



Effective Crowd Management

Puerto Rico Chamber of Commerce – Retailers' Committee



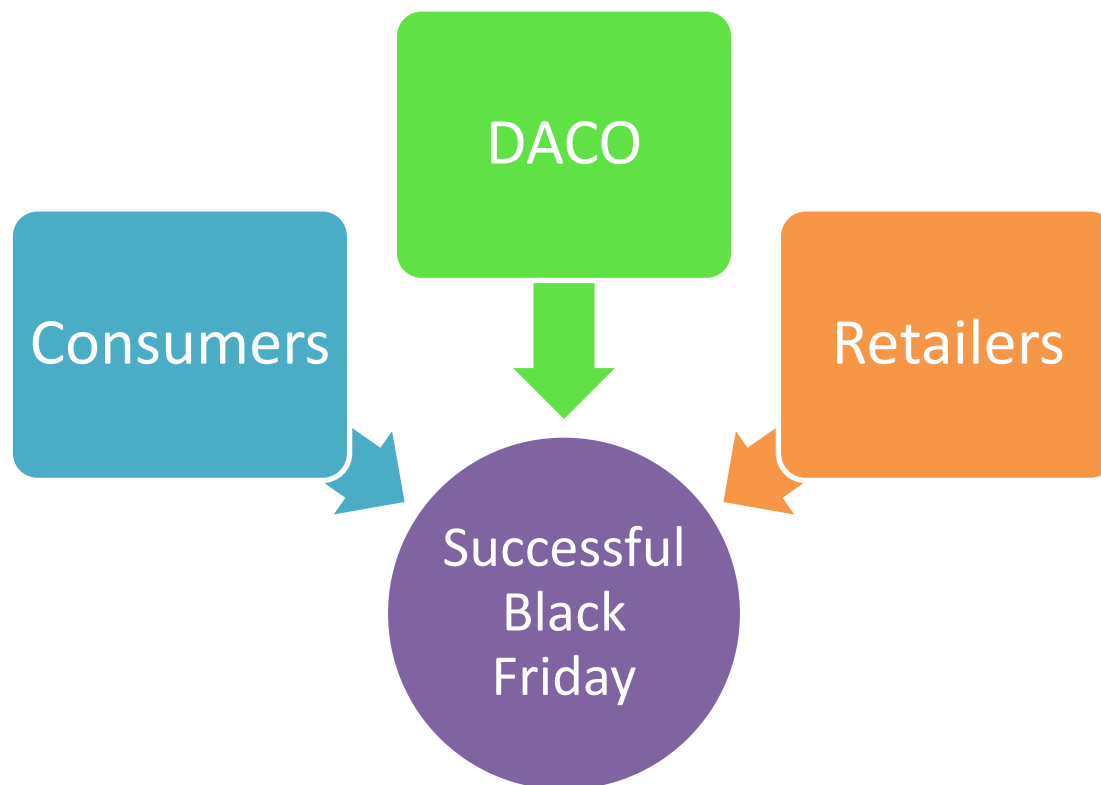
Black Friday Puerto Rico 2011

<http://www.youtube.com/watch?NR=1&v=DZf2JZR0Sgw&feature=fvwp>

General Public Perception



DACO's Proposition





Balance of Interests

Consumers



Consumers Right &
Wellbeing



Security & Safety

Retailers



Profitability



Security & Safety



Basic Guidelines

1. Safety
2. Communications
3. Event Logistics
4. Contingency Plans



Safety

- Fire, law enforcement, and other agencies.
- Compliance with all permits and licenses required by local authorities.
- Preparation of an emergency plan that addresses potential dangers to employees, consumers and public officials.
- Sharing emergency plan with local authorities.
- Having key staff trained on how to perform Cardiopulmonary Resuscitation (CPR) and on how to use an Automatic External Defibrillator (AED) device.



Communications

- Effective communication among all stakeholders is a key complement of the Crowd Management Plan.
- **Prior to the Event**
 - **Identify Appropriate internal departments and external contacts** (Fire Department, Law Enforcement, Private Security Consultants, Mall Management).
- **Day of the Event**
 - **Measures to clearly communicate on the day of the event include:**
 - Signage
 - Stanchions / Barriers
 - Public Announcements
 - Tickets / Wristbands
 - Designated Chain of Command
 - Site Map



Logistics

- **For Customers in Line:**
 - **Entry/Exit Points** – Limit access and control traffic flow.
 - **Traffic Flow** – Place barriers and use store layout to control flow.
- **Extra staff onsite will help ensure a successful event. For Associates:**
 - Extra cashiers
 - Extra security including off-duty law enforcement or third-party security
 - Ensure all employees and crowd control personnel are aware that the doors are about to open.
 - Utilize separate entrances for staff and appropriate door monitors in these areas.



Merchandise Placement

- Proper merchandise placement to spread out the large crowds and manage flow better.
- Retailers should also account for merchandise replenishment.



Contingency Plans

- What If?
- Best plans may run into challenges:
- Prepare for the unexpected:
 - Evacuation plan
 - Communication plan
 - Law Enforcement/public official engagement
 - Inclement weather
 - Sell Outs
 - Power outage
 - Angry customers
 - Accidents



Friendly Reminder - Rule of Law

- Cotto v. C.M. Ins. Co., 116 D.P.R. 644 (1985).
 - Una empresa que mantiene abierto al público un establecimiento, con el objeto de llevar a cabo operaciones comerciales para su propio beneficio, tiene el deber de mantener dicho establecimiento en condiciones de seguridad tales que sus clientes no sufran daño alguno.
 - Nuestro estado de derecho establece que la responsabilidad de los dueños de establecimientos comerciales es que estos deben ejercer un cuidado razonable para proteger la seguridad de sus clientes; deber que no se traduce, de ninguna forma, a una responsabilidad absoluta por dicha seguridad.
- Bajo la Ley de Seguridad y Salud en el Trabajo de PR de 1975, los patronos son los responsables de proveer lugares de trabajo seguros y salubres a sus empleados.

Thank you

