

Better to have and not need than to need and not have, says Clayton Dean of Red Carpet Security

First Impressions Leave Lasting Impressions – they always have. Just ask the blind-date with spinach stuck in her teeth or the one whose dress caught in her knickers as she got out of the taxi. These days the tantalising opening image of an event is more important than ever. Who doesn't want to get the wow factor spot on. We all make decisions in seconds, that doughnut, this magazine, that restaurant and security is no different. You either love them or hate them.

There is also, however, a middle ground and this is where most Security Companies are just floating, they are asked to do a job and told where to stand by a young fresh eager Event Manager. They are it seems, just put up with, going through the motions as it were. There is another way and it's coming to an event near you right NOW!

Developing a great relationship with your Security Company can pay so many dividends, I recently had an urgent phone call from Turtle Soup one of London's leading Event Caterers who we have worked with for quite a while. They needed Security for some internal issues immediately at their Head Office and all of their storage depots until further notice. Developing trust is key. It isn't just Security at an Event, Security can be called upon for

anything anytime anywhere by anyone.

Recognising the work Security do just like the fire, ambulance or police service means it is not everyday something happens but when it does everyone is glad they were around. The key point really is that if we are doing the job properly there shouldn't ever be a need for Security to be called upon, of course there are exceptions but as a general rule. So isn't it time security was really given a little bit of time? It's not all about just phoning a company get a guard and placing him in a corner and job done. The Security personnel of today are modern, sharp and certainly more in tune than they have ever been.

This is the reason why prices for Security need to be seen today as more realistic as opposed to years gone by, it is a profession for many now. Indeed with the SIA licence in full swing not just anyone can go into Security.

Production Companies should be making use of Specialist Event Security using it at all Events no matter how big or small whether in a clients' house or the grandest hotel in town. Not only is it the way forward but indirectly and this is between me and you money can be made on us too... Oh as if you didn't know, yes that old fateful



money maker marking up! So I kid you not... we are not just an unnecessary expense any longer but another way to increase turnover and really making a shining difference to help you to help us.

We all know most Production Companies mark up everything from the sugar sachets to the carpet we walk on and this is no crime, its business. It's accepted as without Production Companies we would be limited for work in Events. But we need to work with each other.

I remember a job where the prices we quoted were marked up over 4 times, the company were near on trebling what we were making. There is a fine line between abusing this and making security companies undercut each other to get a job, it has never been more apparent than now that you get truly what you pay for except with Primark – what a shop! Sorry back to the article!

Whether as a Production Company looking to profit on every supplier or your strategy is some you make on and some you lose but overall leading to a positive cash flow. The real issue here is that Security is here to stay and whether we like it or not its part of our daily lives so a piece of friendly advice, start to look at Security with new eyes and not as an unnecessary expense. By incorporating security as part of the team it will lead to a win win situation. Trust Me!

