



May Day Protest Activities 2015

The Client: In this case study example, PRS assisted a Fortune 500 financial services company during the May Day ([International Workers' Day](#); May 1st 2015) Protests in Seattle, WA USA.

The Situation: Historically the May Day Protests in Seattle have experienced violence and rioting that have targeted capitalistic organizations. Many businesses in the downtown corridor of Seattle have recently decided to shut down operations early in the day on May 1st each calendar year in order to avoid life safety & security related issues. Much property damage has been known to occur during the protests that turn into riots as the day turns into night. The client themselves have experienced significant property damage in year's past. The client desires optimal business operations during this day that will cause the least amount of interruption to their customers and employees.

The Solution: PRS deployed 7 agents from its [private security services](#) pool at various times throughout the course of the business day to cover higher risk locations where protest activity has been known to occur. PRS also implemented a dedicated project manager to work alongside the client to monitor all social media activity related to protest and anarchist activities to keep deployed agents situationally aware of protestor movement. Further, 2 of the 7 agents were on foot patrol and dressed to blend into the crowd to appear as protestors to feed back "real time" info on observations, activities, threats, etc to provide enhanced situational awareness.

The Result: The client experienced zero interruption and zero loss. At several locations the client closed business operations a few hours early to let employees go early in an effort to divert them from the main protest activity of the day, but also to help alleviate any customers from the very same. The main client point of contact was able to focus his energies and efforts on internal communications while being fed relevant, pertinent information to their business interests. PRS personnel ensured each employee departed

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their respective workplace location without harm or harassment.

The enclosed pictures were taken by a PRS agent(s) who were blended into the protest crowd, providing “real time” information back to the command post:

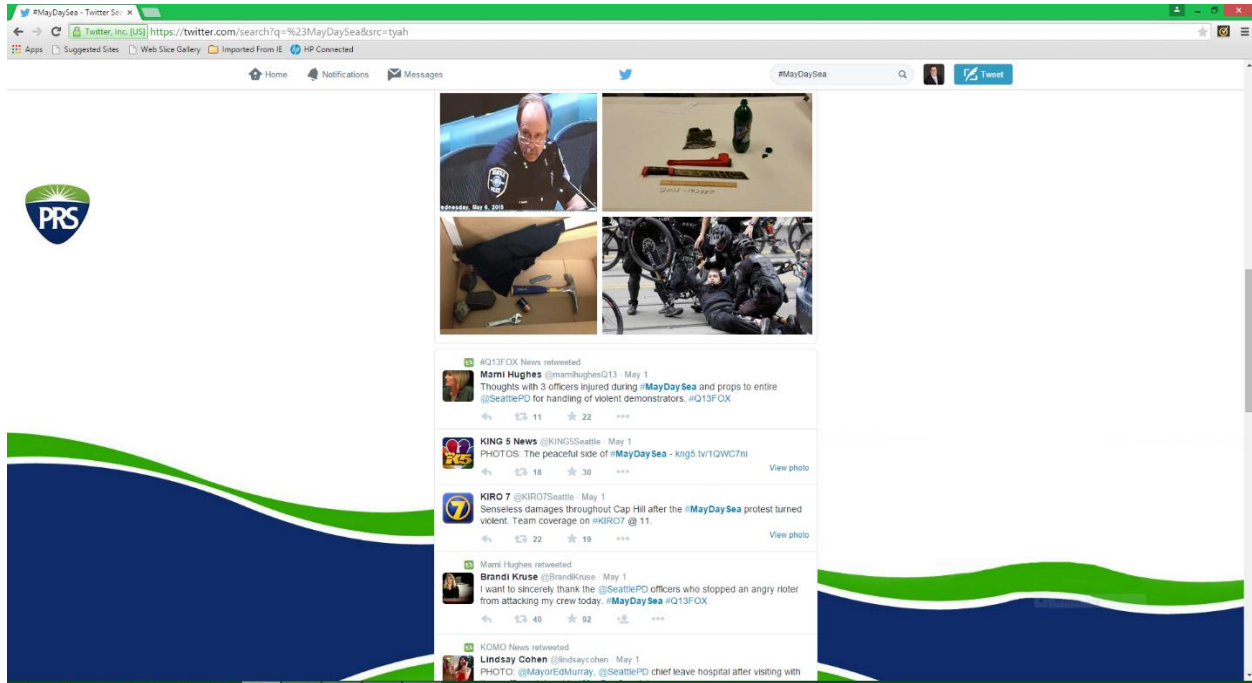


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The enclosed picture is a screen shot of the Twitter feed that was one of the social media outlets that was being monitored by the dedicated project manager. It should be noted that [Snaptrends](#) provided free access to their social media monitoring tool to aid in multiple dashboards being monitored at all once.

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