

Please make sure you follow ALL these rules:

- a. The attempt must take place at a single location; in a gymnasium, educational establishment, conference or exhibition hall or some similar, public outdoor area.
- b. The attempt must take place in a restricted area with entrances and exits clearly marked and controlled.
- c. Indoor attempts must take place in a room designated for the attempt and outdoor attempts must be secured with fences or other physical barriers.

#### STEWARDS

- d. For every 50 participants there must be one designated steward.
- e. Stewards must not come from the organisation holding the record attempt.
- f. Each steward must be allocated a specific group of participants who are to be positioned in a clearly delineated area assigned to that steward. This can be done using coloured clothing, a clearly marked area or another method pre-approved by Guinness World Records.
- g. Each steward must supervise their group during the attempt to ensure full participation.
- h. Each steward must monitor if anybody in their group leaves the area.
- i. The steward must note any participants who need to be deducted from the final total either for non-participation or for leaving the allocated area.
- j. If the total number of participants not participating exceeds 10% of the final total the attempt will be disqualified.

#### WITNESSES

- k. Where the attempt has less than 5000 participants it must be overseen and verified by at least two independent witnesses.
- l. Where the attempt has 5000 or more participants it must be overseen by two independent witnesses and verified by an independent, professional, auditing firm.
- m. The witnesses must personally perform the counting process or directly observe it.
- n. The witnesses must perform spot checks during the attempt to ensure the rules above are adhered to.

#### PRE-APPROVAL

Please submit the following information prior to the record attempt to obtain approval of the proposed methods. Any attempts not pre-approved may be rejected if the process is not deemed acceptable.

##### 1. Counting Method

Attendance numbers must be accurately counted and confirmed using an approved method. Specific measures to ensure participants are not counted twice must also be outlined. Please see the 'Acceptable Counting Methods' Guide at the end of this document.

##### 2. Venue Layout

All venue layouts with entrances and exits marked must be submitted.

##### 3. Verification Method

The proposed method for verification must be explained in detail.

#### 4. Delineation of Area

If you wish to use a different method of delineation than those suggested (f), please also submit it for pre-approval with your other plans.

Plans for pre-approval must be sent using the Correspondence function within your application. Attachments such as venue layouts can be uploaded via the Evidence function. You do not need to use the Submit Evidence button after uploading; as long as you write to us in Correspondence and make sure to save the changes to your application, the materials will appear for us to review.

#### ACCEPTABLE COUNTING METHODS

Participants must be counted individually by an efficient, accurate method upon entering the venue. Stewards' individual counts of their sections does NOT constitute an acceptable counting method for the record total, and is meant only to ensure full participation by all those involved in each of their individual sections. The below counting methods are acceptable when performed accurately and in accordance with all guidelines outlined above. Guinness World Records may accept additional methods, provided these methods are pre-approved.

- Barcoded ticketing system – Tickets obtained prior to the event are scanned as participants enter and the scanner registers the number of tickets. If participants pre-register online and obtain a personalized barcode, the machine can also register their names and other information.
- Wristbands – These can be barcoded (as with a ticketing system) or individually numbered and handed out in order by independent individuals at the entrances.
- Turnstiles – Counters on each turnstile record the number of people passing through into the attempt area.

For attempts of 1,000 participants or less ONLY:

- Clickers – two at each entrance in order to obtain maximum accuracy. These must be operated by independent individuals with no interest or affiliation in the attempt.
- Ticket stubs collected at the entrance(s)

#### DISQUALIFICATION OF ATTEMPT

Guinness world record reserves the right that if 10% of the total number of participants are disqualified from the attempt for incorrect or non-participation, the entire attempt will be disqualified.

Participants for mass participation records are defined as:

- (i) Individuals who have decided to take part in a record attempt of their own free will

- (ii) Their participation is monitored within an established area
- (iii) Every participant within the established area is expected to take part
- (iv) All participants must perform the same action simultaneously.

If over 10% of participants within the record attempt area do not meet this criteria, then the fundamental principle of the mass participation record ceases to exist and the entire attempt will be disqualified.

Please make sure you supply the following evidence:

- One cover letter explaining the context of the record attempt. Please indicate the date, time and exact location of the record attempt, your chosen witnesses and your record attempt measurement. Also please provide full details of the person(s)/organisation attempting the record including details on the preparation for the attempt.
- Two independent witness statements confirming that the rules above have been adhered to and must explicitly state the exact and final figure of the total participants taking into account any participants whom the stewards deducted from the total. Statements must describe the counting process and overall attempt in details.
- Steward statements verifying the exact number of people successfully completing the activity that is the subject of the record attempt.
- Where the attempt is for 5000 participants or more an official auditor's report must be submitted from an independent, professional auditing firm and must confirm the exact and final figure of the total participants taking into account any participants whom the stewards deducted from the total, as well as all details of the verification process.
- Photographic evidence of your attempt taking place capturing the details provided by the independent witnesses. The photographic evidence must include an aerial photo of the crowd or a photo showing the entire group.
- Video evidence of the entire record attempt, from start to finish that enables us to confirm the measurement achieved, that the guidelines have been adhered to and verify the details provided by the independent witnesses. In addition, all entrances and exits must be monitored on video and the counting process must be clearly visible in the video too.
- Schedule 2 should be signed by you when you are sending in evidence which you either own or have permission to allow Guinness World Records to use.
- If you include any photographs or video in your evidence which you do not own or have permission to allow Guinness World Records to use, then you must include Schedule 3.
- Media articles (newspaper, online, TV or radio) should be submitted as part of the evidence requirements. This is not compulsory evidence.

Please read the Guide to Your Evidence document, where you will find further information about the evidence requirements and evidence templates. It is paramount this document is read before you submit your evidence.