

PROFESSIONAL GOLF TOURNAMENT



About the Golf Tournament

This annual professional golf tournament is held in a U.S. city as a part of the PGA Tour. It draws thousands of attendees and spans over 200 acres. Each year, the tournament deploys over 1,800 volunteers to maintain attendee safety and ensure that the event goes smoothly.

The Situation

The management team wanted to improve crowd safety and quickly communicate pertinent information with volunteers during the multi-day tournament so that they could prevent security incidents and provide help when needed.

The Solution

Volunteers downloaded and utilized the LiveSafe Mobile Platform and utilized it during the invitational event to submit reports, respond to security concerns, and stay up to speed on changes in safety and scheduling.

The Result

Volunteers received helpful broadcasts from the Command Center informing them of weather disruptions and scheduling changes as they arose. During the event, there were 45 tips submitted regarding security matters including suspicious activity, medical concerns, and unsafe conditions. LiveSafe enabled real-time communication with volunteers during the event and helped maintain attendee safety.

“Volunteers that used the application were grateful for the new communication medium. Broadcast messages for new start times [were] well received and appreciated.”

- Tournament Project Lead