

# Creating Unforgettable Events

A G4S Case Study



G4S is a proud service provider to AEG Europe and The O2, where we provide a flexible, reliable team of event stewards, security officers, supervisors and managers. These security personnel are supplied on an event-by-event basis and play a crucial role in The O2's commitment to holding safe events for staff, visitors and performers.

Paul Williams, Director of Safety, Security & Risk at The O2 says,  
***“G4S play an important role in keeping our staff, performers, and visitors safe and secure. In addition to the event workforce, they bring experience and innovation to the service. It's been a pleasure to work with G4S and I look forward to continuing our working relationship at The O2”.***



RELIABLE EVENTS  
STAFF COVERAGE



BEST IN CLASS VISITOR  
EXPERIENCE



IMPROVED STAFF  
ENGAGEMENT

The O2 is the world's most popular live entertainment, leisure and retail destination, located in North Greenwich, London. As of 2021, it holds the record for being the busiest music arena in the world in terms of ticket sales and has sold over 1 million tickets since opening in 2007.

With over 9 million annual visitors and hosting between 200-220 events per year, The O2 faced the challenge of rebuilding its security function following the COVID-19 pandemic.

They needed to attract a security workforce that could scale in line with the high-profile events hosted at the site and retain a clear focus on delivering a safe and memorable experience for visitors.

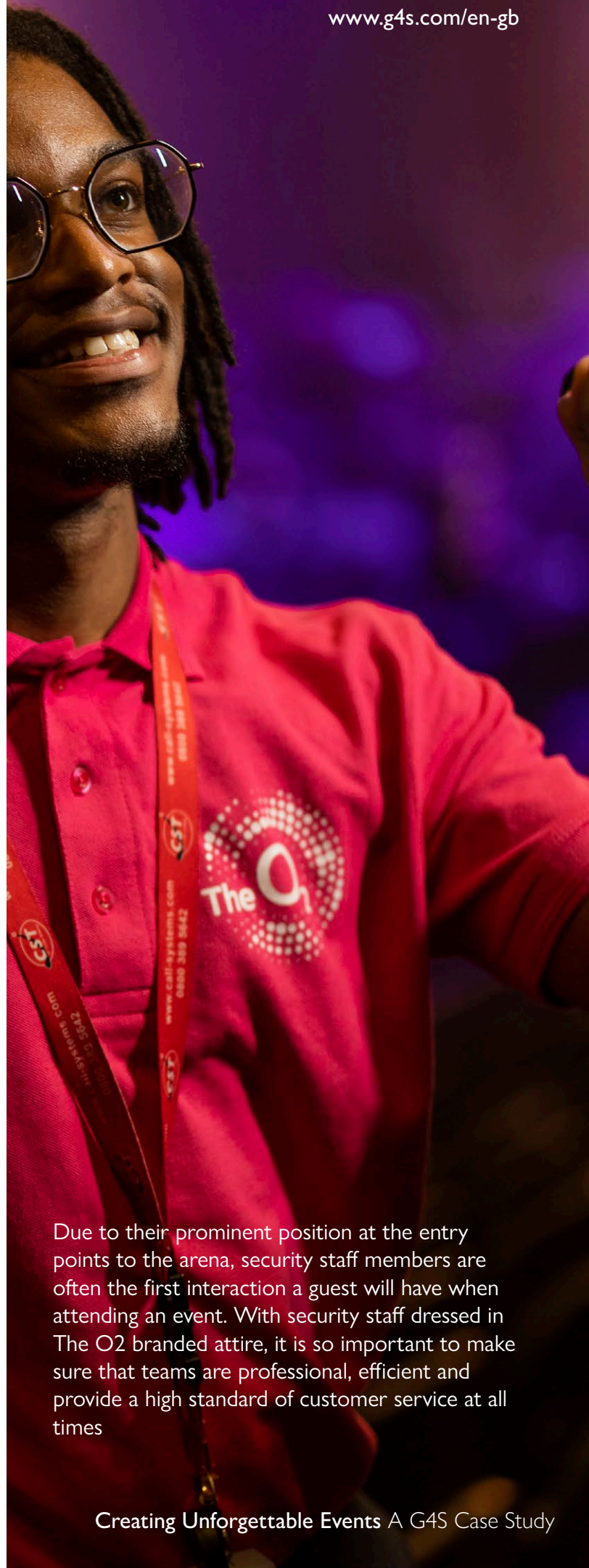
To help address these challenges, G4S Events stepped in.

## The Challenges: Overview

In order to reopen, The O2 needed to establish a pool of quality staff, provide effective training, and deploy them to various roles within the arena.

They sought a reputable security provider capable of recruiting and maintaining the right staff, offering reliable support, and ensuring a memorable customer experience.

Following the pandemic, one of the main challenges has been rebuilding a dependable pool of casual working staff to meet staffing demands, even during labour shortages. These staff members need to undergo thorough vetting and receive comprehensive training, as they are responsible for important tasks such as ticket checks, identifying and reporting hazards and suspicious behaviour and searching and screening guests entering the arena.



Due to their prominent position at the entry points to the arena, security staff members are often the first interaction a guest will have when attending an event. With security staff dressed in The O2 branded attire, it is so important to make sure that teams are professional, efficient and provide a high standard of customer service at all times

## The Goals

The goal is to make sure that all guests attending arena events at The O2 have a safe, enjoyable and memorable experience, using a reliable team of events personnel.

One of our key objectives has been to streamline onboarding and workplace check-in procedures for staff, so that staff can complete their training more efficiently and are deployed to their working areas quickly when arriving at the venue.

## The Solution

Based on engagement with the client around their pains we developed a new management structure to ensure a reliable and robust operation.

Two Service Delivery Managers are based full time on site within the G4S dedicated office space. They work on a rotation pattern to ensure that we have a dedicated full-time member of management on site for all 200+ arena events a year and drive operational best practice.

The Service Delivery Managers oversee the entire security operation including stewarding and front of house security.

We have taken the engagement of these officers and our staff very seriously.

We introduced a bespoke Reward and Recognition scheme. This rewards staff loyalty and incentivises return workers. Our staff take great pride in wearing their pin badges.

We also redesigned the dedicated office space to create a more suitable environment for staff, giving them an area to leave feedback and suggestions, reinforce core values and ensure that the staff feel valued.

Providing further support, initially one dedicated staff scheduler on site ensured we had the right number of staff booked and attending each event. This was increased to two full time schedulers to ensure on-going cover, due to the volume of work/events and to improve workforce engagement, check calls, welfare, etc.

Finally, our Account Director oversees the strategic aims of the contract and drives synergies and best practise, across a number of similar Events contracts, both in London and across the UK.


## The Results

Technology made it possible for us to manage the large volumes of staff effectively, compared to previously having to check in for shifts using paper systems.

By implementing an electronic staff check-in system, we have been able to sign in high volumes of staff in a short amount of time. Staff members can swipe their cards, receive their uniform, attend a pre-shift event briefing, and get to their allocated position in an efficient and organised way.

Online training modules have also been helpful when onboarding new staff. We created a tailor-made course that included everything new recruits needed to know, from The O2's code of conduct to uniform requirements and more. While all staff still needed to pass an in-person induction, this gives staff the opportunity to complete some of their training within an online portal. This made gaining the necessary training more convenient and appropriate for different learning styles.

We also provide an online briefing tool that makes it possible to push information out to staff before an event, so that we can communicate clearly and make sure staff are provided with relevant and useful information.



Visitor  
Safety

Visitor  
Safety

## Proud to Support Europe's Busiest Arena

Thanks to the working relationship with G4S, The O2 was able to fully return to live events and enjoyed a busy schedule of programming in 2022.

Within six months of taking over the stewarding contract in August of 2021, our services expanded to include front of house security searching and screening.

The relationship between G4S and AEG Europe is built on trust, honesty, and transparency, with G4S being relied upon to provide essential support for each arena event at The O2.

If you'd like to find out more about how we can offer a unique security solution based on your needs, schedule a call with the expert team at G4S. We'll meet with you to develop a custom plan for your company, designed around the unique challenges you face.