



SOME IMPORTANT STEPS IN USING SECURITY PEOPLE AS TOOLS TO ENHANCE THE MUSEUM'S IMAGE

BY STEVEN R. KELLER, CPP

1. Select people who enhance the image you want to convey.

Ex: Use young people who are service oriented, firm but fair-minded, to work with kids in a Children's Museum. You get what you pay for when hiring guards.

2. Uniform and equip them to convey your message.

Ex: Issue ranger uniforms in an outdoor setting.

Ex: Issue non-uniforms for supervisory personnel who are perceived as "management" by visitors issuing complaints. Complainers prefer to deal with "the boss."

Ex: Dress security in period costumes in a period setting.

Ex: Police Uniforms ARE appropriate where a strong security image is needed to insure order and visitor comfort and safety.

- 3.



Train your security people properly.

Ex: Train security people to be sensitive to the needs of community or clientele.

Ex: The impact a guard has on a child's first visit to a museum can leave a lasting impression.

Ex: Train staff to serve ALL visitors: handicapped, elderly, etc.

Ex: Train your people to be confident, informed, professional and calm under pressure, and to have a sense of humor and a caring attitude.

4. Assign your people so they can best serve the needs of visitors.

Ex: Crowd control staff can enhance security and your image.

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