

## STAND OUT through Engagement for Team Members and Guests

Tony Sanders - Retail Supervisor SeaWorld Orlando - Orlando, FL

## Let's Engage

## **Everyone Stand Up**

THE NAME WAVE





#### **Disclaimer**

- Some of these ideas may work for you.
- Some of these ideas may not work for you.
- Some of you may think I'm crazy.
- Whatever you do...

## **Engage and Have Fun**





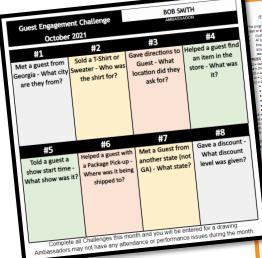
## What you should take away







## Plan It



#### **CLUSTER CASH 2017**

It's time to be: FRIENDLY | ACCURATE | MEMORABLE | ON TIME | UP-SOLD | SAFE

rogram will reward employees who demonstrate the MERLIN VIAIX. Team Members may be recognized by a member of the leadership team vogram will reward employees who demonstrate the Niellun Wasy. Team inferioris may be or abovel, a fellow employee, or by Quests visiting the attraction. Sutter Cash may be accumulated and redeemed for a variety of prises (see the table below).

All proble will be revented through the department manager.
Intelligent will have a charice to bid on items at an shoot of jummar Auction Event. For every CLUSTER CASH earned, employees will employes uit has a chance to be on terms at an find of summar Justice have. For early CLUSTED CLUM samed, employee all incuminates are allowed belief to use at the audion. A norming softs will be possed in the employee strations plane employees a chance to all saviness they extend Justice obtains the savet to do no fines like 17½, Tablest, cool dary, and more.

#### ndy item = 2 Large Candy Bar items

- An extra 15 min break (paid)
  LEGO BATMAN MOVIE (Blue-Ray/DVD) Limited number available. users desirtent truckic (endensytuku) umisdo numer ekanobie. Sift Card of Local Attraction Ticket - Valued at \$50 or more (card locations will vary)
- Dave & Busters sky zone Jump Center
- Bowling Passes
- Texas Roadhouse
- alamo breft House Ticket.

  80's Mongolian B60.

  14 Manager Hriday An employee can choose a horanger to pie in the face during pre-show.
- A Nameger Friday an employee can croose a hazaneger to pie in the face during pre-show. For below Jago Store train (total width tax, certain itsens excluded). For the face of the orlds of Fun Tickets (Limited Supply) wide of run tickets (Limited supply)
  for below - Lego Store Item (total with tax, certain items excluded)

#### AN EMPLOYEE CAN BE REWARDED

- WHAT WE DO.

  19 Both Sky that all three of the following kills targets are met, every employee on staff that Gay will receive 1 Cluster Cash dollar.
- Section / Secommendation / Visit Again.
   For each day to these of the following kin targets are met, every employee on staff that day will receive 2 Cluster Cash dollar. 4) - For each day that all other or this following bit steptil are med, early employee on safe that day will resemble 2 cluster cash policy.

  2 mill result bit femands 2 cluster days before 1700 bits.

  Another those femand regular clusters of the policy of the steptil graph, all employees on safe that days of the so graph of the steptil graph, all employees on safe that days of the so graph of the steptil graph. All employees on safe that days of the so graph of the source of the steptil graph.
- wart, with receive a womer warn youers. When an employee is mentioned positively in a KRI survey, they will receive 2 cluster Cash dollar.
- ACE.

  A semployed is allotted 5 cluster Cash follows to distribute to Micros employees. Cluster Cash distant policy for exacted to sentime cash distant policy for exacted to sentime cash distant policy for exacted to sentime cash distant policy for exacted to the cash distant policy for exa

- INNUVATIVE AND FACE REQUIRED.

  KPI Questing scores are reviewed each week. When goals are met, all employees will receive 3 Cluster Cash dollars. An indicating informal are recommendation or until community and making a transport of the employee unit receives 35 Cluster Cash dollars.
  If an employee submits a KC site specific lose that is incorporated, the employee unit receive 35 Cluster Cash dollars. INNEX WE SAIN.

  Employees who have perfect attendance each week will be rewarded with 5 Cluster Cesh dollars. (No terdiness or call-out from shifts)
- NAME THAT TOURISE COUNTY.

  Separation managers of overall point great, when a department activate their practic specials great, all employees who worked on that disput like any SUM and SUM a
- WE MAKE EVERY DOLLAR COUNT:
- Cashiers who have no discrepancies for six (s) consecutive shifts, will be rewarded with 3 Cluster Cash dollars.
- ME COMMERSHAM:
  Employee the are seen by management keeping the attractions clean and safe by picking up trash and properly disposing (trash / requisioner) with the awardrood a Unitarie Least Concerns and issues will receive a Cluster Cash dollar. Employees who appropriately report all safety concerns and issues will receive a Cluster Cash dollar. recyclables) will be awarded 1 Cluster Cash dollar.
- IT ALL YOU THE LONG OF PUR!

  HOWEVER, I when a manager unimasses on employee having fun with our guests, follow employees, prilling, taking with our guests, and any guest personal experiences, etc., (hey may be rewarded 1 Owner cash other.

#### CONERSTONE COMMITMENT PROGRAM

#### CONERSTONE REWARDS

- Each seasonal employee receives 100 incentive points each operating week that they work
- Incentive points accumulate and can be redeemed for a variety of items (see a sample table below) Additional incentive points can be earned through the CORNERSTONE APPLAUSE CARD
- numerous sixes in the second strongs are consequently and consequently structures, including but not Team Members will not receive points for the week if they have any disciplinary situations, including but not limited to grooming/wardrobe and attendance/tardiness issues.

	littings to 5
Δ	The GAMES SPINS Program is designed to reward Games and Attractions employees who:  Demonstrate the Santa Cruz Beach Boardwalk - 4 Simple Things  Demonstrate that Santa Standards.
อ	Demonstrate the Santa Cruz Beach Boardwalk - 4 Simple Things     Demonstrate the GAMES GREAT Standards
2)	Demonstrate the Santa Cruz Beach Board     Demonstrate the Santa Cruz Beach Board
7	Demonstrate the Santa Cruz Beach Boardwalk - 4 Simple Things     Demonstrate the GAMES GREAT Standards
	Demonstrate that Safety is a top priority     Helps to keep the park, apple.
	to keep the park, amely

#### de that safety is a top priority apply to the park, employee areas, and assigned locations clean at all times THE PROGRAM WORKS

#### imbers collect individual letters to spell out the word "SPINS" More service trainment vices to sever out for word "arms" form and the exceptional by a Manager, Supervisor, Seed, Inventory Team Member, Games Maintenance Team Arms, Tourney, or Association of Association (Association), Seed, Inventory Team Member, Games Maintenance Team ff, Arcade Technician, or fellow Team Members

erded by Arcade Technician ded by Games Inventory / Leads / Other Team Member

discusly (sames inventory / Leads / Uther Learn inventors # Specific Revard — Team Member demonstrated that safety is a top priority - Rewarded by Assistant Managers and Managers / Other Department Managers
- Bounded as Boundary Resource Resource Control of the Control of t

#### Rewarded by Assistant Managers and Managers

#### vers collect enough letters to spell the word SPING, they will be able to spin the GAMES DEPARTMENT SPINS. and turn in included all others for an instant reveal. Prices will same part letter, per vector see weekly let

#### ard received, ream members will receive aud incentive Foints at are redeemable in the REDEMPTION STORE in the Casino Arcade ife redeemable in the Medianfriton of take in the Casino Arcade mable at any time, although certain parameters for redemption will apply shaple at any time, aithough certain parameters for recempeon will apply almost each obtained by their incensive points and receive them for a larger prizes

arded, Team Members will be allotted SS in Games Auction Cash services (seen nominies and ne worker 35 in games Austron Cash.

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a chance to accomprize remn at the wholes uservationers wursturn mus Auction Cash will be posted outside the KEY ROOM giving employees a chance to see where

anytime during 2018

anytime during 2018 , wed to award up to 3 SPINS cards for 2018 to their fellow Team Members will be allotted 1 per June, July, and August

is wan be another if per sume, suny, and suggest
I fear Member must do so through a Supervisor or Manager

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Teach Member must do Supervisor Information Depart for

earn intermer must do so inrough a supervisor or Manager codically, please check the SPINS information Board located by the KEY ROOM floorcapt, please creck the SHINS Information Bloard occased by the KET KUUM.

Be altered at any time. Please review the SPINS Information Board for more details. see, mey will not be eligible to reseem their arrivo ueros arey must redeem any SPINS cards before their last day of work

e the Time Sheets (Daily or Weekly) to track Team Members. on the time sheet if the Team Member has a violation

# of Points

100

150

200

250

300

a utilize the new VERBAL WARNING CARDS to discipline Team Members that are in hould receive a verbal warning from a member of the management team. responsible for updating your time sheets with new hires/location moves.

ion from the time sheet onto the tracking spreadsheet. rough the spreadsheet and track any redemption of points. to the spreadsheet.

arded additional points if they are awarded a CORNERSTONE APPLAUSE card. AUSE cards are awarded to Team Members if they are witnessed demonstrating one of Friendly, Fun, Memorable, and Safe.

yrded by a member of the leadership team. (GM, DIR, MGR, SUP, or FT STAFF) be redeemed for a FREE SODA at the VIP Café.

and Team Members may redeem up to four (4) at one time through HR.

the card to the Team Member.

is the card up (special free coke button) the cashier should have the same amount of cards as iccounts for the number of cards for that day. Cash Control sends the cards to HR for the

the information into the tracking spreadsheet.

iber receives a CORENERSTONE APPLAUSE card for each category, they will be recognized and to on the wall, certificate, special CORNERSTONE STAR t-shirt, nametag decal, etc...

ty 100 points received during the season, Team Members will receive \$100.00 in Cornerstone Cash. stone Cash may be used to bid on prizes at the end of the season at an auction.

- Cornerstone Cash will 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.





#### **Communicate it**

#### **Example:**

#### Engagement Guide

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

◆ ENGAGEMENT GUIDE •	RING TOSS								
GREETING / CONVERSATIONS									
Basic	9:	Good Morning (Afternoon / Evening) / Welcome to the Boardwalk / Would you like to give it a try / Are you ready to play							
Interactive Action	9:	High Five / Fist Bump / Hand Shake							
10/5 RULE	9:	When a Guest is within 10ft of your game = Wave and smile / If a Guest is within 5ft of your game = Greeting							
Encouragement	9:	Encourage Gue	Encourage Guest during their play						
Celebration	ge.	Always celebrate a win – Announce "WE HAVE A WINNER" then use resources available: whistles, bells, buzzers, etc							
WOW MOMENT - APPROVED BY A SUPERVISOR OR MANAGER ONLY									
Birthday Button Offer	-	If a Guest has a Birthday Button, you may offer them ONE (1) FREE SMALL BUCKET OF RINGS (Blue Bucket)							
Roll The Dice	0	Allow a guest to roll dice – Guest is awarded the number rolled in free rings to toss for free.							
Guess The A Number	8	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	9	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	8	After a guest throws their last ring, grab enough rings for the group – Say "Everyone gets one more throw. All together on 3." Count to 3.							
Greeter Rings	9	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							
SPECIALS / UPSALES DATEAVAILABLE									
Mega Bucket Sale	\$	NOW	\$15	Sell the Guest a Green Bucket for \$15 - "MEGA BUCKET	SALE"				
Colossal Bucket Sale	\$	NOW	\$25	Sell the Guest a Yellow Bucket for \$25 - "COLOSSAL BU	CKET SALE"				
Boardwalk Bucket	\$	NOW \$12 If a Guest buys a \$12 bucket, they get to keep the bucket							
GUEST DEPARTURE									
Thank The Guest	hank The Guest Always thank the Guest for playing								
Basic									
Interactive Action	So the Mark to the Control of the Co								
		ADE		RULES	PRICE	#OF RINGS	CONTAINER		
		ARE		Ring one bottle to win	\$2	7 Rings	Black		
E REE	, i	E GUEST		One win per person, per day  Contact a supervisor for all wins	\$5 \$10	24+ Rings	Blue		
E NCOURAGE THE GUEST					\$10	60+ Rings 80+ Rings	Orange Multi		
A LWAYS HAVE FUN \$15 200+ Ring						200+ Rings	Green		
						500+ Rings	Yellow		
DOCUMENT OF A STATE OF THE PARTY THE									





#### **Communicate It**

- Tell them about the rewards they will receive
  - Show them the value







## **Communicate It**

**The Accomplishments** 







#### **Demonstrate It**

#### WHO

- You
- Your Supervisors
- Your Leads
- Your Trainers
- Your Boss
- Other Managers







## **Empower It**

#### HOW?

- Tell them they are empowered
- Ask them for their ideas
- Reward them for ideas you use
- Don't react negative to a mistake think positive
  - Ask them how they would handle situations















#### **Reward It**

## Recognize & Reward

- Celebrate the individuals
- Throw parties
- Give them prizes they want



CONGRATULATIONS





## **Never Stop**

#### **Keep Going**

- Don't stop crafting ways to engage.
- Don't stop improving.
- No matter how many times you've shown them, keep doing it.







## What you should take away

- 1. Plan It
- 2. Communicate It
- 3. Demonstrate It
- 4. Empower It
- 5. Reward It
- 6. Never stop creating engagement





## **Specific Examples**

## **Everyone Stand Up**





## **Specific Examples**

# GAMES Race Games





- Read The Rules Hokey Pokey
- Accept My Challenge and Play for Free
- Prime the pumps
- Get the crowd involved
- If we get one more player The prize size goes up





## **Specific Examples**

# GAMES Low COS Games Ring Toss & Ladder Games





Roll the dice and the number you land on = the number of free rings you get / the number of climbs







#### Ask kids:

Questions... "I've Got A Tough Question for you. What's 6
 + 6?" | 12 is the number of rings you can throw for free.

To demonstrate their favorite



 To show their prize off when they win and congratulate them as they leave





#### Give the player more!

- As a player throws their last ring, add more rings and say:
  - "Looks like you got more rings than you thought"





#### Involve the whole family:

- As a player throws their last ring... You say:
  - "Don't leave yet because you have one more throw, and this one is a FAMILY throw. Everyone will toss together on the count of 3".





#### Involve the whole family:

- When a ladder climb player (child) does not win, challenge their parent to try for free and if they can achieve a certain spot on the ladder, they will win smaller prize.
- This is a great way to get the parents involved and create memorable family moments.







## **Specific Examples**

# GAMES General Ideas





Rock Paper Scissors

 Make the game easier for small kids – Soccer Games / Basketball Games

"Can I Try It?" – Yes







## ARCADES - In your arcade, have your team members roaming and interacting with Guest

- Challenge them to interactive games and award them for winning
  - Extra tickets / points
  - Small prizes
  - Midway game coupons





## **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



## **Specific Ideas**

# UNIQUE INTERACTIONS Experience Based





#### Birthday Celebration

Give the Guest a free throw, extra balls, or additional chances if they are celebrating their birthday

Games Birthday	/ / Guest of the Day Button Offers - 2020	W/ Purchase Only
Ring Toss	Offer the Guest ONE (1) Free Small Bucket of Rings	No
Disc Drop	Offer the Guest TWO (2) Extra Pucks	Yes
Milk Bottles	Offer the Guest TWO (2) Extra Balls	Yes
Jungle Climb	Offer the Guest ONE (1) Free Climb	No
Bazooka	Offer the Guest ONE (1) Free Games	No
Clam Bake	Offer the Guest ONE (1) Extra Clam	Yes
Get A Grip	Offer the Guest ONE (1) Free Game - 90 secs	Yes
Catch A Kraken	Offer the Guest ONE (1) Extra Ring	Yes
Long Shot	Offer the Guest ONE (1) Extra Shot	Yes





- Allow 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







#### Character Interactions at a location

 Work with Entertainment to have characters interacting in your store or games area – Pull a less profitable game and locate a meet and greet there

#### Roaming Games Cart Character

- A fun character with games & prizes on a cart, roaming the park. They would interact with people in lines, midways, plaza areas, etc.
- Free games to play
- Prizes for winning the games:
  - · Game coupons
  - Small Plush or Clearance items with coupons attached
  - Front line access cards







- Turn your retail store or game area into a social media hot spot
  - Do you have extra room in your store or in your games area?
  - Work with marketing to build a fun photo spot to post to social media
  - Have them display the merchandise or game prizes in the photo





- Roaming Character
   Merchandise or Food Vending
   Program
  - Hire outgoing staff and have them do vending in the park
  - Have the staff dress and act like a character
  - Mobile Carts / Electronic Carts
  - Work with your Entertainment Department to help with the character development







## THANKS FOR YOUR TIME



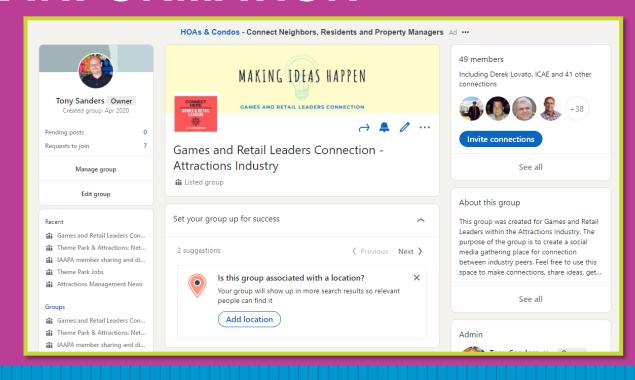




### FOR MORE INFORMATION

#### **LinkedIn Group**

- Network with others
- Show examples







## QUESTIONS





