Engaging the Evolv Express® System and Evolv Insights® for Ticketing Venue Security Screening

11 Ways to Use Weapons Screening Data from Evolv Insights® for Improved Fan and Guest Experience—and Better Security

Legacy Security Screening Fails at Fan and Patron Experience

Ingress security screening remains a significant pain point for most ticketing venues. Fans and patrons want touchless, frictionless experiences, and ticketing venues want to give that to them. At the same time, ticketing venues must ensure the safety and security of fans and patrons by instituting appropriate security measuring—which includes security screening.

However, legacy walkthrough and hand-wand metal detectors are a significant hurdle. They cannot scale to meet the volumes of fans and patrons who need to be screened. A large percentage of security alarms are false positives, prompting fans and patrons to pass through secondary security screening. Lengthy lines form in front of event entrances, which frustrate fans and patrons and

create additional security risks. At the same time, unable to get fans and patrons into the venue, organizations lose opportunities for additional revenue from concessions and different retail stores.

Security screening was already a significant problem before the COVID-19 pandemic. Studies conducted in the past year show that is an even more pressing issue for many organizations. For example, a study conducted by the National Center for Spectator Sports Safety and Security at the University of Southern Mississippi found that 65% of sports venues said COVID-19 restrictions caused increased tensions between patrons and staff.[1] One-third of them reported incidents between patrons waiting to enter the venue. Getting staff to manage the legacy metal detector technologies is also a problem: 95% of organizations surveyed experienced staffing shortages in the past two years.

[1] "Venue Security Director Survey: Industry Report," NCS4, August 2022.

> " With Evolv Insights, we know how many weapons were detected, how many were knives versus handguns, and which alerts were what we call nuisance alarms. We can even compare these security analytics across different event types."
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> - Greg Overstreet, Director of Security, Mercedes-Benz Stadium

AI-enabled Evolv Express System and Evolv Insights

Security screening that utilizes Evolv Express® technology powered by high-speed sensors and artificial intelligence (AI) via Evolv Cortex AI™. Those using Express systems can screen up to 10x more people than ticketing venues relying on legacy walkthrough metal detectors. Ingress lines evaporate, security perimeters expand, pre-event concession and retail revenue increases, false positive alarms decrease dramatically, and fan and patron ingress satisfaction improves appreciably.

One of the advantages Evolv technology offers over legacy metal detectors is analytics powered by Evolv Insights. Organizations leveraging Evolv Insights enables ticketing venues to access and visualize their security system performance, threat types across events and ingress locations, fan and patron flow, alarm statistics, and performance based on detection settings. Evolv Insights is available to every Evolv customer in the My Evolv Portal as soon as an Evolv Express unit is turned on and configured. This empowers ticketing venues to make strategic and tactical decisions that deliver tangible benefits related to operational productivity, fan satisfaction, security posture, and even revenue. Security screening, as a result, becomes a proactive exercise with measurable outcomes.

> " Based on analytics for past events, we can make better staffing decisions—from the number needed to predicting when surges will occur. Knowledge is power and the more I can get from data, the better I can do my job and ensure the safety of our guests. The board wants to know how many firearms were prevented from coming into our venues. This helps me educate them on the threats that exist and justify our technology investments."
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> - Kevin C. Wilkes, Chief Security Officer, Pittsburgh Cultural Trust

11 Use Cases for Evolv Insights in Performing Arts Centers

The following are 11 use cases involving the use of Evolv Insights analytics for ticketing venues. While not ever one of them may be applicable to your organization, many likely are relevant and will enable your organization to generate greater value from your Evolv Express systems.

1 Optimize Use of Security Staff.
Determine ingress volume down to five-minute intervals at each entrance per event type and allocate security staff based on those flows. This enables security and operations teams to optimize staff for maximum efficiencies and efficacy.

2 Assign Risk Based on Event Type.
Drill down into volume of weapons found per different event types (e.g., football, baseball, operatic performance, specific artists, concerts, etc.) and allocate security staff accordingly. Organizations can scale security and operations staff based on threat vectors to minimize risk.

3 Eliminate Wait Queues.
Streamline fan, patron, and employee/worker ingress flows by identifying entrances with the highest and lowest volumes based on event type and entrance time to eliminate wait queues. Optimization of security staffing resources also empowers organizations to deliver better fan and patron entrance experiences by reallocating staff to non-security functions (e.g., ticketing and concessions, ride areas in a theme park, etc.).

4 Address Insider Threats.
Employ security screening for fans and patrons as well as employees—security, guest services, ticketing, and concessions staff—to address potential insider threats. The need for employee security screening is heightened by the fact that temporary, volunteer, and subcontracted staff work at many sports stadiums.

5 Pinpoint Number of Fans and Patrons.
Count total number of fans and patrons attending each event and generate corresponding reports for executive staff, marketing, sales, and operations. Counting fans and guests down to the level of their arrival times provides organizations with the ability to make strategic decisions concerning future event attendance, marketing activities, ticketing, concessions, staffing across various functions, and more.

6 Enhance Security Efficacy.
Analyze security alerts and threats confirmed based on entrance, performance type, time of entry, day of the week, and time of the year. Organizations can leverage this information for decision-making related to security staffing, sensitivity settings on Evolv Express systems, and secondary screening processes.

7 Reduce and Streamline Secondary Screening.
Review data on false positives, location of threat detection on the body of fans (e.g., shoulder, ankle, waist), and the sensitivity level when threats were identified to reduce the number of secondary screenings without impacting the efficacy of security.

8 Optimize Parking Logistics.
Analyze fan and patron ingress at each entrance and use that information to adjust parking lot logistics, bus arrivals, and disembarkation locations to ensure no wait queues form in front of any entrance. This also enables organizations to optimize staffing while delivering optimal fan and patron experiences.

9 Track and Analyze Weapons Detection.
Track the number and types of weapons found, the location where the weapon was found on the body of the fan, patron, or employee, the ingress point, the time of arrival, and the sensitivity setting at which the Express system was running when the weapon was detected. This detailed weapons detection information allows organizations to reallocation security staffing resources, adjust sensitivity settings on the Express system, and adjust processes and flows for secondary screening.

10 **Identify Staff Who Need Additional Security Training.**
Track which alerts are tagged and untagged by individual security staff to identify those requiring "refresher" training on security systems and processes. This enables organizations to ensure staff managing Evolv Express systems get optimal value in terms of both efficiencies as well as efficacy. This is especially important due to many sports stadiums utilizing temporary, volunteer, and part-time staff for operations, guest services, concessions, and security.

11 **Increase Revenue from Concessions.**
Get fans and patrons into venues faster so that they have more time to spend in concessions and at retail stores in the venue. Evolv Insights enables security and operations teams to pinpoint which entrances are used most often and to merchandise concessions in those areas accordingly. Optimizing fan and patron ingress using analytics from Evolv Insights also shortens the time in security screening while increasing the time spent in concessions.
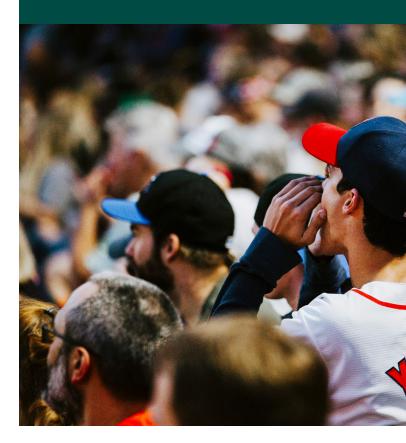
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We are able to analyze data across all 17 ingress points 30 minutes before kickoff and analyze scan rate per gate. For those that are getting the highest volume of traffic, we can redeploy security staff to ensure we're getting optimal flow and no wait queues. As Nissan Stadium is home to other sports teams and hosts bowl games and other events, we are using the Evolv Insights analytics to position Express systems in the right location and to allocate staff in the most optimal way possible."

– David Hayward, Director of Guest Safety, Tennessee Titans

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We looked at the flow of traffic around the southeast gate, and we found that fans kept shifting to the left, which pushed most of the traffic through a couple of the Express systems while leaving almost no traffic going through the one on the far right. The ticket scanning, which we do before security scanning at that gate, created bottlenecks before any traffic hit our Evolv systems. We took this information and concluded that we needed to reposition our ticket scanners so that all of the Express lanes at that gate get significant traffic. We're very excited about tapping additional insights generated by Evolv Insights in the future to help us continue delivering unparalleled fan ingress experiences."

– Meredith Ley, Manager of Safety and Security, Columbus Crew

Start Using Evolv Insights Today

While not every one of the above use cases may apply to an organization, many of them do. Without detailed analytics such as those generated by Evolv Insights, ticketing venues cannot optimize security screening for efficiency and effectiveness. The Evolv Express creates wide-ranging benefits to ticketing venues, and the Evolv Insights accelerate these outcomes with real-time analytics. The Evolv team is committed to the success of every customer—training and coaching them on every aspect of Evolv technology, including Evolv Insights analytics.

▶ Discover how the Evolv Express system can protect your ticketing venue by visiting Evolv's webpages dedicated to your specific industry sector:

Stadiums and Arenas: Click Here
Ticketing Venues: Click Here