

what3words for event safety

A guide to using what3words for event coordination with communication resources

**Navigating a large event can
be challenging for both
emergency responders and
attendees in need of
assistance.**

what3words can help.

This guide provides ideas the ways in which what3words can be used at events, and the toolkit has assets and idea to help communicate with the public.

Access assets [HERE](#) & read on for guidance on how to use them.

We hope you find this toolkit useful and if you have any questions, please do not hesitate to contact us.

**what3words has given every
3 metre square in the world
a unique address made of
3 random words.**

It's now easy to share precise locations with event teams and attendees – using just 3 words.



[See here how easy it is to navigate using what3words](#)





BRIDGE 2

///global.roof.dishes

BRIDGE 3

///sing.farm.gave

BRIDGE 1

///laws.wages.ladder

BRIDGE 4

///frost.inch.common

BRIDGE 5

///slang.club.globe

Overview

1. How to use what3words for event coordination

2. Communication ideas

Social media

Leaflets and posters

PR

Signs and stickers

Maps and event guides

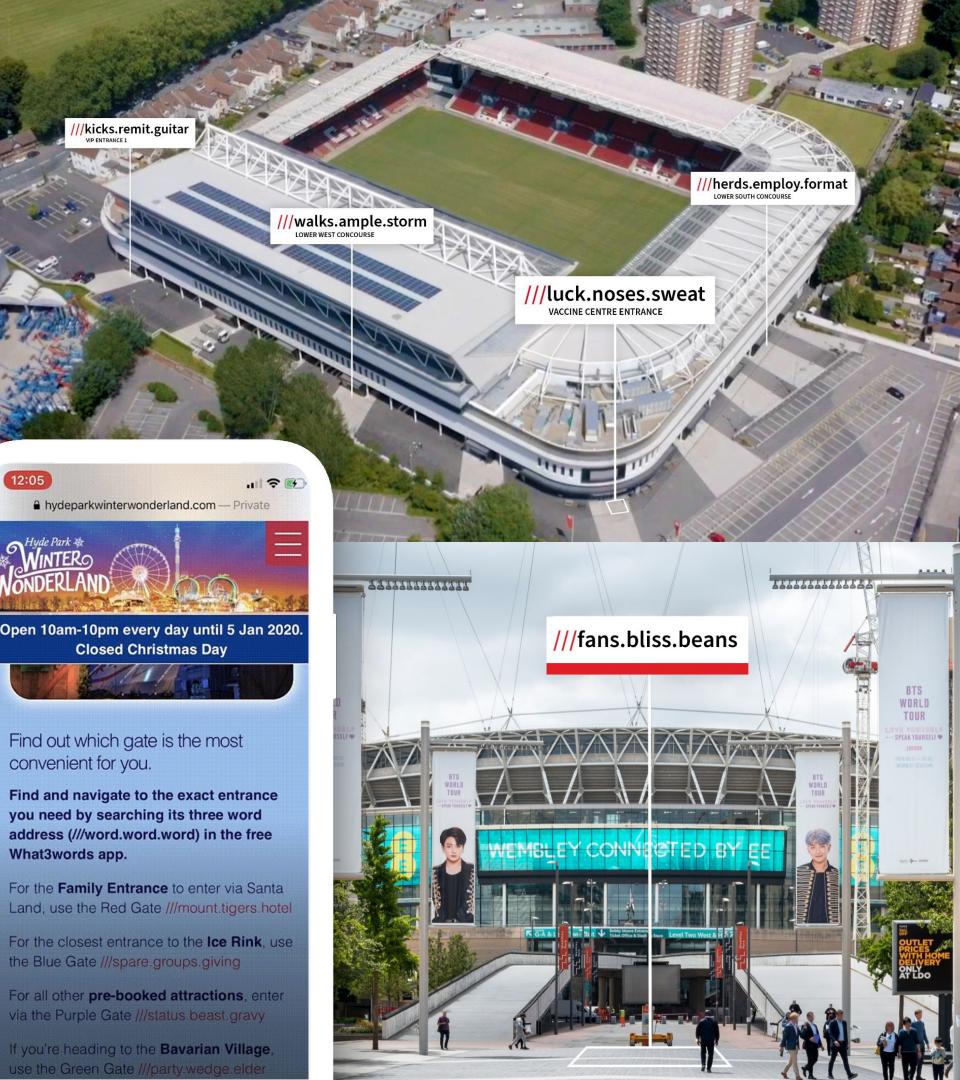
3. Available resources

Event safety toolkit

4. Contact information

How to use what3words for event coordination

- **Finding key locations:**
 - **Ask** event organisers to provide a what3words address for key locations such as medical stations, information points and site entrances.
 - **Share** a what3words address with first responders for their stations.
- **Incident reporting:** people can use a what3words address to provide the exact location of risks and incidents.
- **Incident response:** use what3words addresses to coordinate with your response team and the other services attending.



Communication ideas

SOCIAL POST

Using social channels to inform attendees going to the event to download the app in advance.

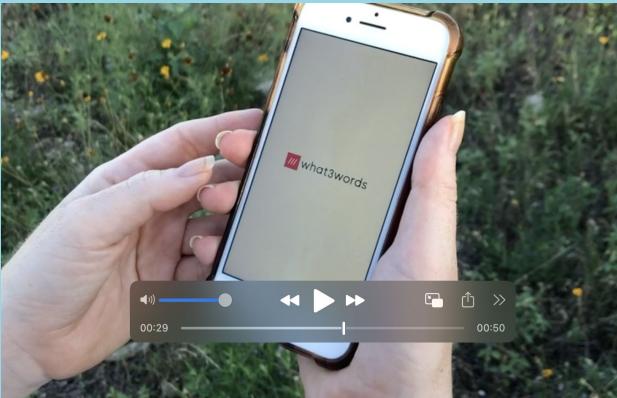
Recommended copy:

Going to [example festival] this [weekend]?

Download the @what3words app before you go – it will give you a precise way to talk about your location incase you lose friends and family or need urgent help. Download here:

<https://app.what3words.com>

How to video or relevant imagery (in toolkit):



Example:

← Tweet

ATCEMS ✅
@ATCEMS

Are you headed out to Austin City Limits Music Festival (ACL)?

The first info #911 needs from you in an emergency is your location. [#ATCEMS](#) encourages all festival goers to download [@what3words](#) to assist in locating you or even locating people in your group.

#Help911FindYou

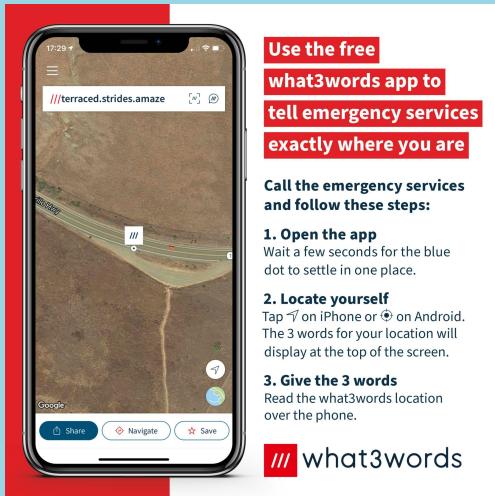
Enjoy ACL, Well!
Safety Tips From Austin-Travis County EMS

1:05 AM · Oct 5, 2022 · TweetDeck Web App

Communication ideas

LEAFLETS & POSTERS

Available in digital form to send in pre-event emails or social posts, or you could print your own to give out at information points, or put up in toilets, bars, or stages.



Make it your own! Use the template (shown above).
You could add an image of your event from a previous year and add your emblem.

Example:



Communication ideas

LOCAL PR

Let local media outlets know that you're using what3words at the next event as part of your pre-event advice.

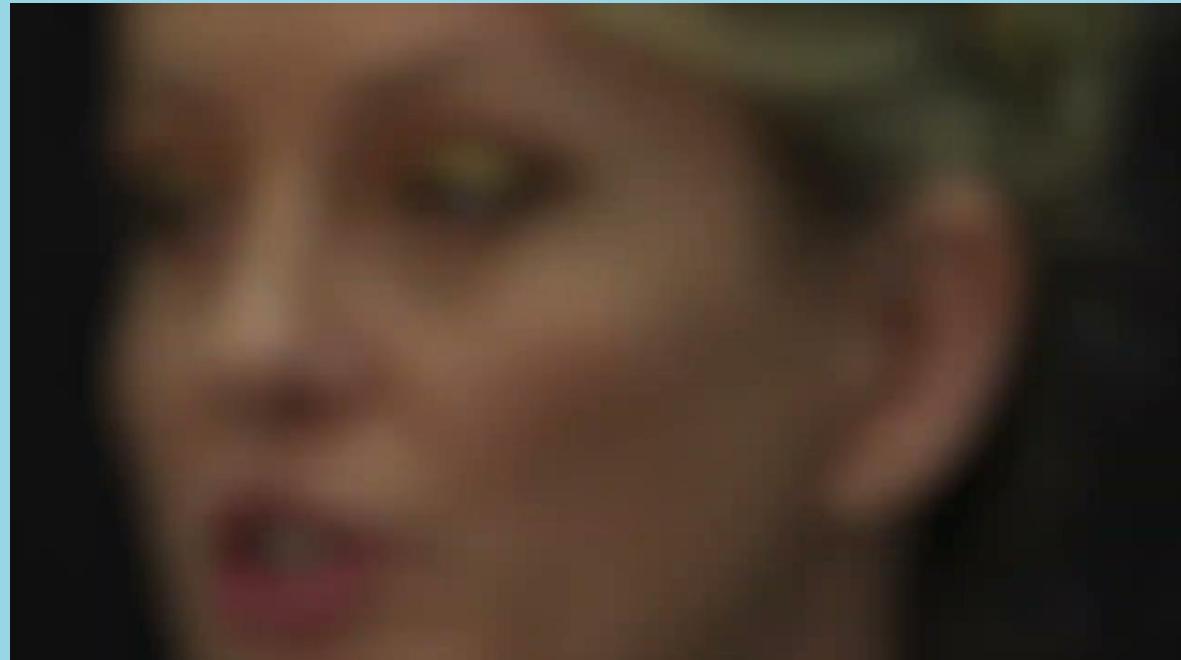
* We appreciate checking final releases before announcing
- please send to prteam@what3words.com

Examples:

1. The City of Austin /// SXSW

Austin PD and EMS held a press conference ahead of SXSW. They recommend what3words to the public as a tool to stay safe and meet friends during the busy festival.

[Click to play the video](#)



[Click to play the video above](#)

Communication ideas

LOCAL PR

Share information specifically about how you're using what3words

Example:

1. Austin Travis County EMS /// Austin City

Limits Festival

ATCEMS sent out a media release ahead of ACL. They had an operator shortage and recommended people use what3words to help during the busy festival.

AXIOS Austin

Location finding app to aid Austin EMS response at ACL



* We appreciate checking final releases before announcing
- please send to prteam@what3words.com

2. Glastonbury Police + South West Ambulance Service /// Glastonbury

POLICE AT GLASTONBURY

To help us locate you in the event you do need us, we recommend you [download the What3Words app](#) beforehand.



Three words to help you find your friends instantly if you get lost at Glastonbury



Injured at Glastonbury? Three little words will help medics find you

Communication ideas

SIGNPOSTS AND STICKERS

Pre-marking significant locations with their 3 word address can help your team identify the nearest point where an incident is occurring.

Examples:



Communication ideas

EVENT COMMUNICATIONS

Speak with the event organisers to work out whether there are any other places that would make sense to include information about what3words, such as on lanyards, in pre-event emails to attendees, or maps and event guides.

Examples:



19:17

run-fest.com

RICHMOND MARATHON INFO

WHEN: 8am | 11th September, 2022.

WHERE: Starting next to the Orangery, Royal Botanic Gardens, Kew. or
what3words <https://w3w.co/snow.sticky.union>

ENTRANCE: Elizabeth Gate, Kew Green, [TW9 3AA](#) or
what3words flute.pushes.atoms (<https://w3w.co/snow.sticky.union>)

START TIME: 08:00am

MINIMUM AGE: 18 on day of race

TERRAIN: Multi-terrain: Flat and fast! All on road and path inside Kew Gardens before running along the Thames Towpath. Please expect to run on flat path, road, gravel and

REGISTER NOW →

Communication ideas

MAPS AND EVENT GUIDES

Including the 3 word addresses of Medical Stations and Information Hubs helps people find them easily.

They're also a great place to provide advice on how to report the location of an emergency.

You could add a QR code which links to the what3words app. People who scan it will be able to download the app and find the what3words address for their current location.

Example:



★ Share meeting points and save favourite locations

When you've found a 3 word address you'd like to visit, or arrange a meeting point with friends, tap the share icon.

To save important locations for later, tap the star icon.

● Call for medical help

Find a Festival of Speed team member with a radio and quote the incident's 3 word address. The medical team will know how to find you.

- Watch the race
- 1 //lampost.lined.lollipop
- 2 //sling.crowds.sway
- 3 //broker.eagle.shredding
- 4 //vampire.transmits.zone
- 5 //bundles.tries.dreamers
- 6 //answers.jabs.delays
- 7 //clusters.lawfully.darts

- Toilets
- 8 //seatbelt.kind.companies
- 9 //snore.deflated.bricks
- 10 //keys.port.fillings
- 11 //timeless.charts.could
- 12 //unitated.onto
- 13 //tripods.petal.hooks
- 14 //trapdoor.genius.received

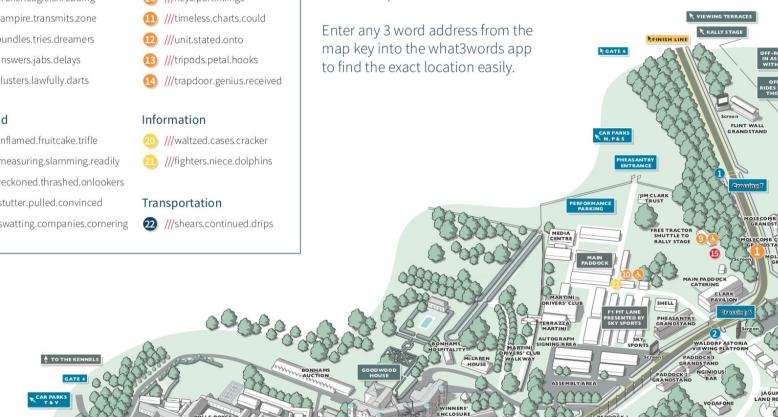
- First aid
- 15 //inflamed.fruitcake.trifle
- 16 //measuring.slamming.readily
- 17 //reckoned.thrashed.onlookers
- 18 //stutter.pulled.convinced
- 19 //swatting.companies.cornering

- Information
- 20 //waitzed.cases.cracker
- 21 //fighters.niece.dolphins

- Transportation
- 22 //shears.continued.drips

what3words is the simplest way to talk about location. It has divided the world into 3m x 3m squares, each with a unique 3 word address.

Enter any 3 word address from the map key into the what3words app to find the exact location easily.



TESTIMONIALS AND QUOTES



"So it really takes the search out of search and rescue," Austin Police Department Lt Ken Murphy said.



"With the complexity of major sporting events like Super Bowl 50, integration and location are key. We must know what is happening and where at every moment.

The integration of 911 and tracking systems are fundamental – but they don't solve every issue with communicating locations. To that end, we are very pleased with our direct integration with what3words.

In and around a sporting venue, communicating precise (3x3 metre) locations with 3 clear, unambiguous words take the guesswork out of "where" for us.

We find what3words much easier to communicate than coordinates over the radio." Says David Blankinship, Principal at Intterra who constructed the regional system used by fire and law enforcement agencies to support the events.



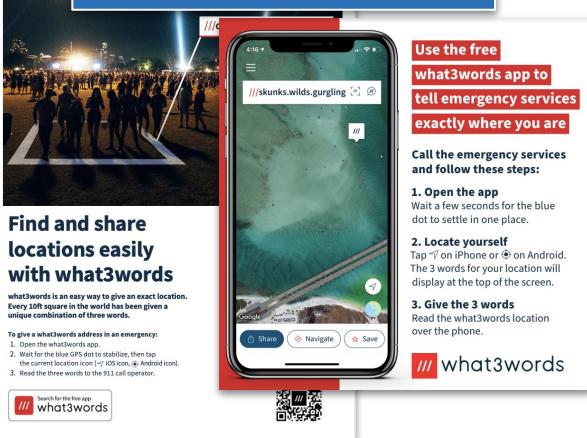
Los Angeles County sheriff's Sgt. John Gilbert coordinates Montrose Search and Rescue and said what3words is "pretty darn accurate."

Available resources

Event Safety Toolkit

All of the resources referenced in this guide are available in the folder linked [HERE](#).

Flyers and posters (digital & print-ready)



Logos, digital stickers & QR codes



Images & videos



Additional assets

Additional imagery, videos and more can be [here](#)

/// what3words

When you use what3words, attendees and responders have a safer and more seamless experience, enabling them to enjoy what matters most.

We hope guide helps your next local event!

Contact information

Please feel free to reach out to
hello@what3words.com

Send us a WhatsApp on +44 7401265449



Scan to download
the free app

