



Large Event Security from an Expert's Perspective



Given the turmoil in Iran, security for large events is heightened now more than ever.

Catching up at the 2020 NAMM show in Anaheim, where the safety and security of the music industry attendees was the

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primary goal, AST sought to learn more about how Allied Universal Event Services (AUES) handles safety and security services at major events from Thushan Rajapska, Senior Vice President at AUES to learn more about their insight and experience and how [Allied Universal Events Services](#), which is nationally recognized as an industry leading crowd management, event staffing, and consulting company handles safety and security services at major events.

Is there a correlation between world events, like what is happening in Iran, and the need for 'amped' up security at major events like the NAMM Show?



Given the world stage we all live on which includes volatile times that includes acts of terrorism, people want to know they are going to events and venues that are doing everything possible to eliminate security concerns. Guests want to feel and see “safety



& security.” Guests are OK with staying in line for bag checks or pat-downs because they understand our overall purpose for mandating these initiatives. We have the power to create magical moments and memorable experiences for live audiences with safety and security in mind first.

How is ‘event security’ different than the traditional manned guarding?

Event security is fluid and ever changing with crowd movement and dynamics. In my 23+ years, I have never worked a concert that has the same crowd management plan. During these turbulent times, ensuring the safety and security of event participants at NAMM or other high-profile events demands the use of cutting-edge technology paired with the best security professionals in the business.

Through the combined capabilities of Allied Universal®, my event services division is now a single-source solution for everything from temporary staffing, consulting and security for all events. I am proud to say that Allied Universal® Event Services is the leader within the entertainment industry providing innovative and expert guest management solutions. In addition, the event services team has a successful formula for addressing convention and trade show's complex challenges from a security and staffing perspective.

The Allied Universal® Event Security event security team plays a multi-faceted role that includes alcohol enforcement, audience management, bike patrol, crowd control, ID checkers, 24-hour event security, access control, parking services, red carpet staff, ticket takers, ushers and VIP/talent escort.

We assist from pre-planning stages through post-show wrap-up; working with the client from start to finish.

What is your most valuable asset at Allied Universal® Event Services?

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Hands-down, our employees are our most valuable assets. We are proud to employ the best and brightest of today's diverse workforce. We ensure this by our strict guidelines for hiring and training. In addition, our management team is hands-on developing, coaching and mentoring our front-line employees.

I hear that you rose within the Allied Universal® company. Can you share details on what position you started at and your rise to Senior Vice President at Allied Universal® Event Services?

I love live entertainment and live music. I feel like I have the best job in the world. I get to create magical moments and memorable experiences for live audiences.

I started when I was 18 years old as a ticket taker for concerts & sporting events making \$5.25 per hour at the Forum working Lakers games in 1996. I held every position Allied Universal® Event services had from guest services, security guard, cashier, box office, parking, access control, bike patrol, ID checking, red carpet staff, usher, talent escort, supervisor, recruiter, scheduler, event manager, account manager, director, executive director, general manager, VP to SVP.



I went to business school at Long Beach State and when I graduated in year 2000, I wanted to be an entrepreneur. It is year 2020 and I am still at Allied Universal® Event Services because I love the culture here, love our team and love live music.