Securing Outdoor Events

Creating safer spaces including parks, festivals, parades, parking lots, splash pads, event venues, and more.

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A Guide to Safer Outdoor Events

Ensuring safety at an outdoor event requires meticulous planning and consideration of strategic and tactical factors.

01

Layered Security

Layered security is an industry best practice when it comes to creating safe spaces. In outdoor spaces, creating these layers require additional considerations to protect event patrons, staff, and guests.

Best practices in layered security include:

KNOW YOUR PERIMETER

When it comes to protecting an outdoor space, you may have a well-defined area, or a large space with several open access points. Knowing where your event "begins and ends" is vital to being able to protect people in an around it. These perimeter considerations are impacted by:

- Urban, suburban, and rural settings
- Event time of day
- Event size
- Proximity to buildings, amenities, structures, etc.

Your perimeter may include things like concessions, restrooms, or other facilities, which may be available to the general public or reserved for private use by event attendees.

For larger spaces such as rallies, festivals, or parades, the perimeter can extend further to include parking areas, public transportation access points, and adjacent streets or parks, all of which should be factored into your security plan.

Additionally, identify elevated vantage points, such as rooftops or parking structures, that could be used for unauthorized surveillance or as a threat position. Implement monitoring or restrict access to these areas as part of your security measures.

IMPORTANT

Restrict access to elevated vantage points that could be used for unauthorized surveillance or as a threat position

Regardless of your event location, size, or amenities, do the following to create a layered security approach:

✓ ESTABLISH CLEAR ENTRY AND EXIT POINTS

Whether your outdoor event is free or has an admission fee, designate clear entryways and exit options for patrons. This can help you control security and alleviate attendees' confusion.

✓ DETERMINE GATING AND ACCESS CONTROL

Your event may require controlled access, such as check-in or ticket purchase, which can include metal detectors, bag checks, or other means of screening for attendees.

✓ PLAN AN INTERNAL SECURITY PRESENCE

Your internal security presence may include security guards, surveillance cameras, or plainclothes security support.

✓ LEVERAGE EXISTING SECURITY CAMERAS

If the space you're using has existing outdoor security cameras, ensure someone monitors them, or leverage ZeroEyes' 24/7 gun detection system to secure the space.

✓ VEHICLE ACCESS CONTROL

Consider using vehicle barriers such as bollards or crash-rated fencing to prevent unauthorized vehicle access into restricted areas.

EXIT →

SIGNAGE AND WAYFINDING

Implement clear and visible signage for entry, exit, and restricted zones to avoid confusion and guide attendees effectively.

PERIMETER MONITORING

Schedule periodic patrols along the perimeter by security staff to ensure real-time monitoring and deter unauthorized activity.

LIGHTING AND VISIBILITY

Ensure proper lighting around the perimeter for nighttime events to discourage unauthorized access and improve visibility for security personnel.

EMERGENCY ACCESS POINTS

Clearly mark and maintain accessible entry points for first responders to ensure rapid emergency response when needed.

02

Modeling & Planning

The best security solution is one that is thought out and even rehearsed, if possible. Events that involve outdoor spaces or a combination of location types can add complexity to planning.

✓ COMPREHENSIVE RISK ASSESSMENT

Identify and evaluate potential threats, including theft, harassment, violence, and terrorism.

✓ PACE PLANNING

Prepare for various scenarios with a PACE (Primary, Alternate, Contingency, and Emergency) plan:

- **Primary Plan:** Your main security strategy.
- **Alternate Plan:** A secondary plan to implement if the primary plan fails.
- **Contingency Plan:** Additional measures to take if both the primary and alternate plans are compromised.
- **Emergency Plan:** A detailed protocol for worst-case scenarios, including evacuation routes and emergency responses.

ESCAPE ROUTE PLANNING

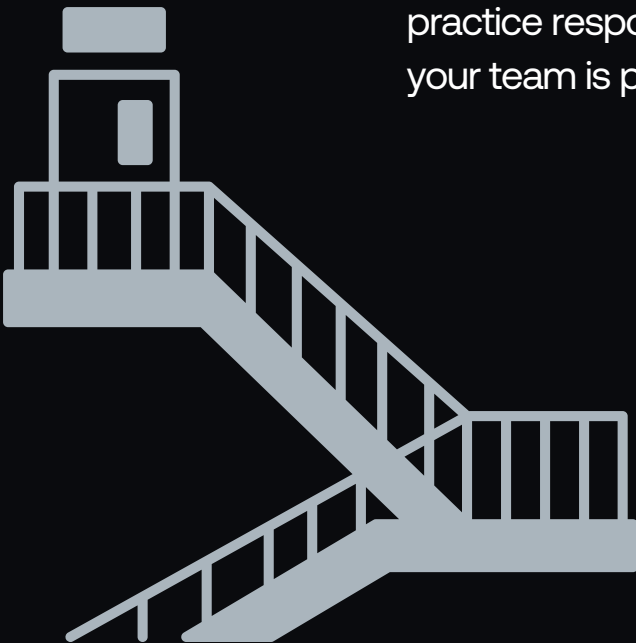Ensure safe and efficient evacuation options for all attendees:

- **Evacuation Route Mapping:** Clearly define and mark evacuation routes to facilitate quick exits during an emergency.
- **Signage and Visibility:** Ensure all escape routes are prominently marked and easily visible to attendees.
- **Emergency Drills:** Conduct practice drills with your security team to ensure everyone knows their roles and responsibilities during an evacuation.
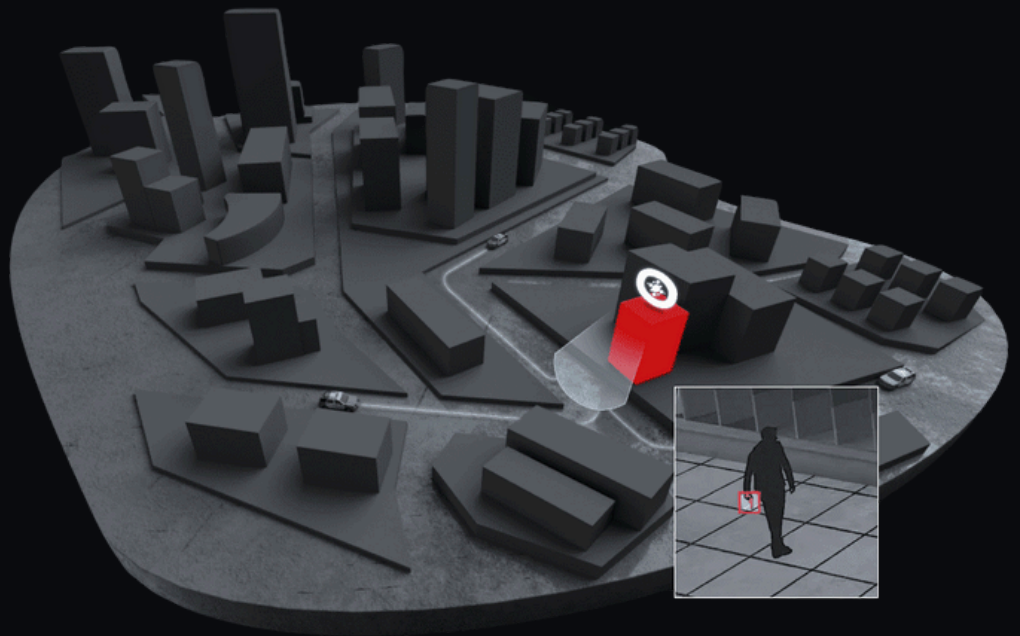
TRAINING AND SIMULATION DRILLS

Regular training ensures your team is prepared for any situation:

- **Comprehensive Security Training:** Provide thorough training in threat detection, crowd control, and emergency response.
- **Simulation Exercises:** Conduct regular drills to practice responses to various scenarios, ensuring your team is prepared for real-life situations.

03

Surveillance & Monitoring

Continued monitoring of interior and perimeter spaces for outdoor events is a necessary layer in a successful security plan. There are several ways to monitor spaces and technologies that support these efforts.

✓ VISUAL GUN DETECTION TECHNOLOGY

If your outdoor space has existing security cameras or you can install them at the perimeter or other areas, you may want to consider ZeroEyes visual gun detection technology.

Benefits of ZeroEyes Visual Gun Detection Technology

> Works with your existing security cameras, reducing the need for additional infrastructure

> Human-verified detections to prevent false alarms

> Operates 24/7/365 for continuous threat monitoring

> Respects privacy and prevents bias through non-invasive detection methods

> Enhances existing camera infrastructure with proactive gun detection capabilities

> Provides real-time threat alerts directly to security personnel for faster response

> Integrates seamlessly with existing security systems and emergency response protocols

> Offers coverage for both indoor and outdoor spaces, ensuring versatile application

DRONE SURVEILLANCE

Depending on the type of event you are hosting, you may want to include drone surveillance, as it allows you to:

- Conduct aerial monitoring of large areas
- Allows real-time data transmission of your entire event space

THERMAL AND NIGHT VISION TECHNOLOGY

If you're planning an event that spans evening and nighttime hours, you may want to equip your team with thermal or night vision tools that allow them to:

- Conduct low-light and nighttime surveillance
- Enhance daytime threat detection with thermal imaging to identify threats that are concealed or obstructed

✓ GUARDS & LAW ENFORCEMENT

Leveraging guards, whether armed or unarmed, provides your event and outdoor space with a layer of immediately available response support.

Guards and law enforcement officials patrol the premises and often work best with layered technology solutions to extend their reach.

Provide guards with security planning documentation maps of your space and expected patrol areas. You may want to consider advanced communication systems, including:

- **Reliable Radios and Headsets:** Equip your security team with high-quality communication devices to ensure clear and constant communication.
- **Central Command Center:** Establish a central hub where information is collected and decisions are made in real time.

✓ PLAINCLOTHES SECURITY PERSONNEL

Incorporate plainclothes security officers to enhance observational capabilities:

- **Undercover Monitoring:** Deploy plainclothes officers to blend into the crowd and discreetly observe for suspicious behavior.
- **De-Escalation Tactics:** These personnel can also help defuse potential conflicts without drawing attention.

04

Access Control & Credentials

Gating access to your event can serve as a security measure and allow you to know who is in attendance through a registration or check-in process.

✓ **TICKET SALES**

Selling event tickets in advance or at entry can allow you to collect fees and information about your attendees, and move them through a verification gate that collects or scans tickets.

Tickets may also be simply used as a gating and information-gathering option if your event is free of charge.

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LAYERED ACCESS

Use wristbands, badges, or other signifiers to differentiate access levels between different areas or to specific event options.

CREDENTIAL VERIFICATION

Require ID checks for attendees. If you are serving alcohol, this may also serve as validation for drinking age.

05
Emergency Response Integration

Coordinating with emergency response teams is critical in saving time and lives in the event of an emergency. Collaborate closely with your local emergency service providers, and consider:

- **Dedicated Liaison Officers:** Appoint officers to coordinate with police, fire, and medical services.
- **Integrated Emergency Plans:** Share your security and emergency response plans with local authorities to ensure coordinated efforts during an incident.

Ensure a swift and effective response to emergencies:

ZEROEYES GUN DETECTION

Proactively detects firearms and relays coordinates and information to authorities and first responders in as little as 3-5 seconds.

GPS COORDINATES FOR INCIDENT REPORTING

Equip security personnel with devices that provide precise location reporting.

FIRST RESPONDER COMMUNICATION

Equip security personnel with devices that provide precise location reporting.

AUTOMATED ACCESS CONTROL

Set up systems to automatically grant emergency vehicles access during a crisis.

REAL-TIME VIDEO SHARING

Enable the sharing of live video feeds with law enforcement to provide them with immediate situational awareness.

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Cybersecurity Measures

Ensuring strong cybersecurity measures at outdoor events is critical to maintaining operational security and protecting digital infrastructure.

NETWORK SECURITY

- Ensure secure, encrypted internet access for surveillance cameras and digital access control systems.
- Set up separate networks for public Wi-Fi and critical security operations to prevent interference or breaches.
- Use firewalls and intrusion detection systems to monitor network traffic for anomalies.

COMMUNICATION CAPACITY

- Confirm sufficient bandwidth to support real-time video surveillance, communication among security personnel, and attendee cell-phone use during emergencies.
- Provide backup connectivity options such as mobile hotspots or satellite internet for redundancy.

DATA PROTECTION

- Encrypt all sensitive data transmitted during the event, including ticketing information and attendee records.
- Implement regular data backups to prevent data loss in case of cyber attacks.

07

Operational Guidelines

A well-defined security policy provides clarity and consistency for all event security measures.

SECURITY POLICIES

Develop formal policies covering physical security measures, digital protection strategies, and personnel roles. Ensure policies are clearly communicated and regularly updated.

COMPLIANCE

Ensure security protocols align with local laws and standards, including data privacy and public safety regulations.

INCIDENT REPORTING

Implement standardized reporting procedures for both physical security incidents and digital threats, ensuring all events are documented and reviewed.

SECURING OUTDOOR EVENTS

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08

Post-Event Evaluation

Thorough post-event reviews can identify areas for improvement and enhance future security planning.

✓ **DEBRIEF MEETINGS**

Conduct structured meetings with security teams, event staff, and emergency responders to review event performance and address any issues encountered.

✓ **SECURITY PERFORMANCE REVIEW**

Evaluate the effectiveness of each security layer, including personnel, technology, and procedural safeguards, to identify successes and gaps.

✓ **ADJUSTMENTS FOR FUTURE EVENTS**

Document lessons learned and adjust security strategies to strengthen future event preparedness and response capabilities.

2024 Outdoor Gun Violence Statistics

Inside
Outside
Both
N/A

Location

Document lessons learned and adjust security strategies to strengthen future event preparedness and response capabilities.

Populated
Outdoor
Residential
Street

Location Density

Document lessons learned and adjust security strategies to strengthen future event preparedness and response capabilities.

Yes
No
N/A
Unknown

Parking Lot

Document lessons learned and adjust security strategies to strengthen future event preparedness and response capabilities.

Incident Report.

Attempted Assassination of President Donald J. Trump

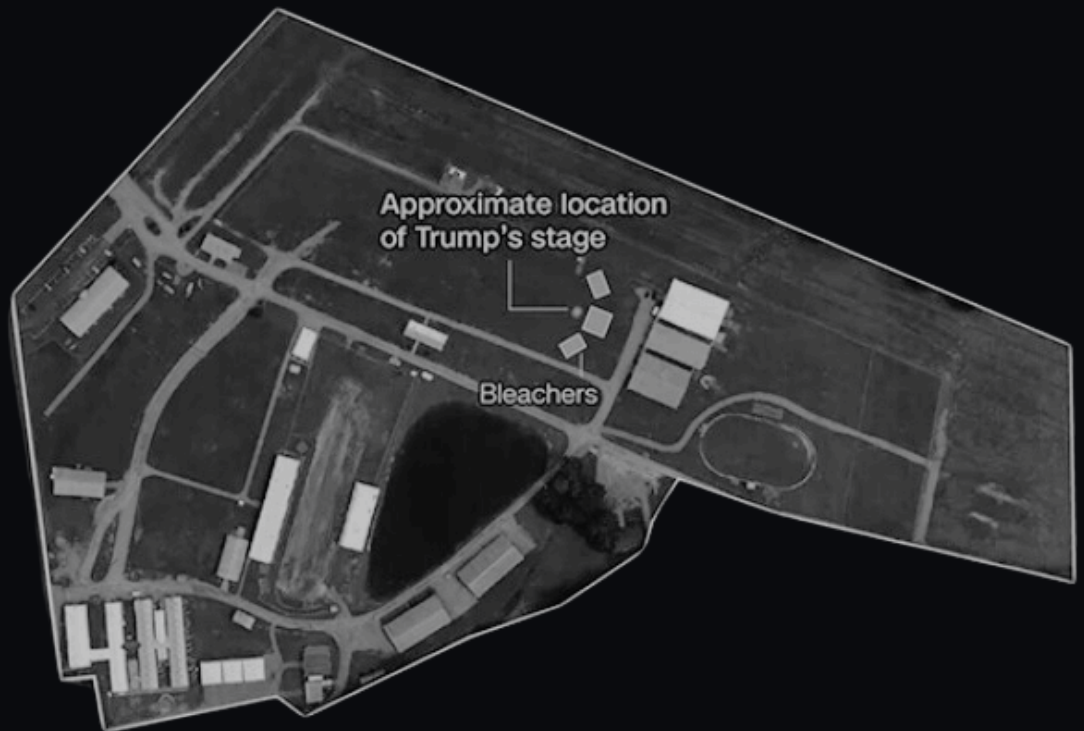Butler, PA
July 13, 2024

Incident Description

On Saturday, July 13, 2024, a very large crowd gathered at Butler Farm Show Grounds, where President Donald Trump was holding a political rally.

6:00pm

6:01pm

Approximate location of Trump's stage

Bleachers

6:02pm

6:03pm

6:04pm — Butler Farm Show Grounds is roughly 30 miles north of Pittsburgh, PA.

6:05pm — At **6:05 p.m.,** President Trump entered the stage and began his speech.
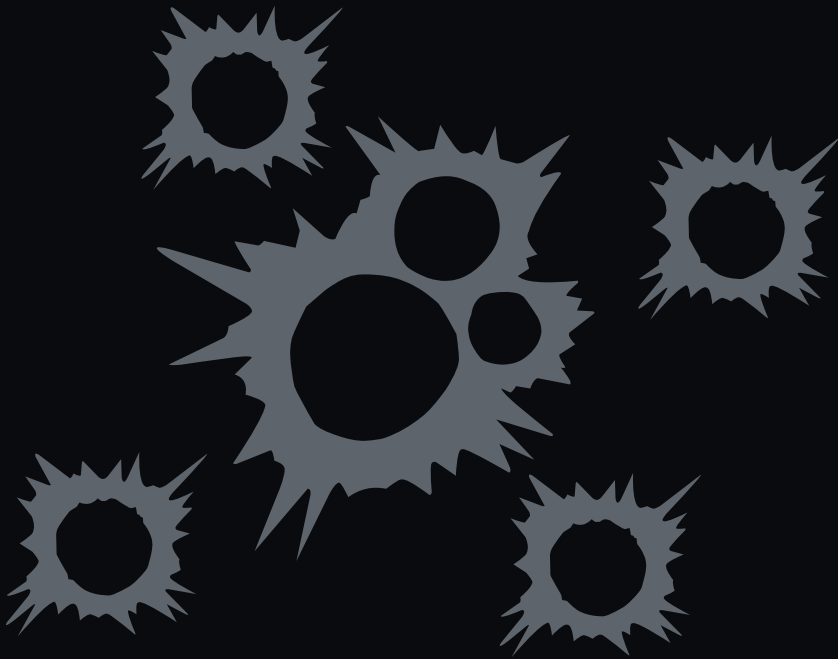
6:06pm

6:07pm

6:08pm

6:09pm

Around **6:09 p.m.**, rally attendees noticed and recorded a gunman on a nearby rooftop.

They began yelling about their observation to attempt to garner police attention. The rooftop, where the suspect is stationed, is roughly **400 to 500 feet** from the stage where President Trump is speaking.

"He had a rifle—we could clearly see him with a rifle."

"We noticed a guy crawling, you know, bear-crawling up the roof of the building beside us, 50 feet away from us. ... So we're standing there, you know, we're pointing at the guy crawling up the roof." The witness added, "He had a rifle—we could clearly see him with a rifle."

Ryan Knight, shooting witness and rally attendee

6:11pm
Shots Fired

At **6:11 p.m.**, while President Trump is speaking, a succession of shots begin to ring out and President Trump is seen flinching and grabbing the side of his face.

Secret Service agents enter the stage, physically shield President Trump with their bodies, and take cover on the stage. They shielded President Trump onstage for about a minute while deciding their plan of action to protect the former president.

SECURING OUTDOOR EVENTS

6:12pm
"Shooter's Down"

At **6:12 PM**, a Secret Service agent is heard saying, "Shooter's down. Shooter's down. Are we good to move?" signifying that the shooter had been disarmed and killed by snipers.

After a brief, hushed discussion, captured by the podium microphone, the Secret Service decided to continue to shield the former president and move to the spare limousine stationed next to the stage. Attendees began fleeing the area once Trump left the rally in the spare limousine.

Later in the day on Saturday, the media was informed that Trump was shot in the ear, two attendees were injured by gunfire, and one attendee was shot, shielding his family members, and lost his life.

Incident Report.

UnitedHealthcare CEO Assassination

Manhattan, NY
December 4, 2024

Incident Description

On December 4, 2024, Brian Thompson, CEO of UnitedHealthcare, was fatally shot outside the New York Hilton Midtown hotel in Manhattan. The assailant, described as a masked individual, fled the scene, prompting a nationwide manhunt.

Brian Thompson
former CEO of
UnitedHealthcare,
fatally shot in Manhattan

6:45 a.m.

Shots Fired

At around **6:45 a.m. ET**, the assailant approached Thompson—who was walking on West 54th Street toward the Hilton Midtown, where he was scheduled to attend an investor meeting—and fired multiple shots, striking him in the leg and back.
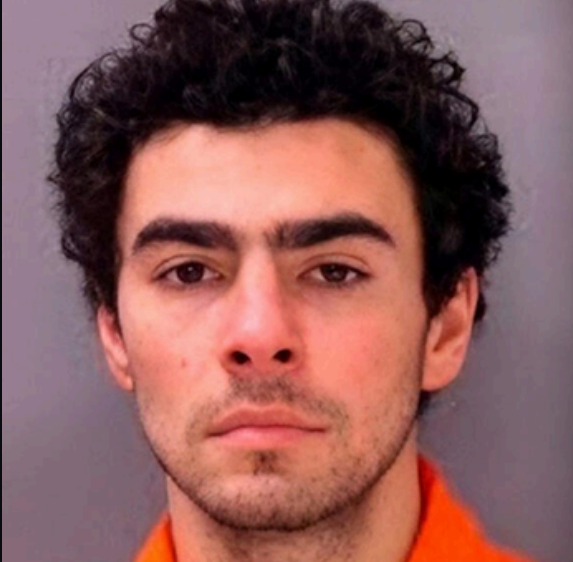
7:12 a.m.

Pronounced Dead

Medics immediately transported Thompson to New York's Mount Sinai Hospital, where he was pronounced dead at **7:12 a.m. ET**. The assailant quickly escaped from the scene on an electric bike.

"I was holding my phone, then I heard the shot, and when I looked up, the guy had the gun, you know, the silent gun, and I saw him after he shot him, he ran across the street this way."

– Amar Abdelmula, New York Uber Driver and eyewitness

Arrest

The alleged assailant, later identified as 26-year-old Luigi Mangione, was arrested in Altoona, Pennsylvania, on December 9, 2024

Mangione, a University of Pennsylvania alum, graduated from the Ivy League school with a bachelor's and Master's degree in computer science and hails from a prominent family with a strong educational background. Many of Mangione's peers deemed him intelligent and driven, with a promising future in tech.

Despite his privileged upbringing and academic success, Mangione harbored a frustration with the U.S. healthcare system. He suffered from spondylolisthesis, a lower back condition that causes chronic pain—which many believe impacted his views. Although Mangione was not a UnitedHealthcare customer, authorities believe his grievances extended to health insurance companies, broadly raising a widespread debate and public discourse about his actions.

Following Mangione's arrest, authorities discovered a handwritten manifesto in which he expressed his anger toward corporate greed and the American healthcare system. Mangione's online activities included leaving a four-star review of Ted Kaczynski's manifesto, "Industrial Society and Its Future," on Goodreads, where Mangione acknowledged Kaczynski's intelligence yet condemned his violence as unjustifiable.

Investigators revealed Mangione obtained a firearm illegally, as he lacked the proper permits. They discovered that Mangione had tracked Brian Thompson's public appearances and corporate events. Authorities found evidence of Mangione studying the layout of the New York Hilton Midtown Hotel and nearby areas where the attack occurred and routes to escape.

Officials believe Mangione called in a hoax bomb threat targeting Thompson's residence in Minnesota in an act to divert attention from his presence in New York City.

ZeroEyes Incident Analysis

In outdoor areas, layered security approaches are vital for ensuring safety.

Though police and security patrols, CCTV, and metal detectors are standard in cities, they often have limitations—especially when large crowds are involved. The human eye, even with its keen ability to detect danger, can't cover every angle, and key details can be overlooked in the chaos of an unfolding event. Eyewitness accounts, while valuable, can sometimes lead to confusion or misinformation.

Visual gun detection technology can provide law enforcement with immediate situational awareness and critical information about the crime—like shooter location, description, type of weapon, and direction of travel—rather than solely relying on eyewitness accounts or grainy camera footage.

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Proactive Detection and Situational Awareness Can Save Lives

Founded in 2018 by a team of elite technologists and Navy SEAL veterans who lived through countless active shooter situations, ZeroEyes was created to protect people from facing similar circumstances.

ZeroEyes offers a proactive approach:

Human-verified visual gun detection and situational awareness solutions that work with your existing digital security cameras. By enhancing situational awareness, **ZeroEyes helps reduce response times and increases the potential to save lives.**

Learn More