

Case study | Events

IFSEC International 2014



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Peter Poole, Event Manager,
IFSEC International

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IFSEC International 2014 took place between 17-19 June at the ExCeL London. It is the largest event for the security industry, bringing together the entire security buying chain in one place.

The background

The event attracted more than 30,000 visitors and over 650 leading manufacturers, suppliers and distributors from 100 countries.

As well as more traditional security and fire solutions, IFSEC International showcased access control and biometrics, counter terror, CCTV and video surveillance, intruder alarms, IP security, intelligent buildings, physical security and lone workers. Leading manufacturers, distributors and suppliers launching the latest technologies and solutions came together under one roof for the event, which had moved from its old home in Birmingham for the first time.

The service

Securitas was selected by IFSEC's organisers, UBM Live, to provide a comprehensive security and stewarding service, throughout the three-day event.

Securitas was involved in the planning and delivery of the security solution from the very early stages. This included liaising with the management of UBM Live, plus the event management and security management teams at London ExCeL, to ensure all stakeholder expectations were met.

The security requirement involved three distinct phases:

- Phase 1: Build
- Phase 2: Show days
- Phase 3: Breakdown

Each phase presented a different challenge and the requirements of the security staff changed on each of them. Securitas selected officers who were appropriate to each phase, taking into account many factors, including foreign language requirements. The manning for each day varied too, beginning with a team of 15 officers on the first day and rising to a team of 66 on show days.

Securitas provided 24 hour cover throughout the build-up to IFSEC, during the event itself, and ensured a safe and trouble-free breakdown by making sure correct health and safety procedures were in place and helping to keep gangways and walkways clear from obstruction and hazard.

Securitas also provided 10 officers to provide stand security to those exhibitors who requested it throughout the night.

On show days, Securitas personnel were positioned at all entrances to welcome visitors and help with any queries. Security officers were also placed at strategic locations throughout the venue to provide a physical and reassuring presence.

Results

Securitas was on hand to oversee the safe build-up and breakdown of the show and to ensure both visitors and exhibitors alike had a pleasant and trouble-free experience.

A close liaison was maintained with the in-house security team and the event management teams of both ExCeL and UBM Live to deliver a safe, secure and successful event.

Peter Poole, Event Manager, IFSEC International said: "We take security at our events very seriously and it was vital we had a leading security provider in place. Securitas provided the guarding across the venue and it was important that we maintained a joined up approach with all teams onsite. We have received a huge amount of positive feedback about the event in June and we are pleased that Securitas could be a part of it."