

# 5 BEST PRACTICES FOR EVENT DIRECTORS

## Keeping People Safe on the Road



Planning outdoor events can be stressful. There's a lot to plan, from sponsorships and volunteers to marketing plans and event setup. But what about traffic control? How will you keep all your participants and attendees safe?

Safe, compliant traffic control is sometimes overlooked, creating a greater risk of personal injury for people and liability for your organization.

As North America's leading traffic management services provider, Area Wide Protective offers these **5 Best Practices for Event Directors** who want to keep people safe from traffic hazards.

### 1. PLAN AHEAD TO SAVE MONEY

Plan and schedule your event well in advance. Reach out to your local permitting municipality to determine if a Temporary Traffic Control Plan (TTCP) is required. Taking this early step allows your traffic management provider to draft one that is customized to your event. Once plans are drafted, the local municipality needs time to review them and provide feedback for revisions. If planning is delayed, it can result in last-minute surprises that make things go awry. Early planning allows municipalities to do their jobs and means fewer concerns for your team on event day.

### 2. HIRE TRAINED PROFESSIONALS

Hiring highly-trained traffic control specialists instead of volunteers ensures that the people protecting your event will show up on time. For races, every course turn is covered and every piece of equipment is properly installed by skilled professionals. Laws that govern public and private roads are complex, and you never know when an emergency will happen. AWP Protectors are trained in first aid and HazMat situations, offering you additional peace of mind.



### 3. RESERVE EQUIPMENT FAR IN ADVANCE

Safe and compliant equipment is crucial to a safe and successful event. Be sure to request equipment far in advance to ensure availability and keep costs down. You can reserve equipment through AWP with a simple click on our website - everything from message and arrow boards to French barricades and rumble strips. Click "[Request a Quote](#)" at [awptrafficsafety.com](http://awptrafficsafety.com) for an immediate response and follow-up confirmation.

### 4. RESERVE TRAFFIC CONTROL STAFF AHEAD OF TIME

Again, planning early will ensure your event goes smoothly. Reserve Protectors far ahead of time to ensure your event is covered with the right number and best-trained staff for the job. You can even request specific Protectors if you have used AWP in the past and have some favorite people on our team.

### 5. PARTNER WITH YOUR TRAFFIC CONTROL PROVIDER

It's the day of your event and you want it to go smoothly. As an AWP client, you can benefit from our extensive experience across a myriad of event types and venues. AWP staff will join you in the command center to help monitor the day's activities. Just like you, we look for pitfalls, gaps, successes and best practices. We communicate with our team and yours to ensure everything goes according to plan. We also plan a post-event debrief to share continuous improvement ideas and recommendations for next time.

Choose a provider that has experience in your type of event. AWP covers:

- Running (5K to ultra-marathons), cycling and triathlons
- Professional and collegiate sporting events
- Street music and food festivals
- Movie and film production
- High-traffic school events
- Concerts
- Parades

