

RCC Loss Prevention



Best practices for crowd management

Developed by

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As COVID public health requirements continue to evolve and impact retail settings, effective crowd management must be prioritized by retailers.

Here are some useful suggestions that are particularly helpful in managing crowds:

- Proactively plan and prepare for events and communicate the plan well in advance to the supervisors and front-line staff.
- Have an updated emergency plan in place that addresses possible scenarios such as overcrowding, aggressive shoppers, violence, and unexpected natural disasters. Communicate and practice these scenarios with retail staff.
- Use signage, barriers, public announcements, and tickets or wristbands to control crowds and for limited items.
- Create space by separating sale items throughout the store to disperse the crowd and better manage traffic flow.
- Identify and train the employees who will be responsible to communicate with customers and attempt conflict resolution. Although this traditionally falls to management, having additional people trained for conflict resolution will help avoid escalated situations.
- If large crowds are expected, arrange for additional security personnel or paid duty officers if the event calls for it.
- Review contact information and ensure it is up to date and readily available to those who need it. Ensure there is an escalation path for who to contact in the event of the various scenarios that can occur.

Visit the RCC Loss Prevention Hub for helpful information on [de-escalation tips](#) and [preventing workplace violence](#).