



## Armstrong Event Risk Management

### Event Safety Leadership & Risk Consultancy

Dubai | UAE & GCC

Armstrong Event Risk Management provides principal-led safety leadership and risk consultancy for complex live event environments.

Based in Dubai and operating across the UAE and wider GCC region, the consultancy supports promoters, venues and production teams in delivering structured, compliant and operationally sound events.

Engagements range from early-stage safety planning and regulatory coordination through to build-phase oversight and live event operational leadership.

### Core Areas of Capability

#### Event Risk Assessment & Safety Planning

Development of structured safety frameworks, risk assessments and event safety plans aligned with regulatory requirements and operational realities.

#### Authority Liaison & Regulatory Compliance

Coordination with relevant authorities and stakeholders to ensure events meet licensing, safety and regulatory expectations.

#### Safety Documentation & Method Statements

Preparation and review of event safety documentation including risk assessments, operational procedures and safety management plans.

#### Crowd Risk Management

Assessment of crowd dynamics, ingress and egress planning, and development of crowd management strategies for high-capacity events.

#### Build-Phase Safety Oversight

Safety oversight during temporary infrastructure build phases including staging, production structures and venue installations.

## Live Event Safety Leadership

Senior on-site safety leadership supporting operational decision-making and coordination between event stakeholders during live event delivery.

## Operational Safety Coordination

Support within event control rooms and operational command structures to maintain situational awareness and coordinated response.



## Approach

Safety leadership should support delivery — not restrict it. The focus is structured risk planning, proportionate safety measures and calm operational leadership within complex live event environments.

# Selected Event & Venue Environments

Abu Dhabi Formula One Grand Prix – Yas Marina Circuit

Dubai Rugby Sevens

Port Khalifa Inauguration – Abu Dhabi

Major International Concert Productions – UAE

Glastonbury Festival – UK

Wembley Stadium – UK

Twickenham Stadium – UK (5 Years as Chief Steward)

## Contact

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