

WEBINAR

2025

# Securing Outdoor Events & Spaces

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





# Agenda

<b>1</b>	Understanding a layered security approach	<b>6</b>	Cybersecurity Measures
<b>2</b>	Modeling and planning <ul style="list-style-type: none"><li>• PACE planning</li><li>• Escape routes</li><li>• Training and simulation drills</li></ul>	<b>7</b>	Operational Guidelines
<b>3</b>	Surveillance and monitoring solutions <ul style="list-style-type: none"><li>• Technology solutions</li><li>• High point monitoring</li><li>• Guards</li><li>• Plainclothes security personnel</li></ul>	<b>8</b>	Post-Event Evaluation
<b>4</b>	Access control and credential verification	<b>9</b>	2024 Outdoor Gun Violence Statistics
<b>5</b>	Emergency service response and integration	<b>10</b>	Outdoor Gun Violence Case Studies <ul style="list-style-type: none"><li>• Trump Assassination Attempt</li><li>• UnitedHealthcare CEO Assassination</li></ul>

01

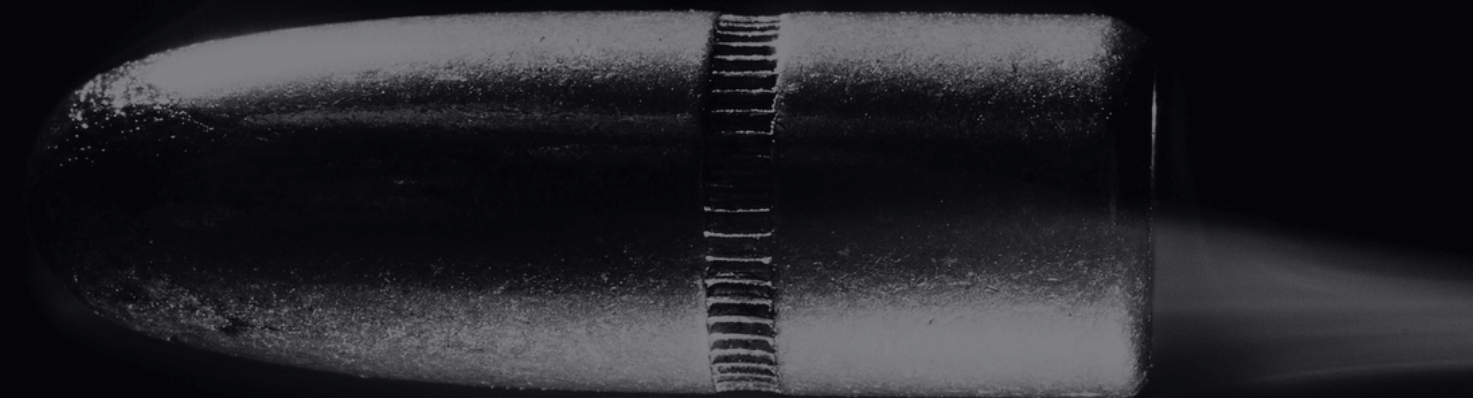
Layered Security

# Creating Safer Outdoor Events & Spaces

Ensuring safety outdoors requires meticulous planning and consideration of strategic and tactical factors.

## KNOW YOUR PERIMETER

- Urban, suburban, and rural settings
- Time of day when it's accessible or most used
- Size of space
- Proximity to buildings, amenities, structures, etc.





## Perimeter Considerations

- Concessions
- Restrooms
- Water fountains
- Rest areas
- Private booths / stands / eating areas
- Parking areas and structures
- Parks
- Streets
- Walkways
- Elevated vantage points

### IMPORTANT

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





Checklist

- ✓ ESTABLISH CLEAR ENTRY AND EXIT POINTS
- ✓ DETERMINE GATING AND ACCESS CONTROL
- ✓ PLAN AN INTERNAL SECURITY PRESENCE
- ✓ LEVERAGE EXISTING SECURITY CAMERAS
- ✓ VEHICLE ACCESS CONTROL

- ✓ SIGNAGE AND WAYFINDING
- ✓ PERIMETER MONITORING
- ✓ LIGHTING AND VISIBILITY
- ✓ EMERGENCY ACCESS POINTS





## 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 plan:

- Primary Plan
- Alternate Plan
- Contingency Plan
- Emergency Plan



### ESCAPE ROUTE PLANNING

Ensure safe and efficient evacuation options for all attendees:

- Evacuation Route Mapping
- Signage and Visibility:
- Emergency Drills



### TRAINING & SIMULATION DRILLS

Regular training ensures your team is prepared for any situation:

- Comprehensive Security Training
- Simulation Exercises



# 03

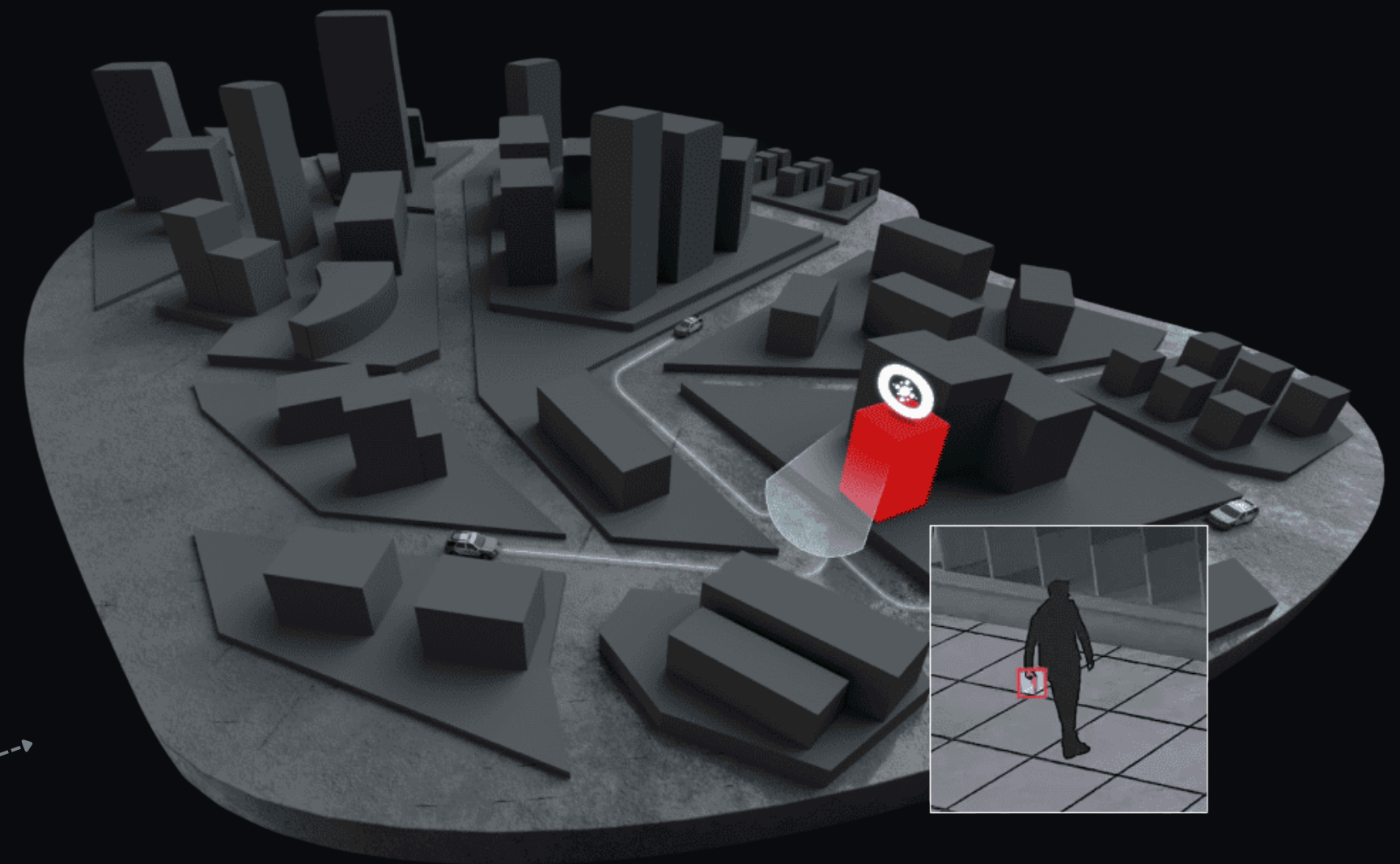
Continued monitoring of interior and perimeter spaces for outdoor events is a necessary layer in a successful security plan. There are several ways to monitor spaces and technologies that support these efforts.

## Surveillance & Monitoring

### 1

#### 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
- Human-verified detections
- Operates 24/7/365
- Respects privacy and prevents bias
- Proactive gun detection
- Real-time threat alerts
- Seamless integration with systems
- Indoor and outdoor coverage
- Situational awareness to clients, law enforcement, and first responders



03

Surveillance & Monitoring

2

**DRONE SURVEILLANCE**

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

3

**THERMAL AND NIGHT VISION TECHNOLOGY**

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





03

Surveillance & Monitoring

**4** GUARDS & LAW ENFORCEMENT

- ▶ Immediately available responders.
- ▶ Work best with other layered security solutions to maximize their patrol time.
- ▶ Provide guards with security planning documentation maps of your space and expected patrol areas.

**5** PLAINCLOTHES SECURITY PERSONNEL

Incorporate plainclothes security officers to enhance observational capabilities:

- **Undercover Monitoring**
- **De-Escalation Tactics**

SECURITY



# 04

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



TIERED ACCESS



CREDENTIAL VERIFICATION

## Access Control & Credentials

## 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.



# 06

## Cybersecurity Measures

### DATA PROTECTION

- Encryption
- Data backups

### NETWORK SECURITY

- Secure internet access
- Separate networks
- Firewalls and intrusion detection

### COMMUNICATION CAPACITY

- Confirm bandwidth
- Backup connectivity options



**Maintain operational security and protect digital infrastructure.**

# 07

## Operational Guidelines

1

### COMPLIANCE

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

2

### INCIDENT REPORTING

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

3

### SECURITY POLICIES

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



08



DEBRIEF MEETINGS



SECURITY PERFORMANCE REVIEW



ADJUSTMENTS FOR FUTURE EVENTS

Post-Event  
Evaluation

# 2024 Outdoor Statistics

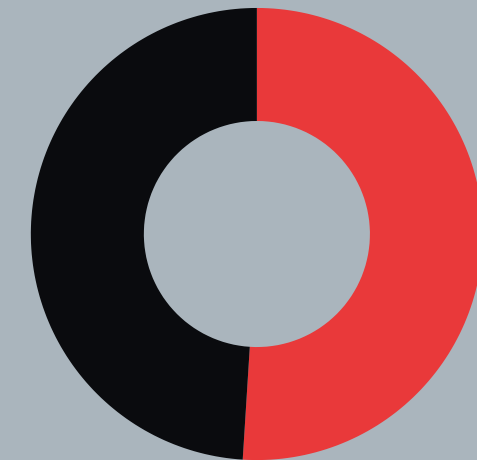


**In 2024, 65% of gun incidents occurred outside.**

This is the sum of incidents that occurred entirely outside or happened both inside and outside.

## LOCATION SPOTLIGHT Parking Lot

Yes  
No



51.2% of analyzed outdoor shootings occur in parking lots.



73% of apartment complex shootings occur in parking lots.



17% of parking lot shootings occur at gas stations.



32% of parking lot shootings stemmed from the escalation of a dispute.



# Incident Report.

## Franklin High School

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Rochester, NY  
Jan 5, 2023







# Incident Report.

## New Orleans Terror Attack: New Year's Eve

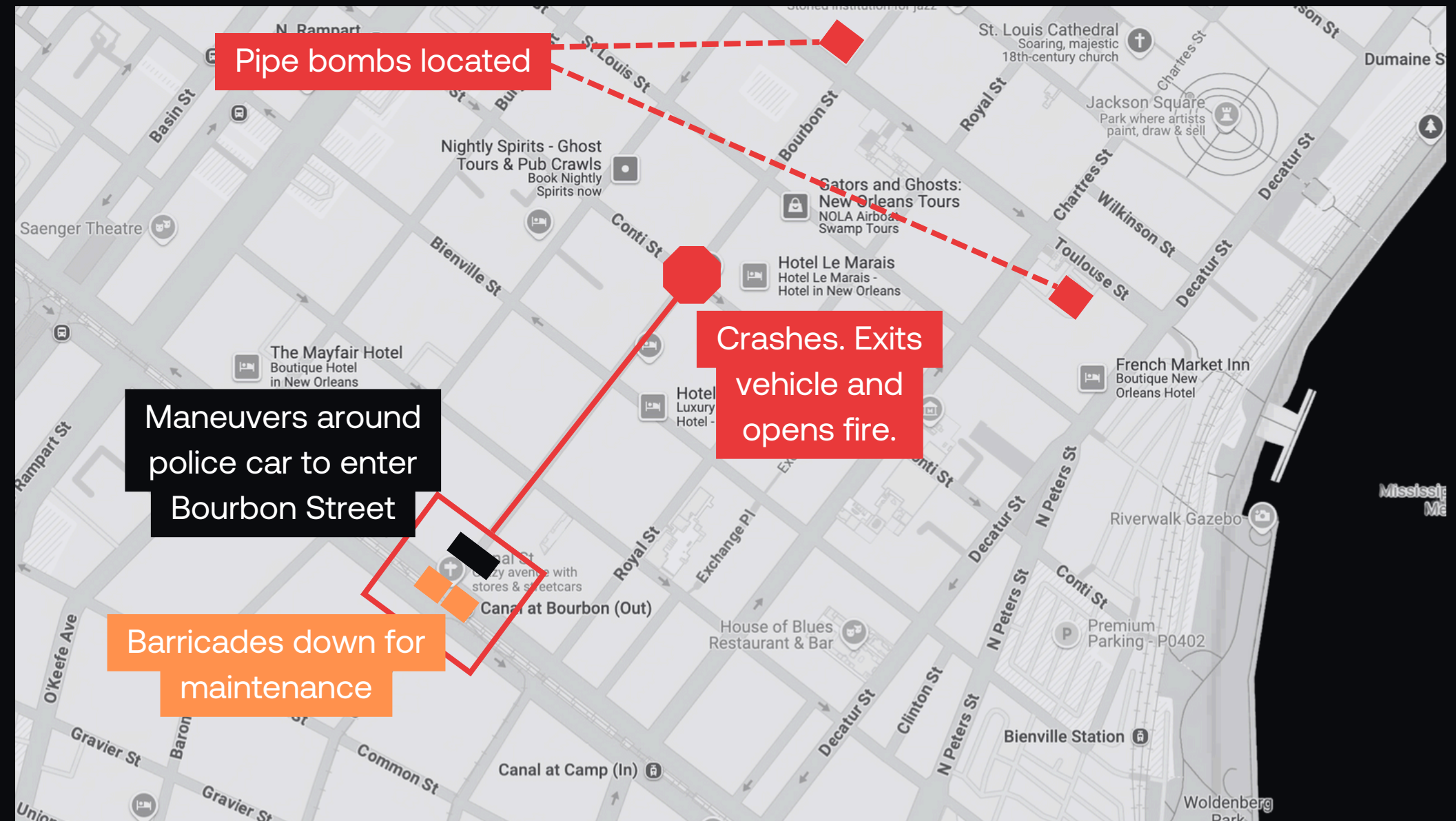
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New Orleans, LA  
Jan 1, 2025



## INCIDENT DESCRIPTION

- WHEN** Wednesday, January 1, 2025 @ 3:15am
- WHERE** New Orleans' iconic Bourbon Street
- WHO** Shamsud-Din Jabbar, a former U.S. Army paratrooper
- WHAT** Drove a rented electric pickup truck into a crowd of revelers. He exited his truck, wearing tactical equipment, armed with an AR platform rifle equipped with a suppressor and a handgun, and opened fire at responding law enforcement.





14 Killed

35 Injured

Thousands Impacted

**"[Jabbar] was hell-bent on creating the carnage and the damage that he did."**

—Anne Kirkpatrick, New Orleans Police Department Superintendent



# Incident Report.

## Attempted Assassination of President Donald J. Trump

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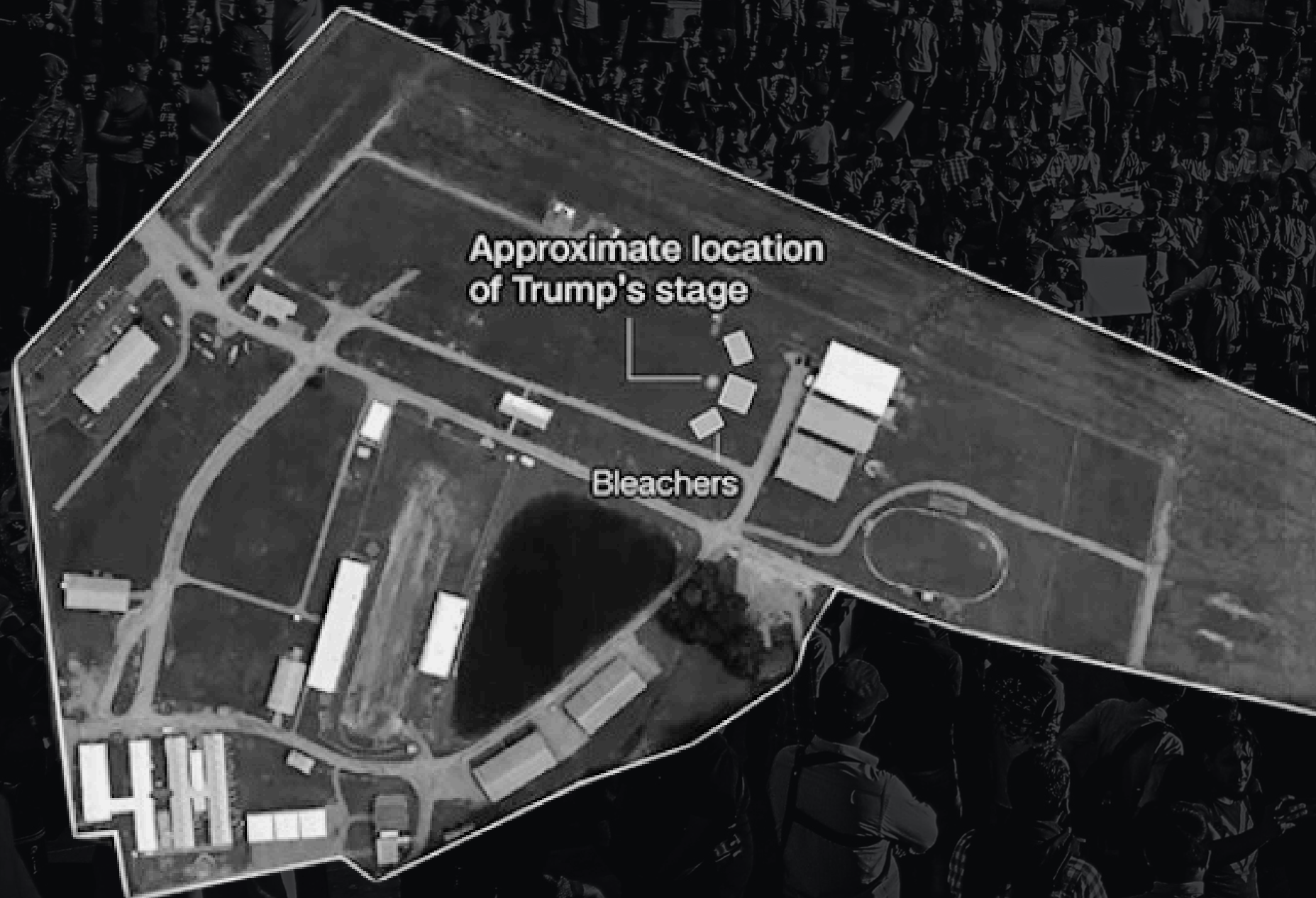
Butler, PA  
July 13, 2024





## 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

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.



# 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.

***"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**



## 6:12pm “Shooter 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.



**Location:**

Suspect on Roof

**Description:**

Male wearing jeans and dark brown hoodie

**Type of Weapon:**

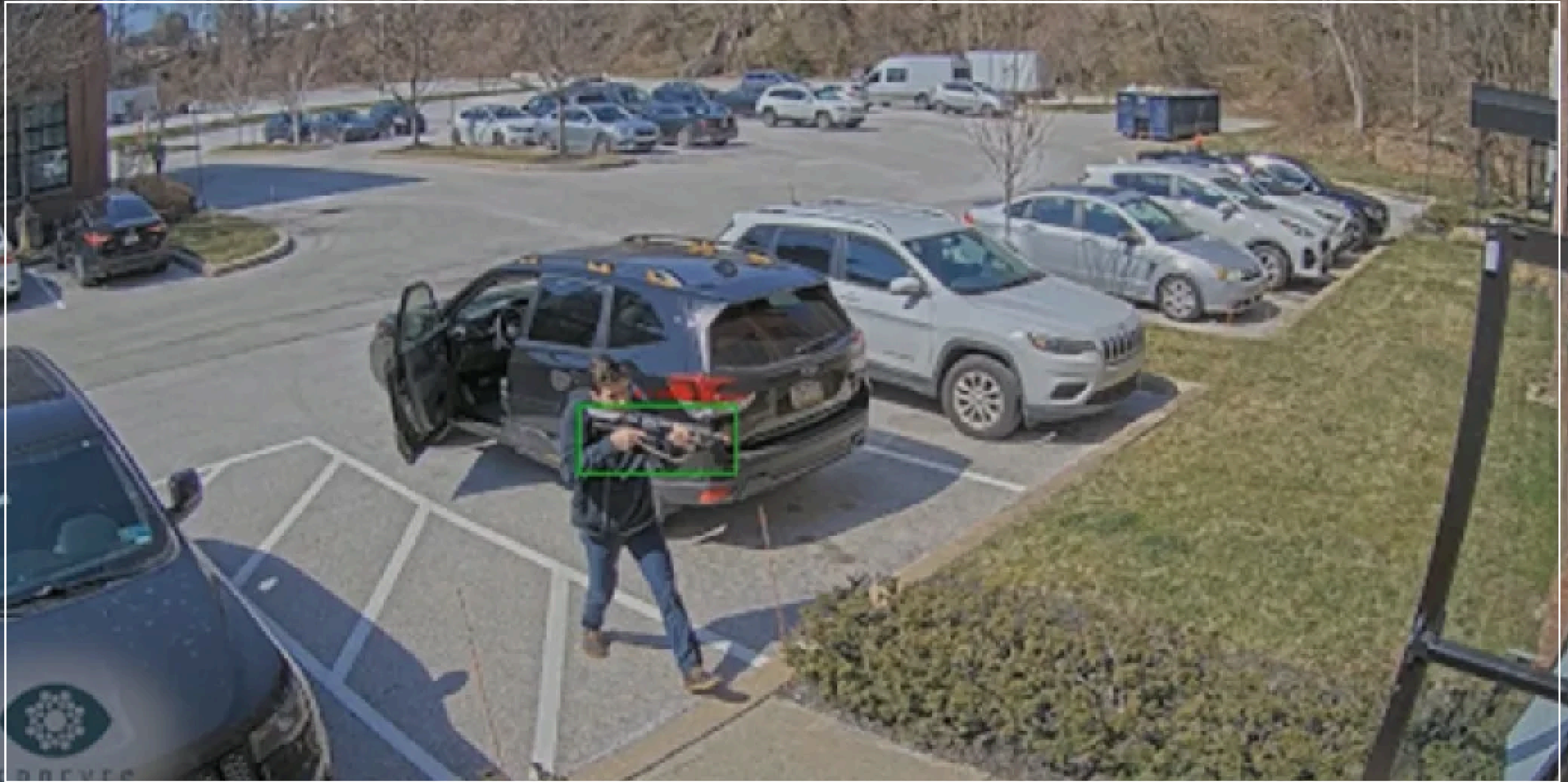
Semi-Automatic Pistol





# This Is What A Typical Security Monitoring Room Sees.

Can you spot a gun?







Live Camera View

# LIVE CAMERA FEED

(what's happening in real time)

## Alert Page

Alert: 512 / Client: ZeroEyes HQ / Camera: Facing Parking Lot



Dispatch

False Positive

Clear Alerts

# ZEROEYES OPERATIONS CENTER (ZOC) ALERT PAGE

(what our team sees)

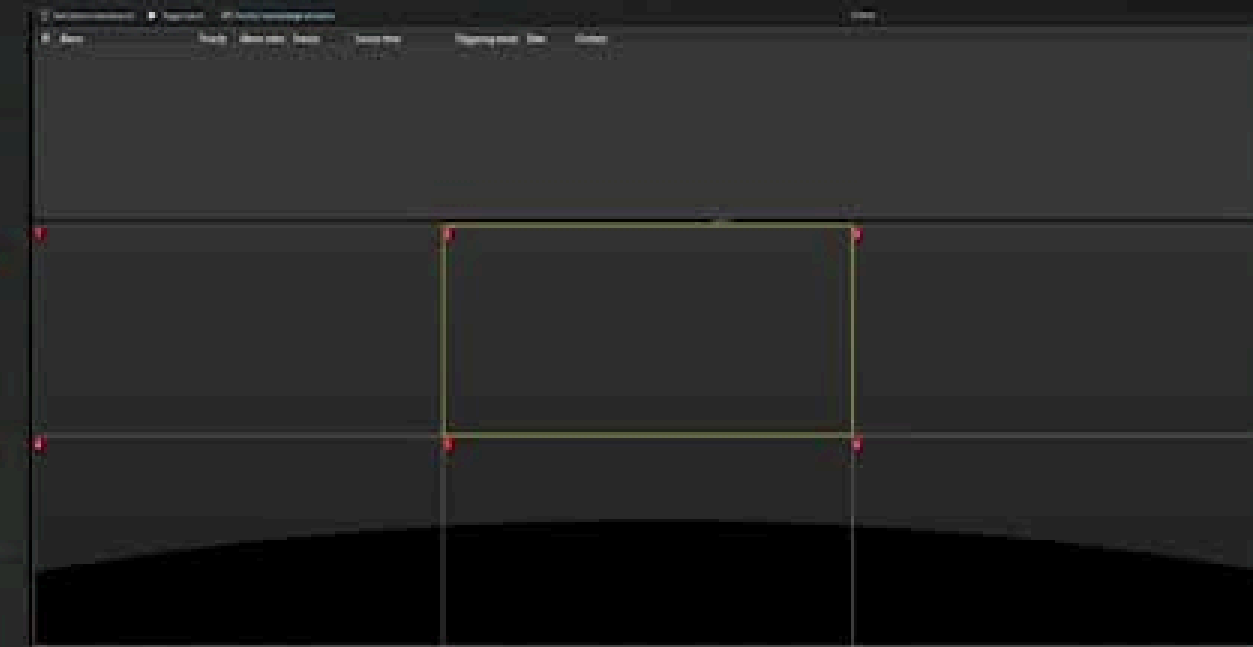




Mobile App



SMS



VMS

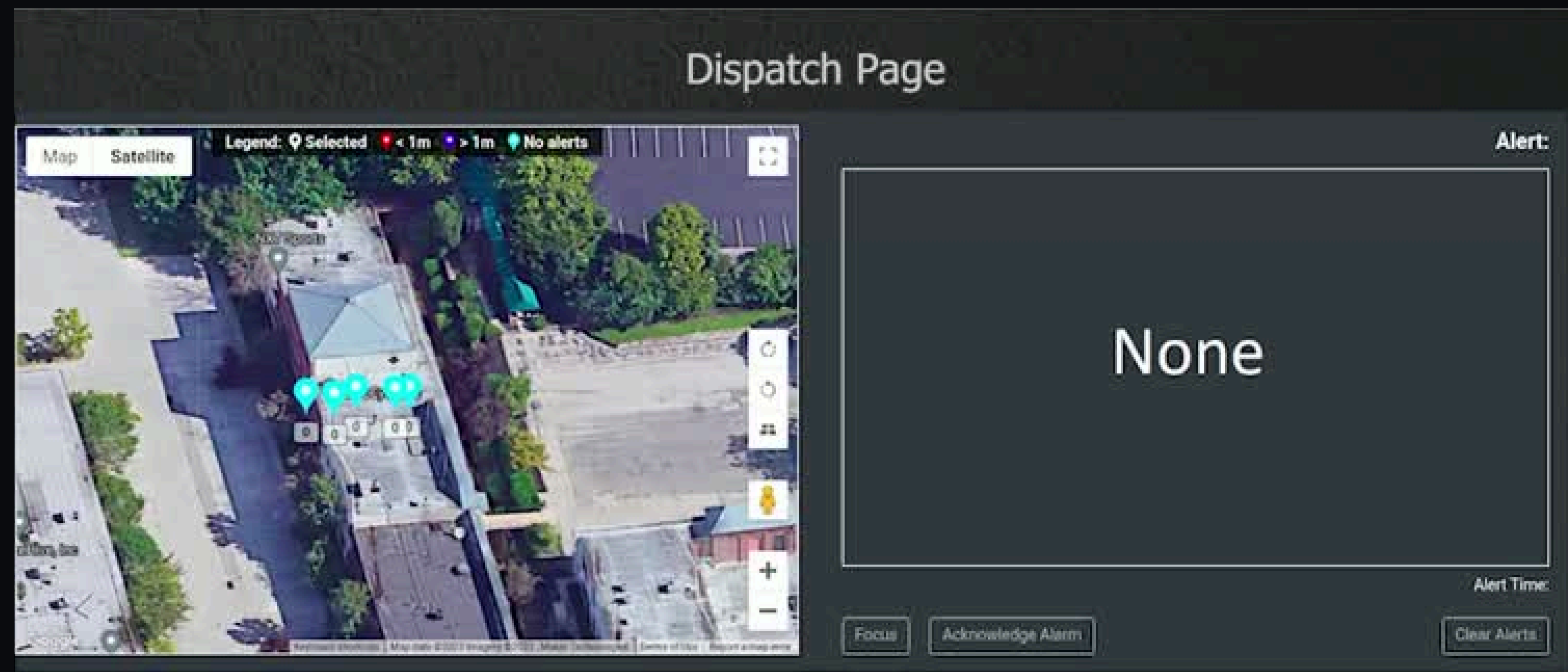
# CLIENT APP, SMS ALERTS, AND VMS

(what your team sees)



# ZOC DISPATCH PAGE

(what your security team sees)







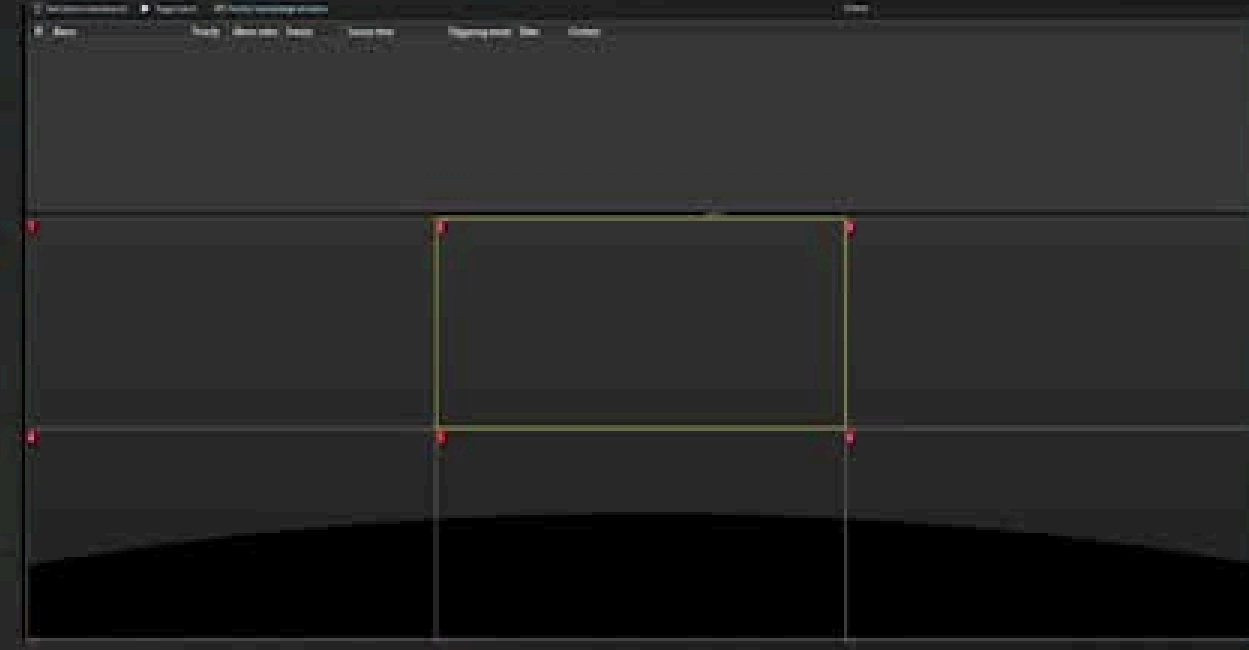
Live Camera View



Mobile App



SMS



VMS

Alert Page

Alert: 512 / Client: ZeroEyes HQ / Camera: Facing Parking Lot

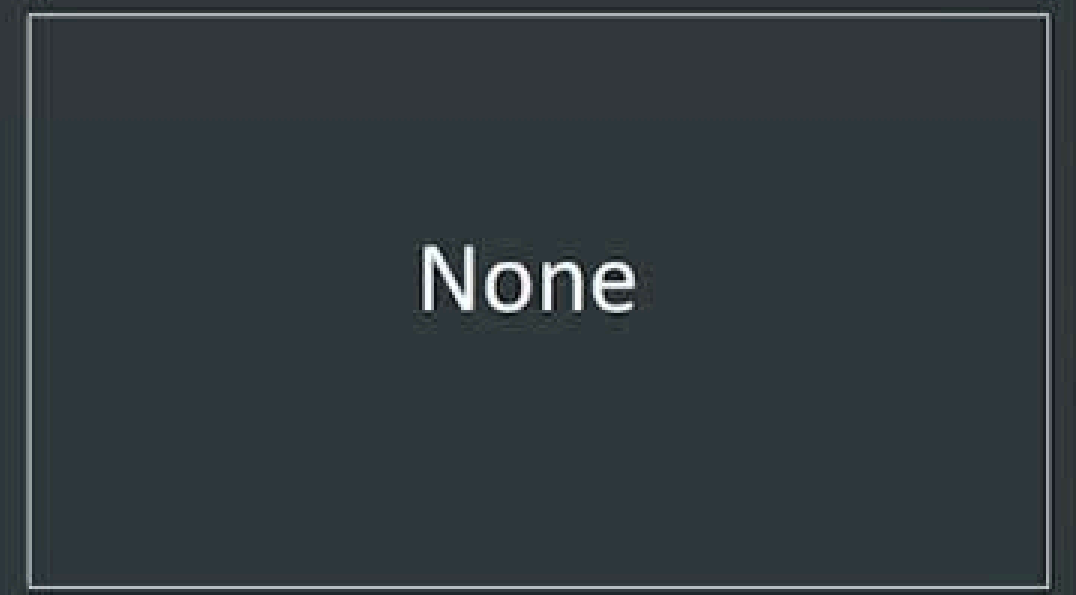
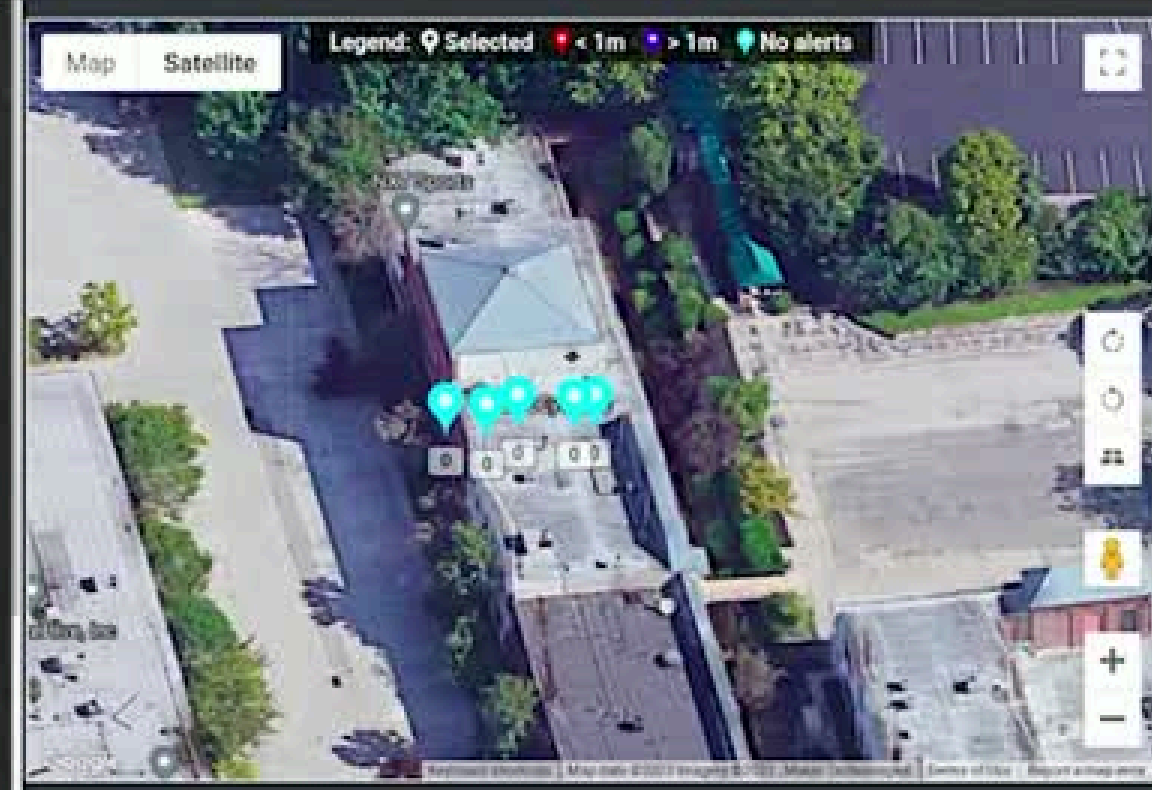


Dispatch

False Positive

Clear Alerts

Dispatch Page



Alert:

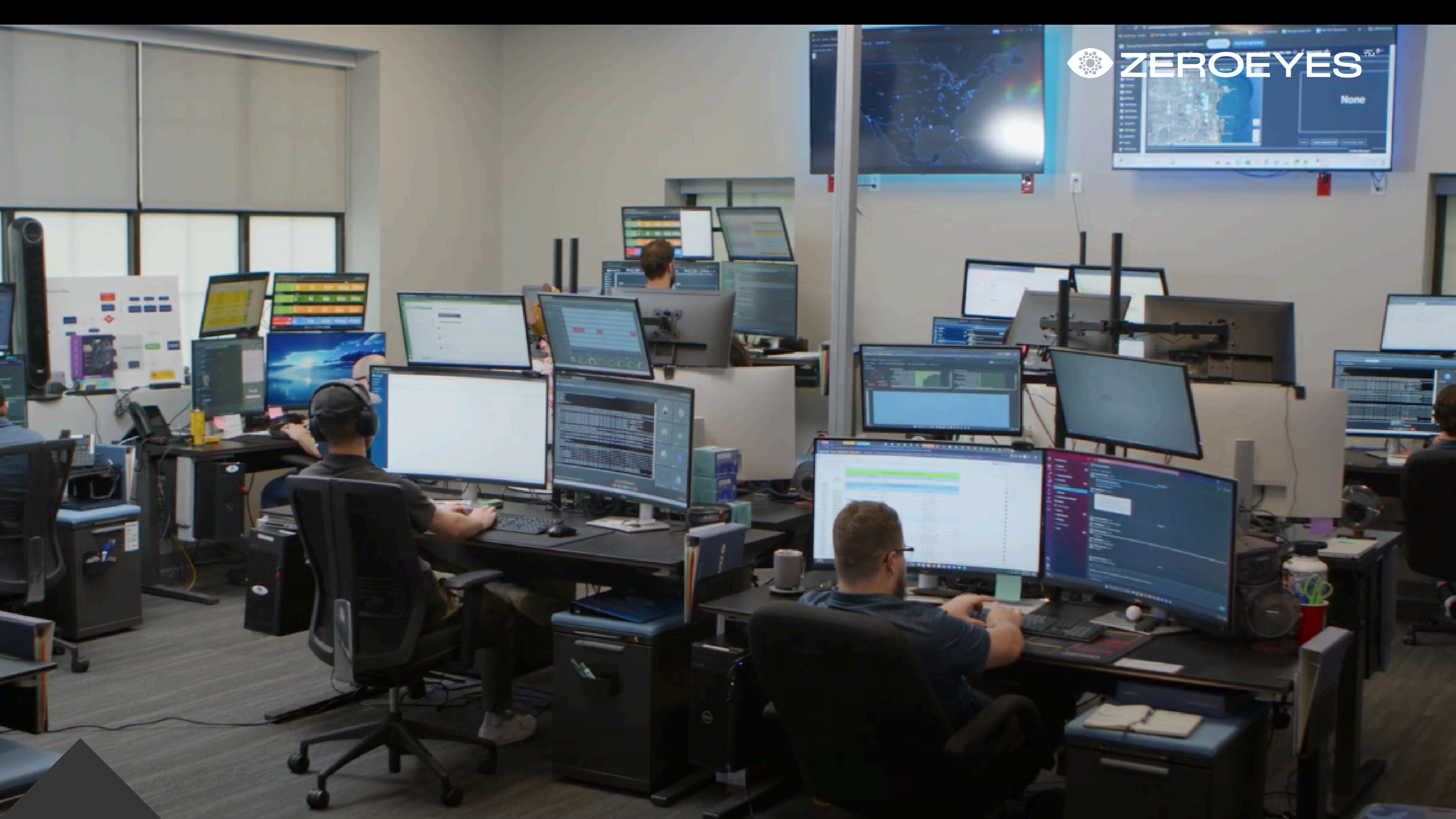
Alert Time:

Focus

Acknowledge Alarm

Clear Alerts





# Save Time. Save Lives.

Thank you for your time.