



# Dynamic Alternatives ... made safety at the World Cup a reality

By Gavrel Schneider, Group Director and Alex Sinclair, Sales and Marketing Manager, both of Dynamic Alternatives

The die-hard sports fan would say that there is only one true winner at a World Cup and 31 losers. But the excitement of the World Cup month, and the showcase of soccer gave everyone involved the chance to grab their moment in the spotlight.

The South African team, "Bafana Bafana", didn't last long, but the passion and commitment that the South African people showed for this event never waned.

The smiles, the joy, the pride, the vuvuzelas and the sparkle that the host nation gave to the World Cup will be tough to replicate. We trust that the past World Cup has left many positive memories with you, as with us.

In summary, some of the highlights included: Bafana's opening game against Mexico; Ghana's outstanding performance; the German annihilation of Argentina; the Netherlands victory over Brazil; and Spain's crowning moment. And all of this against the backdrop of thousands of cheering fans, vuvuzelas, majestic stadiums, flag-adorned vehicles, spectators, and buildings; and a world-class

closing ceremony – which all made it a month to remember.

One of the primary concerns for many visitors to South Africa was the high level of violent crime. Other issues such as the possibility of terror attacks and potential hooliganism were also areas of concern.

The South African Police Service (SAPS) need to be commended for the physical presence they were able to portray on the ground.

Despite SAPS's initiatives there is, however, little doubt in the minds of our clients that specialised private security firms such as Dynamic Alternatives (DA), made their safety throughout the event a reality. This despite several attempts on our clients, including two attempted armed robberies. Firms such as ours have been lauded for their part in the event and contributing to a truly memorable and intriguing tournament.

Dynamic Alternatives had an exceptionally busy World Cup, deploying more than 150 close protection officers (CPOs), most for the entire 40-day period. We had a national footprint, with operations in all 10 of the host cities. Together with strategic partner SSG, some of our activities included:

- Protection of visiting football associations (delegates, players' families and sponsors).
- Provision of "on the ground" intelligence reports to various international organisations.
- Static and venue protection at more than 10 separate locations countrywide.
- We authored the initial training package that was to be utilised by the South African Local Organising Committee to train the stadium security stewards.
- Event security for two of the World Cup warm up matches, this included



preparation of comprehensive disaster management planning, access and egress control, crowd management, VIP hosting, traffic management and simultaneous deployment of 180 event security officers, as well as 250 officers from the Police and other government agencies.

- Deployment of close protection details for more than 30 VIPs and VVIPs, including persons on the Forbes 10 richest list, Alicia Keyes, Shakira, John Legend, K'naan, Petr Cech, Noel Gallagher from Oasis, Zinedine Zidane, Steven Pienaar and Gerd Muller, to name but a few.
- Sole providers to two of the primary event sponsors.
- Deployment of protection officers and tactical teams for various groups and delegations visiting South Africa – the approximate number of people in these groups totalled more than 6 200 people from more than 32 countries.

Despite several minor incidents that occurred, all our clients agreed that these incidents were managed so effectively that they experienced

no negative consequences whatsoever. In fact, one client stated:

*"Dynamic Alternatives' operatives were very thorough in all their planning and organisation and were on hand and willing to help with any challenge that came our way, always ensuring the safety of the delegates."*

*"I must admit that I was worried that the addition of security at the last minute was going to be a nuisance for us, but it was the complete opposite. The trip would not have been the success it was without them being around."*

**(DA World Cup client from international business development agency)**

As a company, Dynamic Alternatives would like to thank all its clients, old and new for their support. With nearly 10 years of global operational success under our belts and a highly accomplished World Cup record, we are looking forward to our next challenge. ■

**For more information on Dynamic Alternatives and how they can help enhance the safety of your people and operations circle 43 on reader enquiry coupon.**



**Shakira was one of the Dynamic Alternatives' high profile clients during the Soccer World Cup.**



**DYNAMIC ALTERNATIVES**  
**'Acta, non Verba'**



The Dynamic Alternatives Group (**DA Group**) is an internationally active turnkey security provider with its roots in Third World environment operations. The **DA Group** has a recognised Track record of delivering specialised security activities such as Executive and Celebrity Close Protection, Risk and Disaster Management, Investigations, and related Training and Education to Blue Chip Companies, Governmental Agencies, the Diplomatic Core, High Net Worth Individuals, Foundations and related organisations.

With offices in South Africa, Australia, New Zealand and the United Kingdom and an extensive network of Associates, The **DA Group** provides our clients with a professional proven Global solution.

**The DA Group is structured in four synergistic Divisions, namely:**

- Operations Division**
- Risk Management Division**
- Specialist Training Division**
- Corporate Training Division**

**DA Group and its Directors are accredited with the following statutory and Industry bodies:**

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|--------------------------------------|----------|
| ASIS                                 | SAIS     |
| ASIAL                                | CPASA    |
| IISSM                                | PSIRA    |
| SASSETA                              | SAPS CFR |
| Queensland Private Security Registry |          |
| City & Guilds                        |          |
| The British Institute of Security    |          |

**TRAINING OF DA GROUP PERSONNEL**

All our personnel undergo strict selection and superior training for their specific functions and responsibilities. We ensure that our well qualified and experienced operatives undergo regular continuation training in a variety of specialist areas such as tactical firearms use, defensive tactics, security driving, protocol and etiquette and first aid to name but a few. This ensures that our operatives render a better service to you, our Client.

The fact that the **DA Group** was the first Company to offer multinational close protection accreditations for training as well as run our own international operational division, provides us with a clear competitive edge in terms of personnel selection and training.

**For additional information on Dynamic Alternatives please go to our website; [www.daprotect.com](http://www.daprotect.com) or contact our Head Office in South Africa on +27 (0)12 644 0458**



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