Communication 

Event Organizer 

Marshal Captain 

Event Marshal 

Communication 

Chain of Command and Communication 

Setting the Tone ➤ 
- Provide safe, welcoming, physical presence 
- Serve as the conscience for those who would compromise public safety 
- Serve as a conduit of unity and peace for the community 
- Set the pace 
- Smile, be respectful, and polite 
- Thank participants for coming out to the event 

Sharing Information and Monitoring the Event ➤ 
- Provide information on route, event, and facilities 
- Communicate event do’s and don’ts 
- Accompany marchers and be a resource 
- Staff the event stages and locations 
- Watch the participants, counter protesters, route, etc. 
- See problems while they are still small 

March ➤ 
- Follow Marshal Captain’s instructions 
- Take and maintain positions throughout 
- Escort the marchers through the route 
- Distinguish the type of march and watch for changes and people joining mid-march 
- Observe for emerging situations 
- Communicate, stay alert and monitor identified risk points and emerging situations 
- Monitor crowd for tension points, obstacles 
- Respond to requests for support 

Rally ➤ 
- Take and maintain your position around perimeter 
- Monitor for safety issues, tension points and risks 
- Monitor for the entry/exit of VIPs 

Disband ➤ 
- Identify and report to assigned positions around rally locations 
- Prepare for planned civil disobedience 
- Monitor those who became agitated during the march 
- Identify and report to assigned positions around disbanding location(s) 
- Direct and control pedestrian traffic 
- Set tone 
- Reduce crowd size safely 
- Monitor parking locations and vehicular traffic 
- Remain vigilant 
- Be aware of public transportation options 
- Communicate instructions and directions 

Event Marshals Do Not 
- Act as law enforcement 
- Enter restricted areas without permission 
- Engage in confrontations with participants, counter protesters, or others 
- Identify and report to assigned positions around rally locations 
- Prepare for planned civil disobedience 
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Communication Tips: Five-step Process

1. Ask first
2. Set the context and explain the situation
3. Present options
4. Confirm understanding/acceptance
5. Act

Active Listening

- How could I help you?
- Tell me more.
- I can appreciate why you feel that way.

What not to say

- Come here!
- Calm down!

Identify and Control Rumors

- Communicate to your chain of command any misinformation or rumor you hear or see on social media
- Follow instructions from the chain of command to carry out your specific role in responding to a rumor
- Do not act on your own

De-escalation Plan

- Remind them to follow ground rules
- Insulate and prevent them from blending into the crowd, but do not touch them
- Continue monitoring them and communicating with Marshal Captain, CRS, or Command Center
- Contact law enforcement

Safety Tips

- Know the exit route(s)
- Know where vehicles are permitted to travel
- Maintain visual contact with team members at all times
- Maintain communication with your Marshal Captain and team members throughout the event
- Obtain safety briefings or updates from the Command Center
- Monitor highways, waterways, rooftops, bridges, and overpasses
- Know how to signal if you need help to your buddy and/or law enforcement
- Know your emergency meet up location

Event Notes

- Let me see if I heard you correctly…
- Tell me what you think.
- I really appreciate your help with this.
- What’s the problem?
- I need to talk to you!