

### **Securing Events through Exceptional Focus, Performance and Control in Extreme Situations**

**Mark Herrera** | *Director of Education and Life-Safety, International Association of Venue Managers*

#### **SESSION DESCRIPTION**

Augmenting situational awareness and mitigating risk through guest Service Interjection by providing the tools to increase observational capabilities of anonymously behavior and identifying behavioral patterns not conducive to the environment. Establishing mental preparation, response, and mitigation to Environmental Threats. Employees, Key Stakeholders and will receive the tools of survival by learning to scan the environment and sense danger, challenges, and opportunities, while maintaining the ability to conduct normal activities.

#### **LEARNING OBJECTIVES:**

- *Enhancing conflict management to assist one in preventing confrontations from becoming volatile situations*
- *Enhancing professionalism and assisting employees in recognizing the impact their words or actions have on the public*
- *Identifying pre-assault indicators and non-verbal “behavioral posturing” prior to threat engagement*
- *Controlling the body’s physiological effects during uncomfortable situations to gain maximum control with a positive outcome*
- *Reducing vicarious liability by training employees how to handle encounters skillfully and professionally thereby, reducing potential complaints and lawsuits*
- *Leveraging guest services to mitigate safety and security risks*

## SPEAKER BIOS



**Mark Herrera** | *Director of Education and Life-Safety, International Association of Venue Managers*

Mark Herrera is the Director of Education for the International Association of Venue Managers. As part of his duties, Mark teaches Situational Awareness-Mindset training aimed at giving venues the tools to be safer and more secure. The training emphasizes on Exceptional Focus, Performance, and Control in Extreme Situations.

In addition, as the Director of Education for IAVM, Mark represents the Department of Homeland Security Office of Infrastructure Protection through the Public Assembly Facility Sub-Sector Council. As a representative of the Public Assemblies Facilities Sub-Sector Council he works in collaboration with the Department of Homeland Security and the Protective Security Advisor to assure that information is provided to protect our Public Facility Assemblies and all Critical Infrastructures. Mark is also on the National Fire Protection Association Technical Advisory Committee for Assembly Occupancies.

Herrera is also a seasoned law enforcement officer and trainer, having spent twenty years with the Hobbs, NM, Police Department in numerous roles including Patrol Officer, Detective for the Gang and Narcotics unit, Supervisor of the Crime Prevention Division, Field Training Officer, Honor Guard Commander, and Entry Team Leader and Tactical Sergeant for a Special Operations Unit known as S.W.A.T.

During this time, his responsibilities also included the development and implementation of security policies and procedures and security awareness programs for the Community of Hobbs.

Upon retiring from the police department, he leveraged his training background to implement security policies, procedures and training programs for the oil and gas industry and later worked as an instructor for the DHS, training 3,000 armed pilots to defend against acts of terrorism involving criminal violence or air piracy.