PLAN. EDUCATE. ENGAGE.

A Bowling University Guide for State Associations

Bowling University

SCHOOL FOR BOWLING CENTER MANAGEMENT

Online ON DEMAND Education and Training

BOOT CAMP

SCHOOL FOR BOWLING CENTER MAINTENANCE

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PLANNING YOUR STATE HOSTED MANAGEMENT SCHOOL

QUICK GUIDE

STATE EXECUTIVE DIRECTORS & PRESIDENTS - STEPS TO SECURING AN AGENDA

1. Request dates ***early*** because topic and instructor availability can be limited.
2. Select the curriculum based on your Board of Directors' focus for attendees. Select optional session(s) as applicable.
3. Email agenda option and additional session selections to education@bpaa.com.
4. Bowling University will create and email an official agenda to the State ED and President, based on content flow and speaker availability.

STATE PLANNING ROADMAP

1. **Start with the audience.** Choose the attendee level first, then match curriculum, pricing, and promotion to that audience:
    - Experienced GMs/equity stakeholders
    - First-time GMs/experienced managers
    - Entry-level/first-time managers and shift leads
2. **Plan early.** Select dates 10-12 months in advance.
    a. Tuesday through Thursday is recommended
    b. School days run 8:30 a.m.-5:00 p.m.
    c. Begin promotion with a Save the Date
3. **Set the price.** The state investment is $9,500 and includes:
    a. Instruction
    b. Instructor travel/stipends
    c. Materials and shipping

    (Set attendee pricing around your audience and recovery goal; consider an Early Bird rate)
4. **Build the learning environment.**
    a. Ideal class size is 16-24 students
    b. Select dedicated classroom space with comfortable seating; U-shape is preferred, with classroom seating as an acceptable alternative.
5. **Plan the room & meals.**
    a. Provide an 84-inch diagonal screen, projector, and two flip-chart easels
    b. A separate lunch area is preferred; not required
    c. Plan $15-$25 per person per day for lunch
6. **Market & finalize.** Begin mail, email and website promotion at least six months out and increase frequency as the event approaches.
    a. Submit the attendee list to your BU liaison 30 days before school begins
    b. Confirm final logistics with your BU liaison 7-10 days before school

STATE HOSTED MANAGEMENT SCHOOL

AGENDA OPTIONS

1. **COMPREHENSIVE FOCUS -** Broad management development across the major areas of the business.
    - Strategic Marketing
    - Digital Marketing
    - Guest Frequency/League Bowler - from Casual to League Life Cycle
    - Talent Acquisition - Finding, Hiring and Keeping Better Employees
    - Improving Daily Profitability - Day-to-Day Basics & Industry Metrics Workshop
    - Select **2** of the 4 sessions below:
        - Essentials of a Profitable F&B Operation
        - Maintenance Management
        - Birthday Parties
        - Group Event

2. **MARKETING AND SALES FOCUS -** For teams focused on growing traffic, organizing marketing efforts and improving sales execution.
    - Strategic Marketing
    - Digital Marketing
    - Guest Frequency/League Bowler - from Casual to League Life Cycle
    - Annual Planning
    - Select **1** of the 2 sessions below:
        - Birthday Parties
        - Group Events
    - Select **1** of the 3 sessions below:
        - Outside Sales - for the non-salesperson
        - Customer Service - Training the Trainer
        - Navigating & Reducing Customer Complaints

3. **LEADERSHIP DEVELOPMENT FOCUS -** For first-time leaders and managers building practical people-leadership skills.
    - Strategic Marketing
    - Digital Marketing
    - Talent Acquisition - Finding, Hiring and Keeping Better Employees
    - Customer Service - Training the Trainer
    - Navigating & Reducing Customer Complaints
    - Leadership Development (for first time Leaders)
    - The 5 Choices to Extraordinary Productivity

BOWLING UNIVERSITY BOOT CAMPS

QUICK GUIDE

BOOT CAMP TOPIC	DESCRIPTION
Annual Planning	Build an annual marketing plan using the 90-60-30 process to keep your team focused, reduce last-minute scrambling, and grow sales.
League Bowler Development	Increase guest frequency from casual trial through the league-bowler lifecycle, including the bowler life cycle, sample programs, new league development, and sales goals.
Talent Acquisition	Create and/or strengthen the culture, recruitment, hiring and onboarding so the center can attract and retain better team members.
Digital Marketing w/ AI	Use AI and digital tools to create stronger marketing and help move more people from awareness to a visit.
Time Management – The 5 Choices	Create more time to work on the business by focusing on priorities, scheduling the Big Rocks, managing technology and avoiding burnout.
Outside Sales for the Non-Salesperson	Build confidence with lead generation, identifying client needs, goal setting, closing strategies and post-event follow-up.
Food & Beverage – Traditional Centers	Interactive work on cost of goods, gross margin, portion control, inventory, purchasing, par levels and pricing.

SPECIALTY BOOT CAMP TOPICS - (LIMITED AVAILABILITY)

Game Room Management	**Merchandising Strategies** - Hands-on training that requires an host Entertainment Center with store-model redemption and crane machines. **Game Room Analytics** – A manager level review of game-card system metrics including revenue, cost, security and marketing data. A game room is not required at the host location.
Food & Beverage – Group Event Catering & Banquet Profitability	Entertainment-center focused education covering banquet execution, food quantities, pricing, profitability tools and group-event best practices.

NEXT STEPS

- Start with the **member need** you most want to address – it's a **one-day topic** focused event
- Determine **date** and **location** where the program can reach the most centers or team members
- Request dates ***early*** because topic and instructor availability can be limited

KEY PLANNING REMINDERS

- Boot Camp costs $1,499 and is a stand-alone event
- Classroom maximum – 32 attendees
- Time: 10:00am – 4:00pm, Tuesday thru Thursday are the best days to host.

SCHOOL FOR BOWLING CENTER MAINTENANCE

4-DAY MAINTENANCE CLASS

CLASS FORMAT

- Four-day, hands-on maintenance school training, conducted in a bowling center.
- Available for either AMF 8270 Pinspotters or Brunswick A2 Pinsetters.
- **Maximum class size: 12 students**.

HOST CENTER REQUIREMENTS

- Commit four lanes out of service for the duration of the school. In return, *host center receives some machines finely tuned by the class and instructors.*
- Provide an enclosed room for classroom instruction for the duration of the class.

SAMPLE AGENDAS

- Brunswick A2 Sample 4-Day Agenda
- AMF 8270 Sample 4-Day Agenda

STATE ASSOCIATION INVESTMENT – $9,500.00

- Supplies core instructional support for the school, including*:*
  - Travel and stipend for non-BPAA instructors and consultants presenting at the school.
  - Materials and shipping to the host location.

ATTENDEE PRICING

- Set attendee pricing based on the portion of the **$9,500 investment** the state wants to recover.
- Pricing can affect both attendance and the quality of audience you attract, for example:
  - Consider an Early Bird rate to encourage early registration.
    - **$399** for Early Bird (first 30 days registration is open) then **$499** regular price

FOOD & BEVERAGE PLANNING

- Plan **$15-$25** (per person) per day for lunch, depending on the host location.
- Plan for morning coffee and light afternoon snacks to help the students stay focused.
- Plan for drinks (water, soda, etc.) offered throughout the day to keep students hydrated.

CLASSIC
Think Bowling, Think Classic.

TASKFORCE
Training • Advice • Service • Knowledge

ON-DEMAND ONLINE EDUCATION AND TRAINING

Unlimited, Self-paced Training Courses for Your Entire Team

HELP STATE MEMBERS GET STARTED

- Email members about the program
- Request a webinar specifically for your state
- Distribute flyers at state events
- Direct members to **BowlingUniversity.net**
- Contact BU Team with questions

Online ON DEMAND Education and Training

Join us online at BowlingUniversity.net to get started today.

WHAT IT IS...

- **FREE** Unlimited Access - available 24/7
- Video-driven, self-paced courses for frontline team members, supervisors, managers, and leaders.
- One-time center registration at BowlingUniversity.net/OnDemand
- Most courses are less than 20 minutes

ONLINE COURSE LIBRARY

ALL STAFF COURSES

AS001 Anti-Harassment
AS002* Alcohol Awareness (for Team Members)*
AS010 Bowling Center Safety - 1
AS020 Bowling Center Safety - 2
AS030 Bowling Center Safety - 3
AS040 Active Shooter Preparedness
AS050 Robbery Preparedness
AS060 Incident Response & Reporting
AS080 Social Media Awareness
CPR01 CPR Basics for Everyone - Adult & Child
CPR02 Infant CPR Basics

*AS002 - Strongly recommended for all team members as a supplement and is not intended to replace any state or local requirements.

CUSTOMER SERVICE - FRONT LINE

CS100 Customer Service - Service Standards Introduction
CS101 Telephone Etiquette
CS102 Navigating & Reducing Customer Complaints
CS111** Customer Service - Service Standards START**
CS112** Customer Service - Service Standards Zingerman's**
MS100 Increasing Guest Frequency - Bowling/Team Members

**CS111 & CS112 - It is strongly recommended that management decide which of these customer service courses team members should take based on your center's service standards. Each course shares different approaches to customer service.

FOOD & BEVERAGE - FRONT LINE

FB010 Food & Beverage Sales & Service
FB100 Food Safety & Sanitation (for Team Members)
FB102** Serving Alcohol Responsibly**
FB104 Portion Control (for Team Members)

FB102 - Strongly recommended ***ONLY for servers of alcohol* as a supplement and is not intended to replace any state or local requirements.

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CUSTOMER SERVICE - SUPERVISORS AND MANAGERS

CS200 Creating Mission, Vision, & Values for Leaders
CS201 Customer Service-Developing Service Standards For Leaders
CS202 Customer Service-Executing Service Standards For Leaders
CS203 Customer Service-Measuring Service Standards For Leaders

GAME ROOM- SUPERVISORS AND MANAGERS

EN201 Introduction to the Game Room
EN202 Establishing Game Metrics I - Point Value
EN203 Establishing Game Metrics II - Payout Percentage
EN204 Establishing Game Metrics III - Cost of Goods

MAINTENANCE - SUPERVISORS AND MANAGERS

M200 Roles and Responsibilities - Understanding Bowling Maintenance Management Part 1
M201 Developing and Planning - Understanding Bowling Maintenance Management Part 2
M202 Developing a Bowling Maintenance Budget
M203 Bowling Maintenance Inventory Management
M204 Bowling Maintenance Best Practices
M205 Bowling Maintenance Service Standards
M206 Establishing Bowling Maintenance Metrics
M207 Implementing and Tracking Bowling Maintenance Metrics
M208 Measuring Bowling Maintenance Metrics

FOOD & BEVERAGE - SUPERVISORS AND MANAGERS

FB200 Food Safety & Sanitation Training (for Leaders)
FB201 Food Service Cost Metrics
FB202 Developing Standardized Recipes
FB203 Portion Control (for Managers)
FB204 Purchasing, Receiving & Storage
FB205 Food Inventory Management
FB206 Strategic Pricing for Foodservice Operations
FB207 Calculating Prime Cost for Food & Beverage
FB208 Menu Engineering Part 1-Analytics to a Profitable Menu
FB209 Menu Engineering Part 2- Menu Layout and Design Strategies
FB210 Analyzing the Sales Mix Impact on Profitability

LEADERSHIP- SUPERVISORS AND MANAGERS

LD201 Leadership Essentials Part 1
LD202 Leadership Essentials Part 2

MARKETING - SUPERVISORS AND MANAGERS

MS200 Increasing Guest Frequency-Bowling/Management
MS201 Demographics-Know Your Market
MS202 Strategic Marketing
MS203 Elements for Effective Marketing Campaigns
MS204 Marketing Return on Investment
MS205 Strategies for Developing Annual Marketing Plan
MS206 Outside Sales for Non-Salespeople
MS207 Revenue Management
MS210 Foundation for Digital Marketing Success
MS211 Digital Marketing - Facebook
MS212 Digital Marketing - Email
MS213 Digital Marketing - SMS (Text Messaging)

OPERATIONS - SUPERVISORS AND MANAGERS

OS200 SMART Goal Setting - Why Goals Matter
OS201 Staffing - Talent Acquisition Recruiting
OS202 Staffing - Talent Acquisition Interview & Selection
OS203 Staffing - Talent Acquisition Onboarding

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Want More Details? Have Questions?

Bowling University | www.BowlingUniversity.net | 817-385-8431 | education@bpaa.com

PLANNING A STATE HOSTED MANAGEMENT SCHOOL

ROADMAP TO SUCCESS

1. **Investment** - $9,500 and includes:
   a. All supplies needed for the three days of instruction
   b. Travel and stipend for instructors and consultants presenting at school
   c. Materials and shipping to and from host location

2. **Select Your Audience and Curriculum** *(10-12 month prior to event)*
   a. **Audience** - Choose the attendee level first:
      a) Equity Stakeholders and Experienced General Managers (Advanced)
      b) First Time General Managers and Experienced Managers
      c) Entry Level and First time Mangers/Shift Leads
   b. **Curriculum** - Choose the one that best fits your audience (see page 4 for details):
      a) Comprehensive Focus
      b) Marketing and Sales Focus
      c) Leadership Development Focus

3. **Select Your Date and Location** *(10-12 months prior to event)*
   a. **Date –** Choose date most suitable for your audience
      a) Include start date of Tuesday and an end date of Thursday for the school
   b. **Location -**
      a) Determine what region or city of the state is most suitable for the best participation
      b) Select a facility that can accommodate your expected attendance.
      c) When choosing your location, (center or hotel) consider the following:
         a. Learning Space - Conference room that can be completely closed off from the center or hotel lobby
         b. Room size and set up for expected attendance
            i. Ideal class size is 16 – 24 attendees for maximum learning potential
            ii. Comfort is *critical* for 3 full days of classroom learning
               1. Each class day begins at 8:30am and ends at 5:30pm
            iii. U-shape table set up preferred; or classroom style is second choice
            iv. Two back tables for refreshments and additional speakers
         c. Room access – available by *5pm day before* for full BU management school set up
         d. Audio/Visual Needs-
            i. Projector Screen 84" (diagonal 6ft x 6ft)
            ii. Projector and Sound (if possible)
            iii. Two Flip Chart Easels. (No pads needed)
         e. Lunch space - a separate room/area for eating is requested
            i. **Center space** –ask to use the bar, restaurant, or concourse area
            ii. **Hotel conference room** – breakfast area or space outside of conference room if available

4. **Set Price and Registration Process** *(9 months prior to event)*
    a. What to consider determining individual pricing for the school:
        a) How much does the state want to recoup from the investment?
        b) Do we have a sponsor to help offset the costs?
        c) What will the daily cost be for lunches/snacks and drinks throughout the day?
            a. Outside food delivery - Plan for $15 - $25 per lunch, per person, per day if ordering outside the facility
            b. In center – access menu ahead of time and plan menu and cost breakdown for food and drink
            c. In hotel with catering – plan for a significantly higher cost
        d) Establish an "Early Bird Discount" rate
            a. Example: $99 Early Bird and $149 regular
    b. Registration for the school:
        a) Add registration page to website
        b) Add payment link to website
        c) Add QR code or other payment options to management school marketing flyer and all email communication
        d) Email payment confirmation receipt to each attendee

5. **Create and Execute a Marketing Plan** *(9 months prior to event)*
    a. Create a marketing campaign to promote your state-hosted management school.
        a) Ten (10) months prior to the event-
            a. Begin with a "Save the Date" email/postcard 10 -12 months out
            b. Post on Your State Website
        b) Six (6) months prior to event –
            a. Send campaign flyer via mail and email (constant contact)
            b. Set up emails to go out every 3-4 weeks
        c) Three (3) months prior to event – mail postcard again reminding members of "Early Bird Deadline."
        d) Six (6) weeks prior to the event – send emails weekly to register for the event.

6. **Communication and Planning with Bowling University** *(30 days prior to event)*
    a. A Bowling University Management School liaison will communicate with the State Executive Director throughout the planning process.
    b. An Excel file template will be provided for the Executive Director to be filled out and submitted 30 days prior to the event.
    c. 30 days prior to the event, please provide:
        a) Registration updates on the excel template to your BU liaison
        b) Additional changes to the event
        c) Name and address of the individual/location BU will mail all materials and resources for the school

STATE HOSTED MANAGEMENT SCHOOL CURRICULUM TOPICS

IMPROVING DAILY PROFITABILITY

This session helps participants understand the financial numbers that matter most in day-to-day operations. Attendees learn key financial terms, industry metrics, and practical daily and weekly management techniques to make better decisions, identify opportunities, and improve profitability in their center.

FOOD & BEVERAGE

Core concepts and analytics every successful food and beverage establishment should be familiar with and utilized on a regular basis and develop an efficient and profitable menu through menu engineering analysis.

MARKETING & SALES

Practical industry-focused education to help your facilities attract more guests, increase sales, and grow revenue. Review the session topics below and select the options that best fit your state's needs.

- **Strategic Marketing** – Use demographics and competition to make smarter decisions.
- **Digital Marketing** – Use social media and AI to reach and engage guests.
- **Guest Frequency & Leagues** – Increase guest frequency from casual trial thru league-bowler lifecycle
- **Birthday Parties** – Build stronger party packages and sales that drive bookings and repeat visits.
- **Group Events** – Improve packages, pricing, sales, and event profitability.
- **Outside Sales** – Generate leads, build relationships, and close more business.

TALENT ACQUISITION - RECRUITING, TRAINING, & RETAINING STAFF

Building a strong team starts with the right people, the right expectations, and the right culture. This session helps bowling and family entertainment center leaders strengthen recruiting, clarify staffing needs, and job responsibilities, improve onboarding and training, and create service standards that engage employees, build a positive team culture, and support long-term retention.

GUEST EXPERIENCE—SERVICE STANDARDS AND COMPLAINT RESOLUTION

This train-the-trainer course features two distinct topics for learning and discussion. **Navigating Customer Complaints** explores practical techniques for addressing and resolving customer concerns, identifying recurring issues, and reducing future complaints.

Customer Service Standards focus on understanding the guest experience, evaluating gaps in current service practices, aligning expectations with the center's mission, vision, and values, and creating measurable standards employees can understand and consistently deliver. Attendees can reinforce both topics with the entire center team through follow-up online training.

MAINTENANCE DEPARTMENT MANAGEMENT

This course helps participants understand and build a more organized and effective maintenance operation. Attendees learn how to track performance, manage budgets, evaluate staffing needs, strengthen accountability, and better understand the maintenance team's role in reliable operations and the overall guest experience.

ADVANCED DEVELOPMENT

The following are **two separate course options** designed to strengthen leadership and personal effectiveness.

Time Management – 5 Choices helps leaders focus on what matters most by prioritizing important work, scheduling the "big rocks," managing technology effectively, pursuing stronger results and avoiding burnout.

Leadership Development gets back to the basics, giving managers and first-time leaders practical tools to communicate clearly, build trust and lead their teams with greater consistency.

PLANNING A BOOT CAMP

ROADMAP TO SUCCESS

1. **Investment from State-** *$1,499.00*
   a. All supplies needed for instruction
   b. Tavel and stipend for instructor
   c. Materials and shipping to and from host location
2. **Select your curriculum** *(10 – 12 months prior to event)*
   a. Select the topic that best serves your membership needs. See page xx
   b. Course begins at 10:00 am and ends at 4:00 pm.
3. **Select a date and location** *(10 months prior to event)*
   a. Date – choose a date that is most suitable for your membership attendance.
   b. Location -
      d) Determine what region or city of the state is most suitable for the best participation
      e) Select a facility that can accommodate your expected attendance.
      f) When choosing your location, consider the following:
         a. Learning Space - Conference room that can be completely closed off from the facility hosting the event
         b. Room size and set up
            i. Large enough to fit up to 32 attendees, trainer and ED
            ii. Table layout - Round tables or classroom style
         c. Room access – available by *5pm day before* for full Boot Camp set up
         d. Audio/Visual Needs-
            iv. Projector Screen 84" (diagonal 6ft x 6ft)
            v. Projector and Sound (if possible)
            vi. Two Flip Chart Easel. (No pads needed)
         e. Lunch space - a separate room/area is recommended but not required.
4. **Set Price and Registration Process** *(10 months prior to event)*
   a. Cost per attendee:
      a) How much does the state want to recoup from the investment?
      b) Do we have a sponsor to offset costs?
         a. Outside food delivery - Plan for $12 - $18 per person
         b. In center – access menu and plan food before the event
         c. In hotel with catering – plan for a significantly higher cost
   b. Registration:
      a) Determine how to collect registrations and payments
      b) Add registration page and payment link to website, emails and flyers
5. **Create and Execute Marketing Plan** *(8 – 10 months prior to event)*
   a. Ten (10) months prior to the event-
      a) Begin with a "Save the Date" email/postcard
      b) Post on Your State Website
   b. Six (6) months prior to event –
      a) Send campaign flyer via mail and email (constant contact)
      b) Set up emails to go out every 3-4 weeks
   c. Three (3) months prior to event – mail second postcard
   d. Six (6) weeks prior to the event – send emails weekly

6. **Executive Director "to do list" prior to event:**
    a. Thirty (30) days prior to the event, provide your Bowling University Liaison:
        a) Registration list on the excel template provided by your BU liaison
        b) Changes to the event
        c) Name and address of the individual/location BU liaison will mail materials and resources for the Boot Camp
    b. One (1) week prior to Boot Camp:
        a) Confirm the room space reservation.
        b) Confirm food order for confirmed number of attendees, instructor, and any state representatives.
        c) Bowling University staff will ship all class materials one week prior to Boot Camp. If you would like them shipped to anywhere other than the site of the Boot Camp, please let your staff liaison know prior to this date.
    c. Day of Boot Camp
        a) Confirm facility has access for instructor arrival no later than 8:00 am.
        b) Confirm lunch order.

BOOT CAMP CURRICULUM OPTIONS

Annual Planning

A strong year starts with a plan that keeps your team focused and your business moving forward. This session helps participants turn center goals into a practical annual marketing plan by setting measurable targets, identifying opportunities during both busy and slower periods, and breaking larger goals into quarterly priorities and monthly actions.

Participants will learn how to use the **90-60-30 planning process** to prepare campaigns, develop materials and execute plans with greater consistency. The goal is to create a simple, repeatable planning process that helps centers use time and resources wisely, act on opportunities sooner and make confident decisions throughout the year.

League Bowler Development: Increasing Guest Frequency From Casual to League

This session focuses on practical strategies to increase guest frequency and develop casual bowlers into more engaged, repeat customers. Participants will explore database collection and management, trial and sampling programs, the value and lifecycle of a league bowler, new league development opportunities, and how leagues can fit within different business models. This session also emphasizes planning and goal setting, helping participants build actionable strategies to increase visits, strengthen customer relationships, and create long-term revenue opportunities throughout the year.

Talent Acquisition—Recruiting, Training and Retaining Staff

Attracting, developing, and retaining strong team members begins with the right culture and a thoughtful hiring process. This session helps bowling and family entertainment center leaders define staffing needs, clarify job responsibilities, and use effective recruiting tools to find candidates who fit their operations.

The session strengthens onboarding by helping leaders identify process gaps, improve new-hire training, and introduce employees to center operations and service standards. Attendees learn to set clear expectations and foster a positive team culture that builds engagement and supports long-term retention.

Digital Marketing with AI

AI offers bowling centers new ways to improve marketing, create stronger content and reach more guests, but knowing how to use it effectively can be overwhelming. This Bowling University session focuses on practical AI tools and strategies that work for the bowling industry, helping participants better promote their center, save time, and turn ideas into action.

Time Management — 5 Choices

When staffing needs, guest questions and daily challenges compete for attention, it can be difficult to focus on the work that moves your business forward. This session introduces five practical choices that help owners and managers use their time more intentionally: act on what is important, focus on meaningful results, schedule key priorities, take control of technology and build habits that help prevent burnout. Participants leave with a clearer approach to managing their day, reducing constant firefighting, and creating more time to lead their team and grow the business.

Outside Sales for the Non-Salesperson

Not everyone considers themselves a salesperson, but building new business outside of your center can be simple with the right approach. This session gives participants practical strategies to identify sales opportunities, generate leads, understand customer needs, and confidently match center offerings to the right prospects. Participants will learn how to set realistic sales goals, strengthen follow-up, improve closing techniques, and build a repeatable process for developing new group and event business beyond the center's four walls.

Food & Beverage for Traditional Bowling Centers

This session is an activity based interactive group driven workshop for the traditional (snack bar, food, and soft drinks) bowling centers. Participants are provided with a structured approach for managing costs and profits of the food operation. At the end of the session participants understand how to generate and interpret cost of goods, gross margin, product mix reports, and recipe guides. They will understand how to manage and address portion control, inventory management, ordering and product sourcing, par level, and pricing strategies, along with supporting administrative documentation.

This session is designed for those looking for an operations refresher or skill enhancement in the basics of snack bar food service management.

SPECIALTY BOOT CAMPS – (LIMITED AVAILABILITY)

Game Room Management

This Boot Camp focuses on maximizing the performance of one of your facility's most profitable areas by focusing on two key topics: **Merchandising Strategies** and **Game Room Analytics**.

Merchandising Strategies is designed for team members, merchandising leads and game room supervisors who want to understand guest preferences, redemption and crane merchandising, product selection, cost control, and the role merchandising plays in the overall guest experience. This portion includes hands-on learning and is best suited for entertainment centers with a store-model redemption area and crane machines.

Game Room Analytics is designed for managers and facility leaders who want to understand the data behind game room performance. Participants will explore key metrics related to revenue, cost, security and marketing, and learn how to use game card system data to make stronger day-to-day and long-term decisions improving profitability and the guest experience.

Food & Beverage - *Group Event Catering & Banquet Profitability (**Entertainment Center Focus**)*

Execution and cost control are essential to building a profitable food and beverage program for group events. This session is designed for event coordinators, food and beverage leaders, managers, general managers and proprietors who want to improve both the guest experience and the financial performance of their events. Participants will explore practical ways to plan and execute buffet and banquet service, determine appropriate food quantities, structure pricing for stronger margins and create consistent processes. Attendees will gain practical ideas, tools, and industry insight they can share with their teams and use to strengthen food and beverage execution for corporate events, parties and other group business.

For More Information

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