



CONFERENCE: Nov. 15-18, 2021
TRADE SHOW: Nov. 16-19, 2021

IAAPA.org/IAAPAE expo

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FEC: Key Strategies for Opening a Facility that Thrives

Sheryl Bindelglass, SherylGolf
Ruby Newell-Legner, Seven Star Service
Jason Avant, Launch Trampoline Park
Moderator: Jerry Merola

Marketing Training Operations

Sheryl Bindelglass

Ruby Newell-Legner

Jason Avant

Jerry Merola Moderator



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Welcome

Ask us anything – at anytime
Getting to know you...

Type of business

#1 FEC (VR/AR) or Kids Park

#2 Adventure/Trampoline

#3 Amusement Park/Water Park

#4 In the creative phase

IT'S
ALL
ABOUT
YOU

Marketing

Pre-Opening – Anniversary Celebrations – New Attractions



Why & Who

Can you answer your why? Who is your target market?



Avitar – Ideal Customer

Who are they?

Demographics

Age

Gender

Location

Occupation (student)

Goals

Values

Lets give them a name _____



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Build My Target Customer

Demographics: the average or typical characteristics of your target market.

Psychographics: what motivates them to take action.



Age



Gender



Marital Status



Children



Income



Education



Region



Hobbies



Values

Avitar – Ideal Customer

Source of Information?

Social Platforms

Media Outlets

Publications

Gurus and Influencers

Lets give them a name: **Emily (the experienced Mom)**
Scott (no-hassle free Dad)

Build Your Brand



More than a logo

More than a color

More than a font



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Culture

Vision

Mission

Core Values

Brand Promise



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Grandest Grand Opening

Sneak Peak

VIP Tours

Social Media Interaction

Cause Partners

Community Outreach Plan



Talk of the Town

Buzz worthy

Instagram-able

Photo Moments

Bloggers, Vloggers, Media & Celebrities all want a VIP invitation



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Get Attention



Time to plan

Create the budget for your event

Select the Activities

Plan the food

Book the entertainment

Make it Fun ... Memorable ... EXTRAordinary!



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Events

Soft Opening

VIP – Media (Influencers)

Friends and Family (community leaders)

Open House (SIN/Heroes)



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Budget

Marketing/Advertising

SWAG

Photographer/Videographer

Entertainment

Printing – Signage - Banners

Decorations

Food

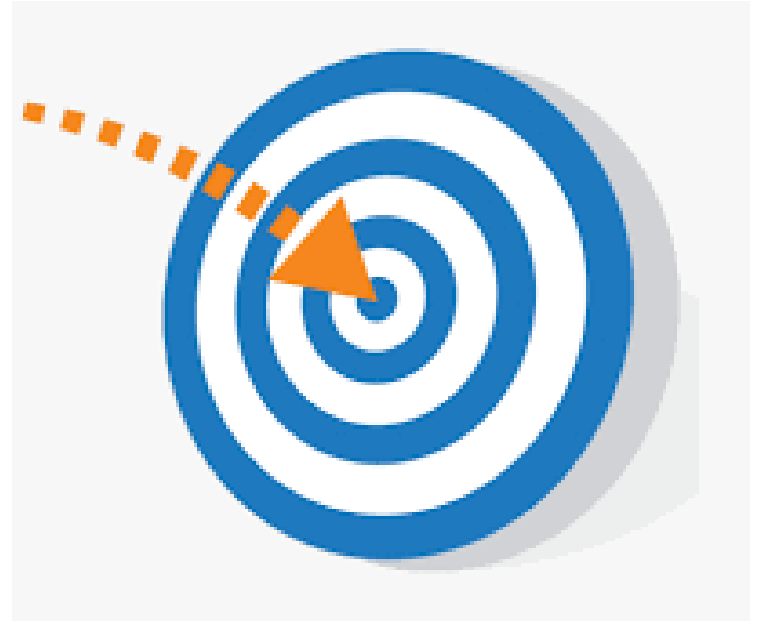
Staff

Fun

Training

Goals

**Goals & Benchmarks (KPI)
for your successful park
opening – anniversary**



Goals

**Showcase your business
and celebrate all of your
hard work**

Jump start your success



Revenue Goals

1. **Income for the day**
2. **Party bookings**
3. **Group/Corp. events**
4. **F&B**
5. **Memberships**



Media/Press Goals

1. Press – articles
2. Media - stories
3. Social mentions/likes
4. Digital pictures posted



Best Practices...

Communication

Training

Huddle

Gamification

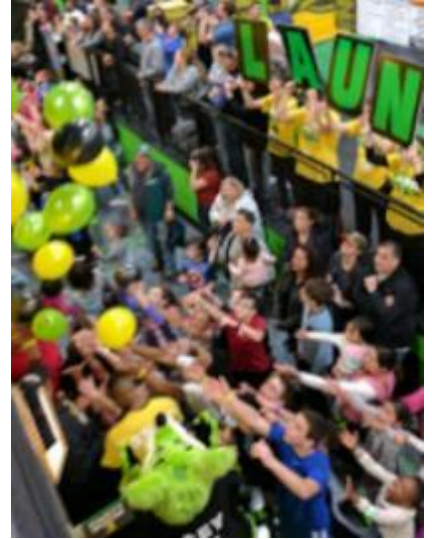
Team – Shift Goals



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Policies

Smoking
No smoking permitted inside the building. Smoking is only allowed in designated areas. The use of e-cigarettes is also prohibited.

Alcohol
The sale and consumption of alcohol is restricted to designated areas. No open flames or candles are permitted.

Entrance
All guests must enter through the main entrance. No entry is permitted through the back door.



WELCOME
VIP
FAIR FUN
WE'RE GLAD
YOU CAME!

PIZZA















So much to do ... So little time

Productivity - Virtual Assistant

Event Planner

Team-Delegate!



Create your MAP!

Content



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More than a Ribbon Cutting



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