

# 3 POINTS<sup>TM</sup>

SECURITY & CROWD MANAGEMENT

*OUR*  
**OBJECTIVES**

## SERVICES

# WHY

*Our comprehensive range of services as an all-inclusive event-planning organization comprises beginning-to-end event management, event planning, crowd control, VIP protocol, security and traffic management, smart technology solutions for events, and staff management.*

# OBJECTIVES

- *Realistic in the sense that we account for all limitations.*
- *Motivate and aid our clients in delivering unmatched moments to their audience.*
- *Obtaining for our clients the optimal returns on their investments.*

*OUR*  
***SERVICES***

# SERVICES

## CM

### **CROWD MANAGEMENT**

*Plan and supply crowd Management services in recreation facilities coordinate visitor movement, guide and aid them in addition to evacuation and emergency operations, and manage crises, in addition to set security strategies, organize safety within amusement facilities and collaborate with security agencies.*

## IS

### **IT SOLUTIONS**

*We believe in technology and deliver the greatest IT solutions for event management and crowd control management. With our software, your event will be professionally supervised.*

## SS

### **SAFETY & SECURITY**

*Our professional, unarmed private security officers provide public safety and security services that extend beyond crowd management. They have strong relationships with local law enforcement and are highly trained in everything from prevention to incident reporting. We accept both long-term security contracts and special assignments.*

## C

### **CONSULTANCY**

*We have a team of consultants who offer expertise in crowd management to the table. 3 points serves for both native and non-native customers.*

## TM

### **TRAFFIC MANAGEMENT**

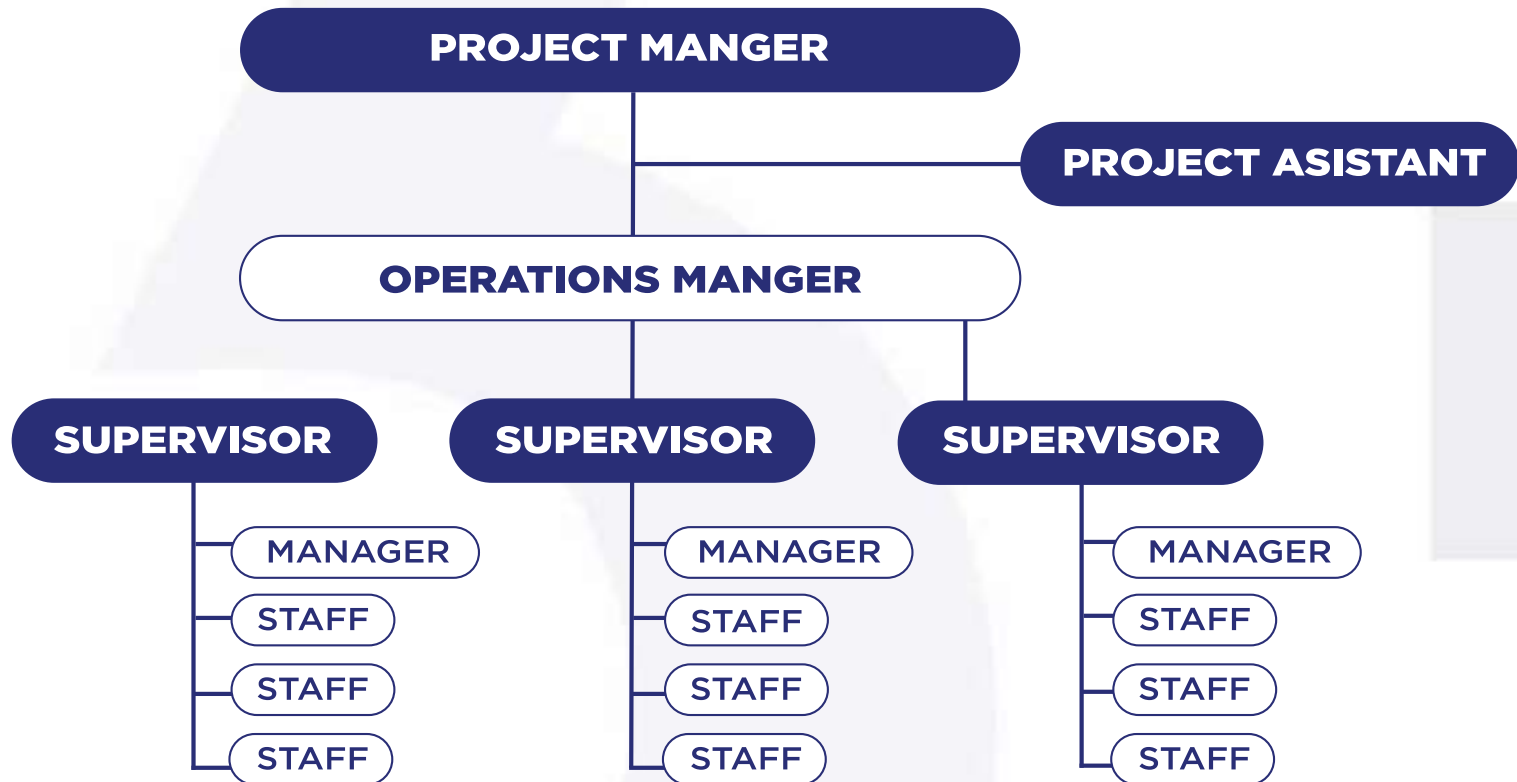
*Whether it is the night of a major sporting event, a city festival, or a concert by a popular band, it is necessary to have a parking and traffic management plan in place. Nothing damages the fan experience more than getting stuck in traffic while attempting to enter the first act, watch the first second of the game, or return home.*

# *CROWD* **MANAGEMENT**

# ***CROWD MANAGEMENT SERVICES***

Crowd management services in recreational facilities include organizing visitor mobility, guiding and assisting them in addition to evacuation and emergency operations, and dealing with crises, as well as developing security plans, organizing security within recreational facilities, and collaborating with security agencies

# HIERARCHY





# HIERARCHY



Our all-inclusive training programs are designed to meet workplace, crowd, and location safety laws. In addition to educating our personnel for your event, we require all employees to go through a rigorous training procedure, which is followed by an observation period to ensure they are a good fit for your event. To stay current on our policies and processes, all workers must undergo regular training and work a certain number of hours.

*SECURITY*  
**& SAFETY**  
**SERVICES**

# ***SECURITY & SAFETY SERVICES***

- Beyond crowd management, our trained unarmed private security guards provide public safety and security functions.
- They work closely with local law enforcement and are well trained in everything from prevention to incident reporting.
- We welcome both long-term security contracts and special assignments.

## ***OUR SECURITY SERVICES INCLUDE***

- A group of very visible security professionals who respond to requests from customers.
- Metal detector hand wands are used for security checks.
- The client can log in remotely and see the feed from any location, accessible by computer or mobile device.
- Crowd management and event security Continuous security.
- Guards, both security and personal.
- Provides advice on event security and planning.
- Assessing danger and making a plan to get out of there.
- Closed-circuit television monitoring of the most sensitive sections or the entire Event, as needed.
- Clients can access closed-circuit TV feeds remotely via their choice of mobile device or desktop computer.

*PARKING*  
**& TRAFFIC**  
**SERVICES**

# ***PARKING & TRAFFIC SERVICES***

It is important to make sure there is a well-organized parking and traffic management strategy for the night of the big game, municipal festival, or the night of the most popular band playing downtown. Nothing destroys a fan's night more than getting stuck in traffic on the way to the first act, the first second of the game, or home. As a result, we tailor our parking and traffic control services to each individual site.

We control the flow of traffic and make the most money possible from parking by using sophisticated technology and a well-trained personnel to optimize the parking experience for guests.

By relying on our professionals, event organizers can rest easy knowing that their guests will have a positive experience no matter how long the event lasts, thanks to the fact that traffic will not be a problem for them.

## ***OUR PARKING & TRAFFIC SERVICES INCLUDE***

- Parking operations management.
- Parking attendants.
- Consulting for parking and traffic flow planning.

# ***CONTROL-E OUR CONTROL CENTER***



We've been employing control-e It includes a range of clocking in and out options, as well as tracking staff hours and location, which is a terrific tool. It has the capacity to communicate with multiple employees at the same time, and the option to customize practically everything makes it user-friendly for our staff. Furthermore, the communication tools make it a positive experience for the team.

Control-e was created as a true all-in-one solution. With a complete all-in-one mobile app, you can easily engage and manage non-desk staff. It provides a robust, mobile-first platform that improves collaboration, streamlines daily activities, and saves time.

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Supervisors may readily access vital data from all sites via the client database. The client database displays regulatory information, phone numbers, and so on. Plans and documents, such as evacuation plans and building blueprints, can be integrated into each database. This ensures that all information about a site is accessible with a single click.

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*PERVIOUS*  
***EVENTS***





# ***RALLY DAKAR***

The Ministry of Sport (Mos) sponsors the Dakar Rally. As Venues, Riyadh And Jeddah Hosted The Events, Which Received Rave Reviews. Here, we collaborated with Bink Experience on events that spanned two weeks, attracted positive feedback, and ensured compliance with precautions and safety measures.





# 3x3

## 3X3 WORLD TOUR

Infused sports competition is present in this event. 3Points Worked With an Innovative Fringe Event 3points was in charge of crowd management, trac services, visitor experience, seating arrangements, and hospitality for one of the best sporting events in Jeddah's history.





FORMULA-E

# ***FORMULA E***

**Formula - E The Events Took Place During the Diriyah Season.**

**The events, which spanned two weeks, were met with positive responses and rave reviews. Here, we collaborated with Stamina to ensure Unfalling's compliance with safety precautions and precautions.**





# NOOR RIYADH

## ***NOOR RIYADH***

**This Event Shows People's Resilience In The Face Of Difficult Times. During the pandemic, Noor Riyadh brought many hopes to the people and lifted their spirits. The event, which is being held in Riyadh, consists of eight performances over the course of five days. We coordinated with the alms and ensured compliance with Ministry of Health-mandated precautions and safety measures.**





**FORMULA 1**  
**SAUDI ARABIAN**  
**GRAND PRIX**  
**2021**



# ***FORMULA 1***

**Sports fans in the Kingdom are still thinking about this event. In addition to managing the guest experience, including seating arrangements and hospitality services, 3points was in charge of providing security and traffic services.**



# ***SOUNDSTORM19***

**The General Entertainment Authority (Gea) is the sponsor of Soundstorm 19. The Events Took Place During the Riyadh Season. Over the course of three days, the events received positive feedback and rave reviews. Here, We Coordinated With EMS Security And Guaranteed Accidenting Compliance With Safety Precautions And Measures.**



مهرجان  
البحر الأحمر  
السينمائي  
الدولي  
RED SEA  
INTERNATIONAL  
FILM FESTIVAL

**RSIFF21**

The memory of this event is still fresh in the minds of film enthusiasts in the kingdom. In addition to handling the visitor experience, seating arrangements, and hospitality services, 3points was responsible for providing security services, traffic services, and hospitality services.





# **WTCR – FIA WORLD**

**We are delighted to have supplied access control and wayfinding services for the final WTCR-FIA World Touring Car Cup race. This highly anticipated event symbolizes the pinnacle of touring car racing, exhibiting the abilities of some of the industry's best "tin-top" racers. The race comprises cars that are evenly balanced and adhere to the popular TCR formula, ensuring a level playing field for all participants.**

**We were happy to play a role in ensuring a seamless and successful event for those concerned as a provider of access control and wayfinding services.**



## ***F1 SAGP23***

**Our 3points team was among the most successful service providers and vendors at the F1 SAGP23 event. Our staff was in charge of crowd control, which is a key part of any huge event. Our crowd management services included guaranteeing the safety and security of all guests, monitoring crowd movement and access points, and giving event attendees with any necessary assistance and support. We also put in place procedures to avoid and resolve any possible problems, such as crowding or unauthorized entry.**

**Our team's knowledge and attention to detail contributed to the event's success by ensuring a smooth and pleasurable experience for all guests.**





CEER

**CEER**

**3Points is proud to have had the opportunity to oversee the whole operation of Ceer, Saudi Arabia's first automobile firm. Ceer is prepared to develop, build, and sell a range of electric vehicles to consumers across the MENA (Middle East and North Africa) area, including sedans and sports utility vehicles, as the first Saudi automotive brand to create electric vehicles in the Kingdom of Saudi Arabia.**

**Ceer's commitment to manufacturing electric vehicles represents a big step forward in encouraging sustainable mobility and lowering carbon emissions in the region. Electric vehicle manufacture will help to reduce reliance on fossil fuels and contribute to environmental preservation.**

**Our 3points team is happy to have played a critical role in the successful launch of Ceer and its electric vehicles, ensuring that all activities ran smoothly. We are still dedicated to assisting Ceerin in its aim to bring innovative and sustainable transportation solutions to consumers throughout the MENA region.**



# **DIRIYAH GATE DEVELOPMENT AUTHORITY**

**We are delighted to inform that our company offered hosting and welcoming services for one of Diriyah's most promising locations. Diriyah, a historic town, is expected to become a global tourism destination, thanks to its rich cultural and history offers. As a mixed-use urban development, it will blend new urbanism ideas as well as old Najdi architectural typology. The development will have over twenty luxury and ultra-luxury hospitality establishments, each offering unique experiences that represent Diriyah's and the Kingdom of Saudi Arabia's rich history and culture.**

**Museums, galleries, restaurants, retail experiences, public squares, hotels, recreational areas, residences, educational institutions, and offices will also be included in the destination. Overall, we are honored to have played a part in realizing this incredible idea.**



# ***AL DRIYAH SEASON***

**Since 2019, our business has routinely supplied top-tier security services for a number of high-profile events, including a series of concerts in conjunction with Live Nation during the Al Driyah season. Our all-inclusive event security services included a variety of safeguards to protect the safety and security of all attendees and performers. Risk assessments, threat reduction tactics, access control, crowd management, and emergency response preparation were among the measures implemented.**

**Our highly educated security professionals collaborated closely with Live Nation to provide customized security solutions that met the unique needs of each show. Our team used cutting-edge security technologies and tools to ensure a safe atmosphere throughout each event.**

**Our dedication to providing the highest level of event security services contributed to the success of these performances and cemented our image as a trustworthy and dependable security services supplier.**





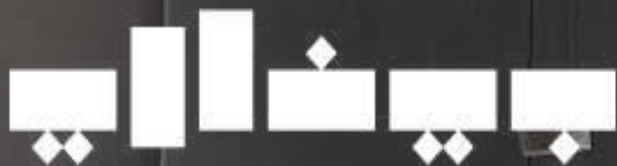
الاولا  
ALULA

## ***ALULA OLD TOWN MARKET***

**Alula Old Town Market has had the pleasure of receiving the services of our organization. As part of our service offering, we have provided security services of the highest caliber to ensure the safety and well-being of everyone on the premises.**

**Our security services include access control and crowd management, among other measures. We have instituted robust access control protocols to regulate entry and exit, thereby mitigating potential security threats. In addition, our expert crowd management strategies ensure the safe and orderly movement of people throughout the market, thereby preventing any untoward incidents.**

**Our team of highly trained security personnel is constantly vigilant and proactive, prepared to respond to any situation. We are proud of our ability to provide our clients with the assurance that their safety and security are in capable hands.**



# ***THE ISLAMIC ARTS BIENNALE***

**3Points is honored to have been tasked with coordinating the security operations for the Islamic Arts Biennale. The Biennale's thematic focus on eternal Islamic rites, which includes movement, sound, and unseen lines of direction, aims to investigate the defining features of Islam from its inception to the present day.**

**The Kingdom of Saudi Arabia is significant for Muslims all over the world since it is the spiritual core of the Muslim faith. The Awwal Bait, or the Ka'bah in Makkah, is Islam's holiest place and a spiritual center for Muslims worldwide.**

**The Islamic Arts Biennale, held at Jeddah's historic Hajj Terminal, serves as a gateway to Makkah, welcome millions of pilgrims each year. The Terminal, designed by Skidmore, Owings & Merrill and winner of the 1983 Aga Khan Award for Architecture, is a prestigious structure that has served as a pilgrimage place for millennia, making it one of the most important sites of cultural exchange on the planet.**

**Despite global Muslim diversity, the Awwal Bait maintains a shared source of faith, philosophy, and kinship. The Islamic Arts Biennale exhibits modern art alongside historical antiques to portray this sense of oneness and kinship on a personal and limitless, eternal scale.**

**3Points is proud to have contributed to the success of the Islamic Arts Biennale by ensuring that the security operations ran well, allowing visitors to enjoy the fine artwork and artifacts in a safe and secure setting.**





# ***RIYADH IMAGINATION PARK***

**3Points feels honored to have managed the security and bodyguards of Riyadh Imagination Park, one of Riyadh Season 2022's entertainment zones. This year, the zone is a new entertainment destination within the season's activities and offers visitors thrilling activities on its first day of operation.**

**The park features attractions from popular international series such as "La Casa de Papel" and "Stranger Things," offering visitors innovative forms of entertainment and virtual reality experiences. In addition, the zone invites guests to take on the challenges of the popular "Squid Game" series and other performances that provide a unique level of entertainment for those attending Riyadh Season.**

**In addition, Riyadh Imagination Park is home to the Riyadh Car Show by SEVEN CONCOURS, which features high-end collections and sections dedicated to rare, rapid, and modified automobiles. It is a must-visit destination for vehicle enthusiasts due to the presence of the world's largest manufacturers and those interested in vehicles.**



# **SANAM VILLAGE**

**3Points takes great delight in having had the opportunity to manage the entire Sanam Village Festival operation.**

**With its traditional marketplaces and cultural kiosks, the Sanam Heritage Village has been effective in rekindling the charm of bygone eras and conserving the essence of the Kingdom's heritage for visitors from all over the world.**

**Sanam exemplifies the right blend of historical and contemporary events as an integral feature of the Crown Prince Camel Festival 2022. The festival offers a one-of-a-kind opportunity to document ancient eras and highlight the Kingdom's cultural heritage.**

**The festival's musical performances, set to classic tunes, create a lovely setting that brings together a broad collection of young Saudi and other great musicians, adding to the event's vibrancy and spirit.**

**3Points is proud to have delivered flawless operations for the Sanam Village Festival, ensuring that the event was carried out with precision and perfection. We remain committed to preserving and celebrating the Kingdom's rich cultural history, and we hope to participate in more such events in the future.**





# **NOOR AL RIYADH**

**3Points is pleased to have provided superior security services for the inaugural Noor Al Riyadh festival. Saudi Arabia's capital city, Riyadh, is illuminated annually by Noor Riyadh, the world's largest illumination and art festival of its kind. The festival is part of Riyadh Art, a visionary initiative initiated by King Salman bin Abdulaziz Al Saud and Crown Prince Mohammed bin Salman bin Abdulaziz Al Saud to transform Riyadh into an outdoor art exhibition.**

**As a provider of security services, 3Points played an essential role in assuring the festival's smooth and secure execution. Our team of highly-trained security personnel remained vigilant throughout the festival, ensuring that all attendees were able to appreciate the beautiful light and art installations without worrying about safety.**

**We are proud to have contributed to the success of Noor Al Riyadh and to have supported the vision of Riyadh Art to convert the capital city of the Kingdom into a cultural center. 3Points remains dedicated to providing exceptional security services for events of all sizes in order to ensure the protection and well-being of all attendees.**





# SOUNDSTORM22

**3Points had the privilege of providing security services for the anticipated MDLBEAST Soundstorm festival, the largest and most vibrant event of its kind in the region. The festival's multi-day format, which features a wide variety of music, art, and culture from around the globe, has swept the nation and become a cultural catalyst for young Saudis.**

**Our team of highly trained security personnel was ecstatic to have played a vital role in ensuring the safety and security of all festival attendees, performers, and staff. We labored assiduously to maintain a secure environment so that guests could enjoy the festivities without security concerns.**

**3Points takes great pride in its contribution to the success of MDLBEAST Soundstorm and in its support of the organization's mission to nurture a vibrant cultural scene in the nation. We remain committed to providing superior security services for events of all sizes and contributing to the creation of secure environments for all participants.**

*VALUABLE*  
**CLIENTS**



IMAGINATION



#LUXURY KSA

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ATHR





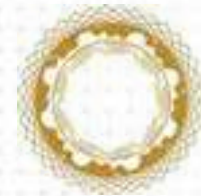


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ALULA



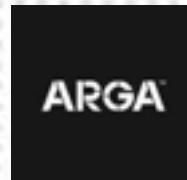
البلد  
جدة التاريخية  
ALBALAD HISTORIC JEDDAH

بيدات



الاتحاد الدولي للهن | ICRF





***CROWD SAFETY FIRST***

# ***LETS CONNECT..***

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