

MAJOR SPORTS & ENTERTAINMENT CUSTOMER



About Major Sports and Entertainment Customer

This customer is a leading sports and entertainment company which owns and operates several professional sports teams and state-of-the-art arenas and training facilities. The sports and entertainment company has 500 full-time employees and \$500 million in net revenue.

The Situation

Based in Washington, D.C., the sports and entertainment company was affected by the insurrection at the U.S. Capitol on January 6, 2021. The security team needed a way to provide real-time updates to their employees and inform them of potential safety and security incidents.

The Solution

The security team utilized the LiveSafe Mobile Platform to send broadcast messages with information about the demonstrations to employees. Employees were made aware of the rioters' whereabouts, resulting safety risks, and timely, relevant local guidance, such as the city-wide curfew.

The Result

Due to these broadcast messages, employees were informed about the events taking place nearby at the Capitol, and were able to keep clear of the area and abide by local guidance. When officials declared the scene "secure," employees were notified by the security team through the LiveSafe app. These proactive efforts by the sports and entertainment company ensured the safety and wellbeing of their employees.

"79% of incidents are preventable due to the presence of advance threat indicators"

- U.S. Secret Service

