

Effectiveness

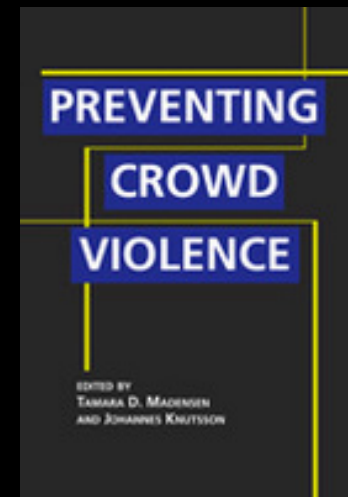
- Increased awareness of crowd dynamics
- Faster at identifying and addressing problems

Additional Resources

Center for Problem-Oriented Policing
Download free @ www.popcenter.org



International
perspectives



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