



Red Ball Drills® have “been there” – running live during NHL and MLB games, during major artist concerts, and inside some of America’s and the world’s landmark theaters and arenas.

In concert with leading live event market security leaders and planners, we’ve been able to establish new approaches for active shooter, workplace violence, and fan safety risks.

“We had better employee buy-in; they could see their input led to real, actionable changes in overall safety and security immediately...”
- *Leading Stadium Security Expert*

Red Ball Drills allow safety and security operations to start changing the conversation from “response” to “process” – with dramatic effect:

- Develop crisis management process for the venue command center & specific procedure for venue GM.
- Allows “front line” staff to become Subject Matter Experts (SME) in evaluating line process & policy
- Multiple active live scenarios may be run, on ticket management, food service contamination, risks to players or performers, or even event-specific events (like cyber-attacks or reputation manipulation needs)



Our Safety, Communication, Control model differs from “Run, Hide, Fight” exercises in very fundamental ways.

Other programs claim to be ‘customized’ for each client, but instead they focus on their own methodology. Red Ball Drills® are a truly different exercise – a location and site-specific preparation drill – fully scenario-driven by you!

In the actual running of any Red Ball Drills® there are never any simulated firearms, weapons, fakes, or trauma-inducing events. The revolutionary approach we bring is all about intelligent layers of learning and serious discussion among the participants and the stakeholders. **Call or visit us online to find out more.**

