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COURSE BROCHURE

Outdoor Festival Production and Crowd Safety Training Course for Organisers

19 – 23 July 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Outdoor Festival Production and Crowd Safety Training Course for Organisers

Ref: 2374_89109 **Date:** 19 – 23 July 2027 **Location:** Casablanca **Fees:** 4500 GBP

Outdoor Festival Production and Crowd Safety is a 1-week training course for event producers, cultural officers and festival organisers who must turn an open-air concept into a licensed, staffed and safe public event, ending with a Festival Site and Crowd Safety Plan. Public festivals now draw larger audiences, tighter permit scrutiny and closer attention from sponsors and neighbours. Jupiter Prime Training delivers this course on outdoor festival production and crowd safety.

Why Outdoor Festival Production and Crowd Safety Matters Now

Three pressures shape open-air festivals today. Audiences expect richer line-ups and family zones on one site, multiplying gates and pinch points. Licensing authorities, emergency services and residents ask for evidence earlier. Sponsors and funders want proof of community reach. A festival that reads these pressures well opens on time and earns a second edition; one that reads them badly faces late refusals, crushed barriers and lost partners. The course rests on recognised crowd science practice and the event safety planning cycle of hazard, control and review.

Who Gains Most from Outdoor Festival Production and Crowd Safety

- Producers responsible for the line-up and artist logistics
- Cultural officers commissioning heritage and community events in public spaces
- Site coordinators who own the layout, suppliers and build
- Stewarding leads who plan ingress, egress and incident response
- Partnership coordinators handling sponsors, vendors and admissions

A festival whose producer, site lead and safety lead attend together gains most.

Outdoor Festival Production and Crowd Safety Capabilities

Participants link artistic choices to the physical limits of the ground.

- Design a line-up grid that fits site capacity — artistic director and funders
- Specify a scaled site plan with zones and routes — licensing authority and suppliers
- Calculate crowd density and safe capacity per zone — safety advisory group
- Build artist and sponsor agreements that protect the running order — producer and finance lead
- Apply a stewarding and incident response structure — emergency services and control room
- Assess audience and community outcomes — sponsors and the next edition

Key Outdoor Festival Production and Crowd Safety Terms

- Site plan — a scaled drawing showing stages, barriers, routes and exits.
- Crowd density — people per square metre in a zone, used to judge risk.
- Ingress and egress — the planned movement of audiences into and out of the site, including gates and dispersal routes.
- Rider — the annex to an artist contract listing technical, hospitality and security needs.
- Event control — the point where safety, medical and production leads coordinate show decisions.
- Post-event evaluation — the structured review of attendance, incidents, spend and community effect.

Outdoor Festival Production and Crowd Safety Day by Day

Day 1: Festival Concept and Stakeholder Landscape

- Festival Vision Statement — Purpose, Audience and Cultural Identity of the Event
- Stakeholder and Neighbour Mapping — Who Must Be Consulted Before Programming
- Line-Up Grid and Stage Schedule — Balancing Headline, Family and Heritage Slots
- Ground Selection Checklist — Choosing Parks, Squares or Desert Sites With Confidence
- Permit and Licence Timeline — Sequencing Applications, Consultations and Approvals

Day 2: Site Design and Infrastructure

- Scaled Site Plan Drafting — Placing Stages, Gates, Toilets and Vendor Villages
- Route and Sightline Analysis — Avoiding Cross Flows and Blind Corners
- Power, Water and Waste Schedule — Sizing Services to Expected Attendance
- Build and Break Schedule — Supplier Access, Crane Lifts and Handover Points
- Accessibility and Welfare Zoning — Viewing Platforms, Quiet Areas and First Aid

Day 3: Crowd Dynamics and Safety Planning

- Crowd Density and Flow Calculation — Setting Safe Capacity per Zone
- Ingress and Egress Modelling — Gate Numbers, Search Lanes and Dispersal Routes
- Hazard and Control Register — Weather, Surges, Heat and Lost Children
- Stewarding Deployment Plan — Positions, Briefings and Radio Channels
- Event Control Structure — Decision Rights for Show Stop and Evacuation

Day 4: Contracts, Revenue and Community

- Artist Contract and Rider Review — Fees, Curfews, Cancellation and Security Terms
- Sponsor Activation Agreement — Branding Space, Hospitality and Delivery Evidence
- Ticketing and Admission Model — Free, Timed or Paid Entry and Scanning
- Vendor and Concession Terms — Pitch Allocation, Food Hygiene and Revenue Share
- Community Engagement Plan — Resident Notices, Local Talent and Volunteer Roles

Day 5: Practising the Festival Site and Crowd Safety Plan

- Tabletop Show-Day Exercise — Testing Control Decisions Against a Surge Scenario
- Site Plan Peer Critique — Checking Routes, Capacities and Service Points
- Contract and Permit Gap Check — Linking Agreements to Licence Conditions
- Post-Event Evaluation Framework — Attendance, Incidents, Spend and Community Feedback
- Festival Site and Crowd Safety Plan — Final Draft for the Next Edition

Applying Outdoor Festival Production and Crowd Safety After the Course

- Walk the ground to redraw the scaled site plan and recalculate zone capacities.
- Run a tabletop show-day exercise with event control to test show stop and evacuation decisions.

Outdoor Festival Production and Crowd Safety Questions FAQ

What is outdoor festival production and crowd safety, and why does it matter now?

It is the discipline of turning a festival idea into a licensed, stewarded open-air event. It matters now because larger audiences and earlier permit scrutiny leave little room for a site that cannot move people safely.

Which roles gain most from outdoor festival production and crowd safety training?

Producers, cultural officers and stewarding leads gain most. Attending with your site and safety leads means the plan is built by the people who will use it.

How does outdoor festival production and crowd safety differ from conference or exhibition management?

It focuses on open-air public sites rather than venues with fixed halls and registered delegates. You work on ground selection, crowd density, gates and weather, while those courses centre on delegates, stands and venue contracts.

What do you bring back from outdoor festival production and crowd safety training?

You bring back a site and crowd plan drafted for your own festival. It links the line-up grid, layout, capacities, stewarding and evaluation measures, ready to share with licensing authorities and suppliers.

Outdoor Festival Production and Crowd Safety: The Way Forward

The Festival Site and Crowd Safety Plan first informs the permit application and the decision on safe capacity for each zone. Producers and stewarding leads use it to brief suppliers and emergency services. After its first use, revisit the gate and dispersal assumptions against real arrival patterns, and refine the community measures with residents before the next edition opens.