

Crowd Psychology in Mass Emergencies.

A Continuing Professional Development Course

The Old Library, Keele University

29th January, 2018 - 09.30 - 16.00.

The Cabinet Office guidance on Community Resilience (2011) refers to 'communities of circumstance', and suggests that crowds can operate as the basis of resilience in emergencies. This CPD workshop explains the psychology underlying this process'



Dealing with the crowds in the context of mass emergencies poses fundamental challenges but also opportunities for the emergency services and other key stakeholders. A fuller understanding of crowds and their underlying psychology can assist in enhancing the effectiveness of operational responses in ways that build resilience, promote trust in professional responders, and enhance cooperation from the community. This one day KPAC CPD event is organised in partnership with Staffordshire Fire and Rescue Service. It is designed for all stakeholders involved in mass emergency responding, including CBRNe and natural disasters (e.g. LRF personnel, Civil Contingencies Unit, police, local authorities) to increase understanding and awareness of the latest leading edge knowledge, evidence and practice as this relates to dealing effectively with crowds in mass emergencies. The course brings together world leading social scientists and highly experienced practitioners to discuss, critically evaluate and understand the latest theory, evidence and recommendations for practice in this domain. Presenters include Professor Clifford Stott (Keele University), Dr John Drury (University of Sussex) and Dr Holly Carter (Public Health England). Topics will include understanding crowd psychology in mass emergencies, the dynamics of conflict de-escalation, and the role of communication in more effective CBRN mass decontamination. Attendance will enable participants to deepen their understanding of how crowds and communities respond to emergencies, how 'resilience' operates, and how these dynamics can be harnessed to build operational effectiveness. To cover the costs of the event, participation will be £150 per person which includes lunch and refreshments. To register please contact Debbie Tallent d.j.tallent@keele.ac.uk.