FUTURE NEEDS SURROUNDING HOSPITABLE SECURITY

FRIESLAND CONVENTION PARTNERS

FUNDAMENTAL

INVITING - EFFICIENCY - COMFORT

ORGANIZING PARTIES' EXPERTISE

ADDITIONAL VALUE

CARE / UNBURDEN - ENTERTAINMENT - SURPRISE

SECURITY PARTIES' EXPERTISE

MEASURABLE RISK

OBJECTIVE SAFETY

SUBJECTIVE SAFETY

HOSPITALITY PARTIES' EXPERTISE

RISK PERCEPTION

Objective security involves implementing measurable security based on risk analysis. This is the starting point of security companies. Hospitality contributes to this. This is because a hospitable approach lowers the chance of incidents and this plays into lowering measurable risks.

An inviting, comfortable and efficient running convention covers the essential visitor needs of the business guest. To meet these, measures, security and hospitality personnel are indispensable. The principles of these two parties overlap. For example, security affects the experience and hospitality affects measurable risk.

Subjective safety is about the sense of perceived safety. This is important to make visitors feel at ease during conventions. This is the premise of hospitality providers. Security contributes to this because the fewer (chances of) incidents; the more comfortable.

THEREFORE, DO NOT APPROACH HOSPITALITY AND SECURITY SEPARATELY
and make use of each other's expertise

Multidisciplinary preparation

CO-CREATION

Task overlap and collaboration in the workplace

Stakeholder meetings

INFLUENCE ON AND AFFECTED BY SECURITY:
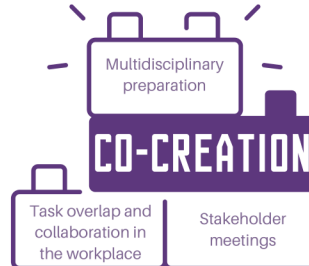
Risk awareness
Hospitable behaviour
Predictive profiling
Crowd-control
Access policy
Personnel policy
Servicescape
Visible measures

INFLUENCE ON AND AFFECTED BY HOSPITALITY:

Risk awareness
Hospitable behaviour
Predictive profiling
Crowd-control
Access policy
Personnel policy
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Visible measures

IMPACT Difficult to recruit security guards and therefore risk shortchanging security and safety.

APPROACH Less manpower needed by: promoting security awareness among other personnel, having tasks taken over by other personnel/technology or using hospitality as a security measure. How? --> co-creation

IMPACT Hospitable security is essential for visitor satisfaction. Interesting: a younger target group values physical personnel less and technology more.

APPROACH Bringing the added value of care, entertainment and surprise. Servicescape theory can help with this. How?--> co-creation

IMPACT Risk of image damage if one does not grow with the social interests of visitors.

APPROACH A sustainable personnel policy for both permanent and temporary staff. Then encourage awareness. How? --> co-creation

DYNAMICS SECURITY FUNCTION

SPECIAL EXPERIENCE DETERMINES EXISTENCE

SOCIAL RESPONSIBILITY

THE TOP PART CONCERNS THE ELEMENTS THAT DETERMINE VISITOR NEEDS. THE FOCUS SHOULD BE ON THE FUNDAMENTALS, BUT THE VALUE-ADDED ELEMENTS MAY DETERMINE THE EXPERIENCE IN THE FUTURE. THE EXPERTISE LIES WITH THE ORGANIZATION.

During expert interviews, the components inviting and comfort mainly emerged. These components are considered the most important. This is also evident from the research by Pijls, Groen, Galetzka & Pruyn (2017), which shows that the inviting component has the most influence on visitor needs. It starts with the layout of a building and signage according to the expert interviews. The inviting component is placed under the dimensions of "welcome" and "autonomy" in the research by Pijls, Groen, Galetzka & Pruyn (2017). The comfort component is placed under the 'safety' dimension in the same research.

Interviews with visitors during conventions indicate that the following aspects are key to a positive experience: welcome, autonomy, being at ease/safe and efficiency. In addition, the physical environment, empathy, servitude, acknowledgement, entertainment, efficiency and surprise could be useful to offer facilities that add value to the experience.

Also, the analysis of the interviews revealed that a younger target group places less value on the presence of physical personnel during conventions compared to an older target group. Also, the younger target group indicated that they see the added value of technical security. This is an interesting fact given that the younger target group will be part of the corporate market in the future.

Interviews with security practitioners indicate that security companies have objective safety as their starting point. That means that they are concerned with implementing measurable security based on risk analysis. This is also evident in the interviews with practitioner experts, as they indicated that they devise measures based on risks and only then think about the contribution of hospitality. In practice, the following topics appear to be most important: access policy, crowd control, co-creation, internal risk awareness and staff.

A security guard is initially a host until a situation escalates. In that case, security guards are more competent than other employees. During interviews with security practitioners, predictive profiling was mentioned as an essential function of a security guard. The function of predictive profiling is defined by Clercq (2018). "Predictive profiling is a proactive security methodology, in which, through behavioral observation and behavioral prodding, one seeks to unmask potential perpetrators of criminal or terrorist activities ex ante, and thus already in the preparation phase, before the actual execution of the attack, on the basis of any deviant behaviors or appearance of the person in question (Clercq, 2018)." Technology has not yet reached the point where this task can be taken over from personnel. This emerged in the expert interviews, practice interviews and observation interviews. In practice, the task of predictive profiling is reserved for security guards, but the experts both indicate that other personnel could also be trained on this. Also according to Bervoets (2014), there are two types of security guards: intervention teams and non-specialist security guards who are strong communicators. For both, a motivated security guard is vigilant (Salinsky & Elsas, 2006). This level of motivation depends on demographic characteristics, commitments, motives and self-confidence (Hamm & Su, 2021).

THE ARROW MEANS THAT VISITOR NEEDS DETERMINE THE INTERPRETATION OF SECURITY.
THE PURPLE BOXES EXPLAIN THE BUILDING BLOCKS [OBJECTIVE / SUBJECTIVE]. THE BUILDING BLOCKS ARE CONNECTED THROUGH CO-CREATION TO MEET THE NEEDS

THE LINK BETWEEN HOSPITALITY AND SECURITY PERSPECTIVES IS NAMED HERE. THE TWO PURPLE BOXES SERVE AS AN EXPLANATION OF THIS.
ON THE LEFT IS THE EXPERTISE OF SECURITY PROVIDERS AND ON THE RIGHT IS THE EXPERTISE OF HOSPITALITY PROVIDERS

During discussions with practitioners and partners of FCP, it became clear that good cooperation in preparation/concept formation is preferred. Also, during participation in a workshop on implementing hospitality and security measures, organized by Security Management students at Saxion University of Applied Sciences, it became apparent that if one party is missing or in the minority, the other perspectives and ideas prevail during preparation.

STARTING POINT: CO-CREATION PRIOR CONVENTIONS WHERE THE CURRENT SITUATION [PURPLE BOXES] AND DEVELOPMENTS [BELOW] ARE TOPICS OF DISCUSSION

Crowd Control, according to experts, can be used to capitalize on the inviting and comfort components of hospitality. An example that was mentioned is nudging, where the physical location, programming and everything related to the guest's experience is used to direct the audience for a positive experience. The theory of servicescape or festivalcape can contribute to this. Servicescape can be used to respond to the emotions and therefore the behavior of visitors (Bitner, 1992).

The experts indicated that visitors' reaction to the visibility of security measures depends on the visitor's perception of risk due to previous experiences, backgrounds and level of trust. If a visitor perceives little risk, security measures may have a negative effect on this visitor's perception. In addition to feeling unsafe, visible security measures, and the creation of barriers in the process, can be perceived as too much hassle by visitors, according to experts. One consequence is that visitors become less friendly. In contrast, if a visitor has high risk awareness, a lack of security measures may be perceived negatively. Thus, according to one expert, a visitor may act less friendly and that constitutes a risk. In short, it is important to make attentive decisions about the design of measures during design and to have all the knowledge.

From an expert interview and a conversation at a best practice, soccer stewards were given as an example for using hospitality to ensure safety. Not only do these stewards know how to handle emergencies, but they also know how to create a sense of belonging that makes people feel more at ease. According to one expert, stewards do this by being visible and approachable in an approachable way while observing. These may not have to be trained security guards, but it does have a positive impact on hospitality and security perceptions. Indeed, kinship and trust has been shown to promote the positive visitor experience.

Laws and regulations, changes in the collective bargaining agreement, staff shortages (partly due to COVID), a new generation of security guards and innovations that can take over tasks have an impact on the security function during conventions.

The trend of The New Security (proactive, integral and hospitable) is interesting for the future of hospitable security during conventions. Technology and hospitality are ways to reshape security that is proactive, integral and hospitable. Delving into this trend is important to compete with industries and organizations that are implementing it.

Internal security awareness is essential to the efficiency of facility security. The trend of security by design is one way to do this. In the concept of security by design, safety and security is considered and implemented from the design phase (Chimuco, Samaila, Freire & Inácio, 2021).

Observation interviews with visitors revealed that many of them were able to follow through with the plan they came for. So it depends on a visitor's purpose for which they visit a convention, and one respondent, as an expert in the field of experience and an exhibitor at trade shows, is convinced that the purpose can be achieved in a different way in the future. As a result, creating an experience is becoming increasingly important. Because the experience will become the right of existence of conventions, security will have to contribute to this. This makes it all the more important that security is perceived as welcoming by visitors.

When physical events could not take place during the COVID-19 period, online events caused a shift to more and more hybrid events. However, these online events will never become a substitute for the sake of experience.

People are becoming increasingly aware of the essence of corporate social responsibility (CBS, 2018). This has an impact on visitor needs. A big part of this has to do with privacy. As one expert put it, privacy does not exist because the corporate world owns a lot of data. According to Securitas (2018), businesses own 90% of big data. This needs to be handled consciously from these companies because laws and regulations are only behind the times (Securitas Netherlands, 2018). In addition, the expert interviews revealed that organizations should also take responsibility for a positive personnel policy. After all, recruiting and retaining staff is important in order to compete with parties to which staff can defect.

The risk of reputational damage is high if CSR is not maintained in operations. Moreover, a sustainable policy can be advantageous be within the convention market.