



Strategic Crowd Management for Major Sports Event - FIFA ARAB CUP 2025

PIK-1025 UK-LDN-2



Place: London **Venue:** Radisson Edwardian Sussex (Marble Arch, London) - TBC
Start Date: 13-10-2025 **End Date:** 24-10-2025 **PPP:** £5950



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**If you can't train them,
you can't blame them!**

Short Description:

This intensive 10-day training program is tailored specifically for the FIFA Arab Cup 2025 in Doha, Qatar. With the increasing scale and complexity of sporting events, the need for highly organised, safe, and efficient crowd management is critical. This course blends international best practices with localised operational strategies to ensure participants are fully equipped to handle large-scale crowds, anticipate risks, and coordinate effectively with law enforcement, emergency services, and event organizers. Combining theoretical instruction, case studies, and practical simulations, this course prepares attendees for all phases of crowd management—from planning to post-event debriefing.

Course Overview:

COURSE OBJECTIVES

- Understand the fundamentals and importance of effective crowd management.
- Learn strategic planning techniques for various crowd scenarios.
- Identify potential risks and implement proactive mitigation strategies.
- Coordinate with multi-agency stakeholders including security, police, medical services, and volunteers.
- Apply real-time crowd monitoring and control measures using technology and communication systems.
- Conduct post-event analysis to identify improvements for future events.

TARGET AUDIENCE

- Event security personnel.
- Stadium and venue managers.
- Law enforcement officers involved in event policing.
- Emergency response coordinators.
- Event operations managers and logistics teams.
- Volunteer team leaders and stewards.
- Government and municipal event planning officials.

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Program Outline:

DAY 1: Introduction to Crowd Management in Mega Sports Events

1. Understanding crowd dynamics & psychology.
2. Importance of crowd management in international tournaments.
3. Overview of the FIFA Arab Cup structure & scope.
4. Historical lessons from previous major sporting events.
5. Regulatory & legal framework in Qatar.

DAY 2: Event Risk Assessment & Threat Identification

1. Risk categories (natural, human-made, technical).
2. Site-specific risk mapping for stadiums & public spaces.
3. Tools for threat identification (intelligence, surveillance, historical data).
4. Creating a risk profile for the Arab Club Champions Cup.
5. Communication of risk to stakeholders.

DAY 3: Planning Crowd Flow & Space Design

1. Principles of crowd flow & density management.
2. Designing safe entry, exit, & circulation zones.
3. Segregation of supporters & VIP movements.
4. Accessibility planning for people with disabilities.
5. Load balancing using zoning & signage.

DAY 4: Coordination with Law Enforcement & Emergency Services

1. Establishing incident command systems (ICS).
2. Role of police & emergency services in crowd control.
3. Inter-agency collaboration protocols.
4. Medical & emergency response planning.
5. Evacuation strategies & assembly points.

DAY 5: Crowd Monitoring Tools & Real-Time Surveillance

1. CCTV systems & AI-powered crowd analytics.
2. Using drones & aerial monitoring.
3. Real-time communication & dispatching tools.
4. Incident reporting systems.
5. Data privacy & surveillance regulations in Qatar.

DAY 6: Communication, Signage, & Public Information

1. Designing effective public communication strategies.
2. Multilingual & culturally appropriate messaging.
3. Placement & visibility of signage.
4. Managing rumours & misinformation.
5. Utilising social media & event apps for crowd updates.

DAY 7: Human Factors: Training & Managing Stewards & Volunteers

1. Role & responsibilities of stewards & volunteers.
2. Recruitment & training programs.
3. Conflict de-escalation & behavioural techniques.
4. Chain of command & reporting structures.
5. Motivation & retention strategies.

DAY 8: Scenario Planning & Simulation Exercises

1. Designing worst-case & high-pressure scenarios.
2. Conducting tabletop & live simulations.
3. Resource mobilisation under pressure.
4. Communication drills & command responses.
5. Evaluating performance in simulations.

DAY 9: Incident Management & Crisis Response

1. Incident detection & early intervention.
2. Crisis escalation protocols.

3. Crowd panic prevention & control techniques.
4. Handling mass casualty scenarios.
5. Post-incident debriefing & media communication.

DAY 10: Post-Event Review & Continuous Improvement

- Data collection & incident reporting.
- Feedback from attendees, staff, & partners.
- KPI evaluation (flow rates, incident counts, response times).
- Recommendations for future events.
- Qs/As & Course Summary.