

# MAXIMIZE PROFITS

THROUGH OPERATIONAL EXCELLENCE



**June 18, 2019 • Hilton Garden Inn Raleigh**

6412 Capital Blvd. Raleigh, NC 27616 | 919-876-5650

**8:30 – 8:45: Introductions**



**8:45 – 9:30: Beating the Competition – Bernie Robinson**

In today's growing marketplace competition for the amusement dollar comes in many forms, and it is present in every market even if there are no other entertainment facilities where you do business. We will look at what your competition is, how to determine the effect it is having on your business, what to do to beat it, and what NOT to do when developing a strategy to win.



**9:30 – 10:15: Maximizing Productivity – Alan Kumpf**

Learn to attack labor cost through two different avenues. First, develop the productivity or efficiency of your staff, which is one of the most overlooked methods of improving labor cost by increasing sales internally at the time of the visit. Several methods such as up-selling, increasing guest understanding and length of visit can be implemented by front line staff. This results in increased hourly sales and reduces the labor cost impact on the facility. Second, we will unpack several different tools already in use, such as scheduling, hourly sales projections, and real time labor spend awareness, that, when employed more effectively will help achieve the right labor percentage goal and increase net profits.



**10:15 – 10:30: Break**

**10:30 – 11:00: Ferreting Out Personalities – Frank Price**

Frank Price will present the Ferret Personality System. The online application and assessment app, attracts, sifts and places the top personalities suited for the Amusement Industry and suggests the best role placement for them to be the most productive and successful. Starting out with the right employee team temperament is a win for all involved, managers, employees and your guests. Productive employees drive top line revenue results, guest loyalty and increased guest satisfaction. Placing employees in a role that's designed for the way they are naturally wired, makes them more confident, happy and personally fulfilled in their job. Personal engagement elevates the guest's perceived value, making price irrelevant and becomes a source of differentiation, pride and guest loyalty.



**11:00 – 11:45: Leading the Experience Production – Alan Kumpf**

How do we produce the experience required to drive internal sales and give our guests a reason to return? It starts at the very top by implementing efficient processes and procedures which allows the management team time and ability to spend their time running a shift on the experience being produced. Learn the specific tools needed to set your facility apart from the rest!



**11:45 – 12:00: Experience Culture Q & A Panel – Frank, Alan, Bernie**

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**12:00 – 1:00: Lunch**



**1:00 – 1:45: Safety Produces Profit – Rand Wright**

Often when we think about risk management in an entertainment center, it is common to focus on what the public perceives as our greatest risk, usually involving a specific attraction. We will explore certain risks that are frequently neglected, but in fact are critical to the safety of every entertainment center. Walk away with the steps to avoid, mitigate and respond to these risks.



**1:45 – 2:00: Break**



**2:00 – 2:45: All About Gaming Revenue – Bernie Robinson**

Don't overlook the power of your game room. A well-planned game room will increase your bottom line and become the most powerful place in your facility to get incremental revenue from your customer base once they are in your building. Walk away from this presentation with tools on how to increase game revenue. Topics we will cover will be: proper game mix, room layout, payout percentages, and must have redemption processes.



**2:45 – 3:00: Break**



**3:00 – 4:30: Maximizing Group Sales Income – Sherry Howell**

Do your parties and special events need a recharge? Group Sales can be 25% or more of your overall facility revenue; are you doing everything you can to maximize this critical piece of your operation? A winning event sales program comes down to three non-negotiable principles: The Right Drive, Clear Direction and Unfailing Discipline. In this session, we will discuss each of the three fundamentals so that you can take a fresh look into which areas you need a boost. Whether you're an owner, manager or a member of the sales team, you will learn practical next steps, how to take them, plus a way to measure it all.



**4:30 – 4:45: Maximizing Profits Q & A Panel – Bernie, Rand, Sherry**



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