

## Bert Bruyninckx, MSc

Al Olaya District  
Riyadh  
Saudi Arabia

+32 (0) 492 93 42 58 (Belgium)  
+966 (0) 50 186 2704 (Saudi Arabia)

bert@askco.sa

bert.bruyninckx@360-solutions.eu

[www.linkedin.com/in/bertbruyninckx](http://www.linkedin.com/in/bertbruyninckx)

[Bert Bruyninckx | 360 Solutions \(360-solutions.eu\)](http://Bert Bruyninckx | 360 Solutions (360-solutions.eu))

° 27 March 1980 Aarschot  
Belgian

### SUMMARY

---

I'm a crowd safety expert with over 20 years of experience in the event industry, where I started out as an operational manager for a security company that specialises in large events. Now, I consult on crowd safety, risk analysis and security organisation & operation.

I'm a flexible and stress-resistant person with an analytic and modelling mind. This reflects in the pragmatic and detailed approach when simulating or modelling crowds and crowded places.

Activities:

- Crowd Management & Project Specialist – Cluster Manager ASK Solutions
- General Manager at 360 Solutions Risk & Safety and 360 Academy
- Licensed Security Consultant by – MB 05/08/2018
- Corporate member of 'Global Crowd Management Alliance.'
- Specialist Member of the International Institute of Risk & Safety Management 
- Crowd science expert, commissioned to the 'Future of Events Task Force', on behalf of the professional federations BESA, Febelux, ACC and BECAS, in discussions with the Belgian Federal Government's Economic Risk Management Group in the context of the COVID-Exit strategy for the event sector.

### EXPERIENCE – PROJECTS (not limited)

---

#### Project-based (Crowd)Safety and Security Consultancy

- Kingdom of Saudi Arabia Foundation Day Parade 2023, Crowd Safety Specialist, Riyadh (2023)
- Riyadh Season 2022, Crowd Safety Specialist, audit systems and quality for ASK Solutions on behalf of the Saudi National Event Centre, Kingdom of Saudi Arabia, Riyadh (2022)
- Crowd Flow Modelling & Evacuation Study for Balad Beast 2022 Jeddah, Kingdom of Saudi Arabia (2022).
- Crowd Safety Advisor at Soundstorm '21 & '22 Riyadh, Kingdom of Saudi Arabia (2021). Simulation & modelling, on-site crowd safety, Crowd Safety liaison in Event Operation Centre. >150K
- FIFA World Cup Trophy Tour – Brussels Visit – Risk Analysis, Crowd Management study & Security management, Belgium (2022)
- Johnson & Johnson EMEA Region Security Audit, data analysis & Report (2022)
- Safety, Security, Crowd and traffic management at Reggae Geel in Geel, Belgium - 35K (2022)
- Safety, Security and Crowd management at Belgian National Holiday 21 July for the chancellery of the Belgian Prime Ministry in Brussels, Belgium 20K (2022)

- Safety, Security and Crowd management at 'Vlaanderen Feest 11 July' for the city of Antwerp, Belgium – 9K (2022)
- Independent Consultant for Crowd Scan bv concerning the operational implementation of the CrowdScan crowd monitoring system (2022)
- Crowd Management, Health & Safety & Security Cluster Manager at Jeddah Season, Kingdom of Saudi Arabia, on behalf of the Government National Event Centre. (2022)
- Safety, Security and Crowd management at Brosella Festival 2022 in Brussel, Belgium
- Crowd Management Lead for Saudi Arabia GP Formula 1 at Jeddah Corniche Circuit (KSA) for the Saudi Motorsport Company – 55K. (2022)
- Safety Coordinator for Winter in Antwerp. (2021) Crowd Safety, modelling and implementation for the Winter Activities and New Years Eve fireworks. Occupational health for buildup and break down. – 90K/125K
- Operational Lead for the Vaccination Centre at Aarschot, Belgium. (2021) Operations management, queue en hr resources modelling.
- Security & Safety Manager at Cristal Open Air. (2021) Overall Site Safety and security manager and Covid coordinator for all events.
- Re-opening of the Antwerp highstreet the 'Meir' – Crowd Management. (2020-2021) Capacity and flow modelling and calculation, operational on-site management. – 90K
- Customer Journey study and simulation of 'Spectacle des Jardins' at Rocher Mistral (France). (2021)
- Evacuation study and simulation of 'Rocher Mistral (France). (2020)
- Reggae Geel, music festival, Security Management, Crowdsafety and mobility management. (2011 – 2019) – 35K
- Pedestrian flow study, simulation and recommendations in the design (tender) phase of a new museum in Bruges for CIT Blaton and Robbrecht & Daem Architects. (2019)
- Study and optimisation of the visitor flow for the European Research & Innovation Days 2019, with the emphasis on the arrival process, security check and evacuation for the European Commission, Brussels. (2019)
- The study, simulation and recommendations on the visitor flow at Museum Soestdijk in the Netherlands for Incontrol Simulation with the emphasis on simulation. (2019)
- Visitor flow simulation for the Prinsenhof Museum in the Netherlands, for Incontrol Simulation and Crowd Professionals, with the emphasis on simulation. (2019)
- Pré-study and crowd safety coordination for the '11 the of July festivities' for the city of Antwerp with the emphasis on crowd management and capacity control and fill prediction. (2019) – 15K
- Simulation of the incident at Falls Festival (Australia) for Prof. Dr. Still. (2018)
- Capacity analysis and simulation for a B2B event in the Royal Museum for Middle Africa Tervuren. (2018)
- Risk Analysis and recommendations for the reorganisation of a petrochemical plant in Mechelen with the emphasis on entry flow and perimeter security. (2018-2019)
- Preliminary study, simulation and crowd safety management for the national big screen events for the European/World cup championships football at the Stade Roi Beaudouin for the city of Brussels, with the emphasis on crowd management, capacity management and queueing. (2014, 2016 and 2018) – 20K/30K
- Preliminary study, simulation and crowd safety for the British commemorative services of the 'Centenary of Passchendaele, Third Battle of Ypres', in Ypres for the British Department of Culture Media and Sports. (2017) – 20k

- Study, audit, risk analysis and improvement of the arrival and security processes at the Royal Opera “De Munt/La Monnaie” in Brussels. (2017)
- Preliminary study, simulation and crowd safety for the ‘Aviation Day’ at Brussels Airport with the emphasis on crowd management, capacity and queueing. (2016) – 15K
- 200 year Battle of Waterloo, in Waterloo Belgium, Safety and Security Management with the emphasis on crowd safety during ingress and egress. (2015) – 200K
- Study & reorganisation of access control system at a major container terminal in the Port of Antwerp. (2018 – 2019)
- Study of the organisation of the arrival processes of different profiles at a petrochemical plant in the Port of Antwerp. (2018)
- Study of the organisation of the security services at the city museums for the city of Ghent. (2018)
- Development and implementation of Security and Safety procedures at Danone Docks Brussels. (2017)
- Study on the visitor flow and queueing at the House of European History for the European Commission in – Brussels. (2016)
- Interim Security Management in opstart fase van Danone Docks Brussels. (2016)
- Security Audit of all Banks for a major Belgian Banking Company. (2015-2016)  
Development of checklist & audit system. Data analysis and reporting.

## **EXPERIENCE – MANCHESTER METROPOLITAN UNIVERSITY & MEDIA**

---

### **Project-based Crowd Safety studies for Manchester Metropolitan University**

- Fact Check for Reuters int. for the 2022 Canadian Truck protest
- Inaugural Frieze Los Angeles 2019 (Paramount Studio’s) Capacity Analysis
- Taunton Christmas Event 2016 – Crowd Management Plan
- Crowd Count (different media)
  - Cardiff Half Marathon Event Village (2018)
  - People’s Vote March London (2018 & 2019)
  - March of our Lives Washington DC (2018)
  - Royal Wedding, Prince Harry (2018)
  - Super Bowl Victory Parade 2018
  - Alta Hospital March (Norway)(2017)
  - Woman’s March London (for BBC) and Austin (Texas Statesman) (2017)

## **EXPERIENCE – OPERATIONS MANAGER – SECURITY COMPANY**

---

### **Operations Manager – Security Assistant Team bvba**

- Operational Security Management at the company level
  - Operational and financial follow up
  - Human Resources, quality and planning – Major Events
  - Development Planning software, implementation, and training
  - Development and implementation processes, procedures and guidelines
- Operational Security Management – Festivals & Events
  - Rock Werchter (2000 – 2009) – 90K

- Pukkelpop (2000 – 2009) – 130K
- Reggae Geel (2003-2009) – 30K
- ...
- Member of Commission “Training” at the Belgian security company association
- Visiting lecturer within the “Event Security/Persoonscontrole” course at G4S Training Service

## **EDUCATION & COURSES**

---

2016-2021	MSc Crowd Safety and Risk Analysis – Manchester Metropolitan University
2020	Calculating Safety Capacity with social distancing – SGSA
2020	COVID-19 – Institute of Place Management – IPM
2020	World Health Organization – Public Health Preparedness for Mass Gathering Events
2018-2019	Fire Evacuation Design – Lund University, Sweden
2019	Crowd Simulation & Modelling – InControl Simulations (Pedestrian Dynamics)
2016	Crowd Simulation & Modelling – InControl Simulations (Pedestrian Dynamics)
2015	Short Course– Crowd Safety & Risk Analysis Prof. Dr. Keith Still - ESI
2015	External Communication on Events – Centre for policing & security
2014	Official Belgian Emergency Planning course “Opleiding Noodplanning – Noodplanambtenaar.”
2008-2009	Katholieke Hogeschool Kortrijk (Credits for Criminology and forensic health)
2008	Crisis Management – Lucina Academy (Catholic University Leuven)
2006	De Haagse Methodiek - DHM Security Management Faceo Academy Antwerp
2001-2006	Security courses (Official Belgium): Personal protection, Event Security, PFSO, Crime prevention in retail environments, basic training

## **SKILLS & COMPETENCES**

---

### Personality

- Organisational & structural
- Analytical – modelling mind
- Flexible and stress-resistant – get the job done mentality
- Entrepreneur
- Excellent communication skills

### Crowd skills

- Crowd Risk Analysis
- Modelling and Simulation – macro/micro
- Capacity calculation and fill prediction
- Evacuation Modelling
- Crowd Safety Management
- Customer/Visitor Journey study
- Emergency, crisis & evacuation management
- Bespoke research and study
- Bespoke Training & Workshops

### IT skills

- good command of Microsoft Office™ (Word, Excel, PowerPoint, Access, Visio)
- good command of Pedestrian Dynamics Crowd Simulations
- good command of Pathfinder simulation