

Key Voice	Key Message
ISO TC 292 WG7	Preparedness, resilience, and coordinated governance are the foundations of safe major events.
Ivar Lunde , ISO event security standards leader and specialist in event resilience and safety	Preparedness, leadership, and cooperation determine success when crises occur.
Salim Al-Bosta , Crowd safety expert and former FIFA World Cup Qatar 2022 Committee advisor	Crowd management is not crowd control; it is enabling safe movement and positive experiences.
Adrian Christian Zemp , Head of Risk Management, Zurich City Police, specializing in crowd safety for major events	Safe events are built on understanding human behaviour, proactive planning, and strong collaboration between all stakeholders.
Dr. G. Keith Still , Crowd science pioneer and advisor to the Olympics and other mega-events	Crowds don't kill people. Bad crowd management kills people.
Paul Wertheimer , Founder of Crowd Management Strategies and leading authority on crowd disasters and concert safety	It is not the crowd itself that is the problem, but the critical crowd density.
Dirk Helbing , ETH Zurich professor and leading researcher in crowd dynamics, complex systems, and human behavior	Data-driven understanding of collective behaviour helps create safer and more resilient mass gatherings.
Mary Harvey , CEO, Centre for Sport and Human Rights (CSHR); former FIFA development executive. Former FIFA Director of Development	The legacy of an event is measured by how people are treated.
Guido Battaglia , Head of Partnerships & Institutional Affairs at CSHR	Governance and accountability create trust and legitimacy.
Alison Biscoe , Head of Programme Development & Capacity Building, CSHR	Human rights must be embedded into event planning from day one.
Helmut Spahn , FIFA Director Safety, Security and Access	The highest compliment that can be given about an event is that visitors don't notice the security.
Allied Universal	The best security operation is one spectators never notice—because risks were identified and managed before they became incidents.
Securitas AB	The future of event security is predictive—combining people, technology and intelligence to anticipate risks before they emerge.
Prosegur	Modern security is both physical and digital; resilience depends on protecting venues, systems and information simultaneously.
G4S	Mega-events succeed when thousands of people, processes and partners operate as one coordinated team.