

# Focus on the FUNE Creating Memorable and Unique Experiences for Games and Merchandise Teams 

Michael Schwitek - General Manager<br>Alabama Adventure - Birmingham, AL<br>Michael Baumann - General Manager<br>Tony Sanders - Retail Supervisor SeaWorld Orlando - Orlando, FL<br>The Funplex - Myrtle Beach, SC

## We selected five attendees and asked them to choose either the number 1 or the number 2.

Please stand and tell us your choice.

## LET'S HAVE FUN - 1

## 1.EVERYONE PLEASE STAND

## 2. HOW IT WORKS:

Leader: You who?
Group: You who who?

## YOU WHO ENERGIZER

Leader: You who climbs a mountain
Group: Climbs, climbs, climbs - While saying the action, they will perform it (Everyone makes a climbing motion while saying it)

## LET'S HAVE FUN - 2

## HEADS UP HEADE DOWN ENERGIZAR

## How do I build a FUN, ENGAGENENJ FOCUSED program for my team?

## BUILD A FOUNDATION



## Plan It - Think POP

- People
- Make sure you pick the right people to represent your brand.
- They need to buy in to the vision you have for your Department.
- Operation
- Bored team members = poor guest service
- Show you care - work with your team members on their schedules and try to be as accommodating as you can.
- Product
- Ensure your team members believe in the product you are selling.
- Have them create and submit ideas.
- Have them help with picking out certain items.
- TIP: Leave plush or merchandise catalogs in your BOH areas and ask them to circle items they believe would sell in your location.


## Plan It

- Plan out programs before employees are hired (whenever possible).
- Create a calendar / compare dates VS your operating calendar to ensure it aligns.
- Involve your leadership team in the planning process when possible.


## Plan It





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## Start at the Interview Level

## Group Interview Sessions = Engagement

- 2 Hours in length
- 20 potential Team Members per session
- At least 3 group games/activities
- Rated on specific criteria
- Hired on site if they qualify


## Involve your leadership team in the hiring process

- Have leads and Supervisors sit in on interviews. They can ask questions and provide feedback. They also can give an accurate description of the job to your candidates.


## Have fun during training

## Training = Engagement

- Use several activities like ice breakers or energizers
- Play games throughout the class
- Form groups whenever possible Group challenges build team bonding
- Reward participation
- Candy
- Free Tickets
- Gift Cards


## Have fun during training

- Avoid lecture only style classes
- Involve your team with training
- Have top performing team members or leads be your OJT trainers. This allows them to build relationships with new hires.
- Assign new hires a mentor for their first 90 days. Give them feedback on their progress, strengths, and opportunities.


## Communicate it


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## Communicate It

- Communicate it to the employees from the moment they become an applicant, to the moment they leave the company... never stop communicating.
- Formulate and communicate to your leadership team. Ensure they understand the goal / the vision.
- Use all forms of communication.


## Communicate It

## CANVA.COM

- Easy to use / templates available.
- Learn how to design and make things creative.
- Assign someone to create. There is always someone who wants to be creative.
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## Acknowledge and Reward It

Reward and recognize your team members for engagement.


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## Employee Engagement



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## Employee Engagement

## Set the Stage and Expectations up Front

- Personally set up a 1 on 1 with each new hire within 14 days.
- Have them complete a survey to find out their learning style and ask what their expectations are from their job and their boss.
- Highlight some of your department goals and what your expectations are as their manager.
- Set up office hours for your team members. Needs to be blocked off and consistent. Allow them to set up their own appointments on the calendar.


## Employee Engagement

## City Council (Team Member Committee)

- Have your team members help shape programs
- Helps the team feel they have a say / you are listening
- Helps identify potential leaders


## Pre-Shift Fun



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## Pre-Shift Fun

## Pre-Shift Meetings should:

- Be fun (\#1 on the list)
- Be less of an information session
- Involve Activities
- Result in energy for the team
- Be a place to recognize an employee


## Please Do Not

- Focus on negatives (numbers / performance)
- Focus on their task



## Team Meetings

Hold a Monthly / Quarterly Meeting

- Have fun / Combo into an event
- Update the team / celebrate the team
- Keep them brief and to the point
- Food \& Beverages are key



## Engagement with Department Leadership

## Tools for Leaders:

- Meet with your leads and supervisors periodically and have a business style update on the department's performance.
- Reinforce the expectations
- Always start with an energizer or ice breaker at the meetings, this reinforces their role as leaders.
- Have management lead the daily morning meeting and recognize one team member in front of the group.
- Send a morning email with daily park updates for your area and including any recognitions from the day before.



## EVENTS, COMPETITIONS, PARTIES, \& FUN ACTIVITIES




## Get Your Organization Involved

## Plan for Events:

- Give your team a schedule of events for the season. This allows them to plan for the events and will hopefully drive participation.
- Invite senior leadership to your events. It gives them an opportunity to meet your team on a more informal environment.
- Use potlucks to your advantage to help control expenses.
- Don't hesitate to get out of your comfort zone to make your team happy. Dressing in a funny costume or perform a skit. Your team will remember these moments.
- Make successful events Annual.


## Engagement - Events, Parties, \& More

- Communicate it up front / commit to them
- Bi-Weekly Events
- Have a variety of events



## Engagement - Fun Activities

## Quick \& Fun

- During Work
- Something visible
- Food is always a positive.
- Ice Cream
- Donuts
- McDonalds Breakfast
- Special T-shirts
- Giveaways (M\&Ms)

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## Engagement - Parties and Events

## After Work

- Ride Event
- Game / Arcade Event
- Group Competitions
- Poker Tournament
- Sporting Events
- Free Food Days



## Engagement - Parties and Events

## Other Events

- Float into Summer
- Pie Day
- Sundae Bars
- Water Balloon the Boss
- Kickoff Events to certain Seasons or Events


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## Reward \& Recognition



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## Create Programs



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In Team Member 5





## CONERSTONE COMMITMENT PROGRAM

## CONERSTONE REWARDS

Weekly Commitment Points

- Incentive points accumulate and can be redeemed for a variety of items (see a sample table below)
- Team Members will not receive points for the week if they have any disciplin inary situation limited to grooming/wardrobe and attendance/tardiness issues.
$\frac{\text { ITEM }}{\text { One Free }}$ \# of Points
One Free Soda (VIP Café only)
One Free Visor / Hat
100
150
Onestree Movie Pass / Local Attraction Passes 150
200
Restaurant Gift Certificate
250
300


## MANAGEMENT RESPONSIBILITIES

- Dept Management will utilize the Time Sheets (Dally or Weekly) to track Team Members.
- Dept Management will mark on the time sheet if the Team Member has a violation

Dept Management will mark on the time sheet if the Team Member has a violation
Management will be able to utilize the new VERRAL WARNNNG CAROS to discipline Team Members that another department and should receive a verbal warning from a member of the management team.

## HR TACKS THE DATA

- HR will mark the information from the time sheet onto the tracking spreadshee
- HR will track the points through the spreassheet and track any redemption of points.

HR will add any new hires to the spreadsheet

Team Members may be awarded additional points if they are awarded a CORNERSTONE APPLAUSE card.
CORNERSTONE APPLAUSE cards are awarded to Team Members if they are witnessed demonstrating one of the 4 Cornerstones - Friendly, Fun, Memorable, and Safe.
Each card is worth 100 points

- Cards are only awarded by a member of the leadership team. (GM, OIR, MGR, SUP, or FT STAFF)
- Cards can instantly be redeemed for a FREE SODA at the VIP Caté


## APPLAUSE CARD FLOW

Mgmt presents the card to the Team Member
Team Member presents card at the VIP Café.
VIP Cashier rings the card up (special free coke button) the cashier should have the same amount of cards as the. Cashier then hole punches the card.
Cash contro accounts for the number of cards for that day. Cash Control sends the cards to HR for the
$H R$ will mark the information into the tracking spreadsheet.

## CORNERSTONE STAR

If Team Member receives a CORENERSTONE APPLAUSE card for each category, they will be recognized and -
If a Team Member receives a CORENERSTONE APPLAUSE card for each category, they will be recog,
celebrated. Photo on the wall, certificate, Special CORNERSTONE STAR 1 -shirt, nametag decal, et...
CORNERSTONE CASH

- For every 100 points received during the season, Team Members will receive $\$ 100.00$ in Cornerstone Cash. - Cornerstone Cash may be used to bid on prizes at the end of the season at an auction.
- Cornerstone Cash wall be tracked by the Human Resources Department and handed out at the auction. - Cornerstone Cash has no cash value and can only be used at the End of the Season Auction.


## Reward \& Recognition Programs

Use your company culture, mission, goals, etc. in the program.


## Reward \& Recognition Programs

Make them easy to understand

Make them easy to administer

DETAILS
This program will reward employees who demonstrate the CITY SERVICE BASICS. Team
Members may be recognized by a member of the leadership team (Supervisor and above).

- Rewards may be accumulated and redeemed for a variety of rewards (see the table below)
- All prizes will be rewarded through the Team Member Entrance Post
- Team Members will have a chance to bid on items at an EOS Party Auction. For every dollar
earned, they will receive ONE DOLLAR to use at the auction.
- At the EOS Party, Team Members will also receive and additional drawing ticket for each dollar rewarded. As in years past, Team Members will place their tickets in the prize drawing buckets.


## REWARD ITEMS

\$1 = One Free Soda (Employe Caf́only)
\$2 = One Free Candy Item of the Week
\$3 = One Free Order of French Fries (Employee Café Only)
\$4 = One Free Team Member Cool Cup
$\$ 5=$ One Free Meal @ Employee Café (Burger or Cheese Burger with Fries)
$\$ 6=$ One Free Ticket for Family or Friends
\$8 = One Free Team Member Hat, Visor, or Beanie
$\$ 10=$ Gift Card Valued at $\$ 10$ or more (Card locations will vary)
$\$ 20=\$ 25$ Gift Card (Card locations will vary)
In addition to the above items, HR may feature an item of the month. Prices will vary.

## MANAGEMENT RESPONSIBLLITIES

- When rewarding, leadership members will fill in the name/department, mark the category for which the Team Member demonstrated the CITY SERVICE BASICS item. On the back they will write out the details of the situation, date of the reward, and write their initials. Please
be specific in the details section. be specific in the details section.


## HR TRACKING

- HR will receive, record, and track all CCR dollars through the Team Member Entrance.
- HR will distribute all rewards through the Team Member Entrance only.
- For all Employee Café rewards, HR will distribute vouchers to be redeemed at the Employe Café - Team Members will NOT be able to directly redeem CCR dollars at the Employee Café.
- At the EOS Party, HR will distribute the rewarded amount of tickets and auction dollars.


## Reward \& Recognition Programs

Have the program encompass several ways to be rewarded

- Instant
- Weekly / Monthly
- End of Season (Summer)
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## Example:



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## Example:

## REWARDS - WHAT A TEAM MEMBER CAN BE REWARDED?

## DIRECT REWARDS

Once Team Members collect enough letters to spell the word SPINS, they will be able to spin the GAMES DEPARTMENT SPINS prize wheel
$\rightarrow$ Team Members can turn in individual letters for an instant reward. Prizes will vary per letter, per week - see weekly list
For each "WILD" card received, Team Members will receive 100 Incentive Points

- Incentive Points are redeemable in the REDEMPTION STORE in the Casino Arcade
- Points are redeemable at any time, although certain parameters for redemption will apply
- Team Members may elect to build up their incentive points and redeem them for a larger prizes


## END OF THE SUMMER REWARDS

> For each SPINS Card awarded, Team Members will be allotted $\$ 5$ in Games Auction Cash.
$>$ For each week that a Team Member has perfect attendance, they will receive $\$ 5$ in Games Auction Cash.
> For each week that a Team Member has no OVER/SHORTS, they will receive \$10 in Games Auction Cash.
Team Members will have a chance to bid on prize items at the GAMES DEPARTMENT AUCTION

- A running total of Games Auction Cash will be posted outside the KEY ROOM giving employees a chance to see where they stand


## Example:

End of the Summer Auction Event


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## Tools to Highlight Recognition

## Tools for recognition:

- Use outside platforms for recognition
- Achievers allows all members of your organization to recognize each other for their contributions.
Achievers $\quad$ Platform Why us Company $\quad$ Customers Resources Let's talk us $\oplus$

Recognize ${ }^{\text {TM }}$ -
Employee recognition platform from Achievers

Better culture through employee recognition and reward
Drive engagement and brand advocacy by building a culture of recognition across your organization.


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## Tools to Highlight Recognition

## Tools for recognition:

- Recognition boards in your BOH areas. Allows managers the opportunity to post feedback received from guests about specific employees.



## TAR ADVISOR

## REVIEW OF THE WEEK



## Use Your Social Media for Good

- Take advantage of the impressions you get on your social media accounts to highlight exceptional guest feedback.
- Post guest comments that you receive about guest interactions where the employee went above and beyond to create a memorable experience.
- Create an employee focused account on social media.
- Highlight events park wide that celebrate employee success.
- Post the employee of the month or top sellers.
- Celebrate and recognize online.


## Tools to Highlight Recognition

## Tools for recognition:

- Recognition boards in your BOH areas. Allows managers the opportunity to post feedback received from guests about specific employees.
- Create an employee of the month and year program. Post their photos and bios in BOH areas.

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## Recognition

## The <br> Record Holders



## Recognition

## Be Unique

- Unique recognition programs
- Create displays / communications for your programs


## ACTION

 FIGURE SET

## Recognition



## Recognition - Don’t Leave Anyone Out

It's important to remember that your management team are employees as well and deserve recognition and praise.

- Create a Leader of the Quarter, Month, or Year Program
- Handwritten card on their Work Anniversary
- Post on Linkedln
- Celebrate National Bosses Day
- Take them out for a dinner or lunch "Thank You"



## Incentive Programs



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## Incentive Programs

- Reward often / Do not wait till the end of the season
- Incentive rewards - Does not have to equal money
- Barter Items - Local Attraction Tickets, Movie Passes, etc.
- In-house giveaways (SeaWorld offers a Free Animal Encounter)
- Awarded PTO
- Ask your employees what they want
- Measure more than revenue
- Engagement
- Guest Satisfaction Scores
- Online Reviews and Scores


## Incentive Programs

## Revenue Sales Programs

- Daily, Weekly, or Monthly
- Create a goal or contest and recognize the team if they accomplish it. You can keep the games open after you close, work with operations to ride an attraction after the park closes or work with Food to serve an end of the shift meal.
- Individual Sales Goals
- Location (Multiple Employees)
- Group (Multiple Locations)
- Purchase with Purchase Sales
- Impulse / Cash Wrap Items


## GUIDEBOOK SALES INCENTIVE PROGRAM

ADMISSIONS DEPARTMENT PROGRAM DATES OF PROGRAM: 07/24/2016 to 08/04/2016

## $1^{\text {ST }}$ WAY TO GET REWARDED

For each GUIDEBOOK you sell, you will receive an incentive reward of \$.25.

## $2^{\text {ND }}$ WAY TO GET REWARDED

On August 14th, the 3 Team Members who have highest sales, will receive a reward.

## $3^{\text {RD }}$ WAY TO GET REWARDED

On September 4th, the 5 Team Members who have highest sales, will receive a reward.
$4^{\text {TH }}$ WAY TO GET REWARDED
If the TEAM GOAL of 1300 Guidebooks are sold, the entire team gets a reward.

## PROGRAM DETAILS:

- For each Guidebook an employee sales, they will receive a reward of $\$ .25$
- Each week, the Admissions Manager or Lead will track employee sales from Sunday, July $24^{\text {th }}$ through Sunday, September $4^{\text {th }}$. Results will be posted.
On Sunday, August $14^{\text {th }}$, the 3 employees with the most sales, will receive a reward package of SCHLITTERBAHN TICKETS.
At closing on Sunday, September $4^{\text {th }}$, the program will end and all sales will be reviewed. On Saturday, September $10^{\text {th }}$, the 5 employees who have sold the most Guidebooks will be rewarded with prizes.
There is a total team goal of 1300 Guidebooks set for the period of the program. If the team hits the total goal of 1300 Guidebooks, every person who sells a mínimum of 50 Guidebooks will invited to attend a special dinner party.
Employees must be in good standing and active with the company to receive prizes. @IAAPAHQ | \#IAAPAExpo


## Incentive Programs

## Encouraged Guest Engagement Programs

- Encourage engagement directly
- Keep them simple
- Have Fun
- Build some competition if possible

| Guest Engagement Challenge October 2021 |  | BOB SMITH <br> AMBASSADOR |  |
| :---: | :---: | :---: | :---: |
| \#1 | \#2 | \#3 | \#4 |
| Met a guest from Georgia - What city are they from? | Sold a T-Shirt or Sweater - Who was the shirt for? | Gave directions to <br> Guest - What location did they ask for? | Helped a guest find an item in the store - What was it? |
| \#5 | \#6 | \#7 | \#8 |
| Told a guest a show start time What show was it? | Helped a guest with a Package Pick-up Where was it being shipped to? | Met a Guest from another state (not GA) - What state? | Gave a discount What discount level was given? |
| Complete all Challenges this month and you will be entered for a drawing. Ambassadors may not have any attendance or performance issues during the month. |  |  |  |

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## Modeling 4 Simple Things

Be There (is attentive and focused on Guests):

- Arrives at their scheduled work location on time and in proper uniform guidelines
- Responds to Guest and fellow co-workers when approached or communicated to - Pleasant greeting or parting comment:
* Good (Morning/Afternoon/Evening) / Welcome to... (the Boardwalk/my ride/my stand)
* Thanks for visiting / Have a good night / Thanks for riding / etc...
- Keeps their assigned work location clean
- Actively participates in pre-shift and work-related activities
- Smiles while in view of Guests
- Ensures safety policies are being followed at all times

Choose Your Attitude (has a friendly disposition):

- Constantly displays a helpful attitude with both Guests and co-workers
- Displays a positive attitude at all times

Have Fun (enjoys their work):

- Interacts in a fun way with Guest and fellow employees:
o Gives a high five/fist bumps/etc... with Guest at their location (when possible)
- Engages coworkers in a way that makes them laugh, dance, or enjoy their day more
- Demonstrates enthusiastic greeting*
- Has enthusiastic interactions after the initial greeting*
- Demonstrates an enthusiastic parting comment*

Make Their Day (goes the extra step for the Guest):

- Demonstrates a "Pro-Active Stance" and thinks several steps ahead of the Guests' needs"
- Offers suggestions or helpful tips*
- Takes an opportunity to serve guests and coworkers further*
- Makes an interaction authentic and personal by asking questions to engage Guests in brief conversation*
- Makes an interaction memorable by going above and beyond their duties*


## Incentive Programs

## Unique Programs

- Dept / Area Cleanliness Programs
- Speed of Service
- Most Organized Cash Counter
- Best Inventory Results
- Best Organized Stock Room
- Full Not Fluffed Fixtures

WHITE GLOVE INCENTIVE PROGRAM

## PROGRAM DETAILS:

- Random inspections will be completed by the Operations Manager. Inspections will look at the "DETAILS" of the cleanliness and organization of the specific area being inspected.
- Items to look for:
- Dusty spots / Lego Bricks in corners, under tables, and behind structures / Duplo in non-Duplo tables or pits / trash or debris in the shoe holder at soft play / Build tables properly organized deconstructed
- If the area inspected passes the WHITE GLOVE test, the Entertainments employees working during that shift or on the previous shift (if the inspections are done in the morning before opening) will receive 1 point
After closing on Sunday, September $4^{\text {th }}$, the program will end and all points will be added up. On Saturday September $10^{\text {th }}$, the 5 employees who have the most points will be rewarded with prizes.
Employees must be in good standing and active with the company to receive prizes.
DATES OF PROGRAM: 07/25/2016 to 08/04/2016


## Incentive Programs

- Reward the achievements
- Rewards do not have to equal money
- Can you use your Prize Center for rewards?


## GAMES REWARDS

HOW TO GET REWARDED IN GAMES

| IF YOU <br> RECEEVE <br> ONE... | SUPER or <br> SPLASH <br> CARD | PURCHASE <br> POINTS | 1 INSTANT <br> SPAN <br> CARD | TOTAL <br> VALLE <br> REWARDED |
| :---: | :---: | :---: | :---: | :---: |
| Comment Card | $\$ 25$ | $1000=$ <br> $\$ 10$ | $\$ 20$ | $\$ 55$ |
| 100\% Mystery <br> Shop | $\$ 25$ | $500=$ <br> $\$ 5$ | $\$ 20$ | $\$ 50$ |
| Excellent <br> Boadwalks Best | $\$ 10$ | $500=$ <br> $\$ 5$ | $\$ 20$ | $\$ 35$ |

TOTAL VALUE YOU COULD RECEIVE $\$ 140.00$


CuMES DEPARIMENT

## Incentive Programs

- Communicate the achievements
- Display for everyone to see



## Performance Feedback

## 

## Performance Feedback

Observed Performance Programs / Audits

- Use specific ways to measure performance
- Do daily audits on team members.
- Have a set number that need to be completed by leads and management
- Go over the audit with them immediately


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## Audit Examples



Clean Gates Grooming Position Restraints Screening
Service
peed Speed Visual Scan DATE: The ride, ride vehicles, queues, and surrounding areas are clean.

|  | The ride, ride vehicles, queues, and surrounding areas are clean. |
| :---: | :---: |
|  | E/E Gates are checked before each cycle, and being opened for Guests after. |
| ming | Team Member is in complete grooming guidelines (Nametag, shoes, shorts, shirt, nails, hair, etc). 3W's |
| on | Team Member is in position at all times, staying in safety square during operation. |
|  | Every Restraint, Every Time. Physical checks are being completed in the proper direction. |
| ning | Height checks are being performed consistently, and guests are seated in appropriate seat, with no loose articles. |
| - | Team Member is delivering flawless Guest Service consistently. |
|  | Team Member is working with a sense of urgency, and within appropriate cycle times. |
|  | Spiels are being given to all guests, every time. |
| Scan | Team Member keeps their eyes on the ride at all times, and visually scans the area before operating. |
|  | DAY: $\mid$ Check to ensure DOR's are filled out and signed during each audit. |

## Audit Examples

## AUDIT SCORES

- Individual Daily Scores (We use a 30 point total/MVP Points, EXP Points, ERA)
- Team Daily Scores (Discussed in Evening Meetings).
- Individual Cumulative Scores (Based upon the average, overall scores).
- Team Cumulative Scores (Posted Weekly in Team Area).
- Use Individual/Team Cumulative Scores to reward Good Behavior:
- Training on New Rides / Breaker Positions / Leadership Consideration / Choose Your Position / Team Member of the Week
- Team Parties/Incentives


## Guest Engagement



## Guest Engagement



## Create a Guide

## Engagement Guide

- Put one in every location, this creates consistency
- It sets some parameters, while allowing the employee to go above and beyond



## Engagement Drives Revenue

## Create A Guest Feedback Program

- Encourage your organization to collect data from guest surveys.
- Build a company wide program that each department buys into.
- Use the surveys and feedback to have departments compete against each other.
- Celebrate the results at the end of the year and reward top departments in not only positive interactions but those who have corrected negative behaviors from prior years.


## Guest Engagement

Tell the Guest how to play / How to win

- This creates a memorable moment
- In Games, you want winners carrying the prizes around the park



## Guest Engagement

## Create a video and post it online.

- This helps to shed a positive light on Game Operations


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## Guest Engagement

Memorable Moments, Free Plays, \& More

- Rock Paper Scissors for a free play
- Before a race game, have the players do the hokey pokey
- Fun Interactive Challenges. If the Guest accepts and completes, they get an extra throw, shot, etc.
- Dance off
- Singing competition
- Tell the best joke

Use your microphone to get others to watch.


## Guest Engagement

## EMPOWER YOUR TEAM TO MAKE MEMORIES

| WOW MOMENT－APPROVED BY A SUPERVISOR OR MANAGER ONLY |  |  |
| :---: | :---: | :---: |
| Birthday Button Offer | 兴 | If a Guest has a Birthday Button，you may offer them ONE（1）FREE SMALL BUCKET OF RINGS（Blue Bucket） |
| Roll The Dice | （1） | Allow a guest to roll dice－Guest is awarded the number rolled in free rings to toss for free． |
| Guess The A Number | （3） | Write the number 2 on a sheet of paper／Have a Guest（ a kid）guess a number between 1 and 3 ／award 2 rings to toss for free． |
| One More Ring | （3） | After a guest throws their last ring，grab their bucket \＆drop another ring into the bucket－Say＂Looks like you still have one left＂ |
| Group／Family Last Toss | （3） | After a guest throws their last ring．grab enough rings for the group－Say＂Everyone gets one more throw．Alltogether on 3．＂Count to 3. |
| Greeter Rings | （3） | Supply the Guest Service Greeter（standing next to the game）with a Bucket of Rings to hand out－if a guest rings one they win |
| CDECIALCIIIDSAIES matravailadis |  |  |

## Guest Engagement

## THINK OUTSIDE THE "PLUSH" BOX

- Allow other employees outside the department to give away throws at a game like Ring Toss (scary concept)
- The park greeter interacted with Guest and gave away rings to play the game - This had no negative impact on revenue



## Results



## Attractions Team Example

| YEAR \# | REVENUE |
| :--- | :--- |
| YEAR 1 | $\$ 25,000$ |
| YEAR 2 | $\$ 50,000$ |
| YEAR 3 | $\$ 100,000$ |
| YEAR 4 | $\$ 150,000+$ |

## Go-Karts and Sky coaster:

- 2011 - Before a change in engagement
- No emphasis on Employee or Guest engagement
- No incentive programs
- 2012 - NO incentives / Only a change in engagement
- Focused on Team Building / Training / Speed of Service / Increased Capacity
- 2013 - Introduced Incentive Programs
- Year End bonus
- Group Dinner Celebration / Their Choice
- 2014 - Introduced an additional Incentive Program
- Daily Incentive (Based on Per Cap)
- Yearly Bonus
- Dinner of Choice


## Games - 3 Year Turnaround

Using all the tools presented here, we saw a complete change in the department's overall performance. Including but not limited to:

- Guest Engagement
- Revenue
- Employee Moral
- Turnover
- Presentation
- Impact on the park


## Games - Results

## Comment Cards - Total Number



## Games Results

## Comment Cards - Total Number of POSITIVE



## Games Results - Mystery Shopper



## THANKS FOR YOUR TIME



## FOR MORE INFORMATION

## LinkedIn Group

- Network with others
- Show examples



## QUESTIONS



