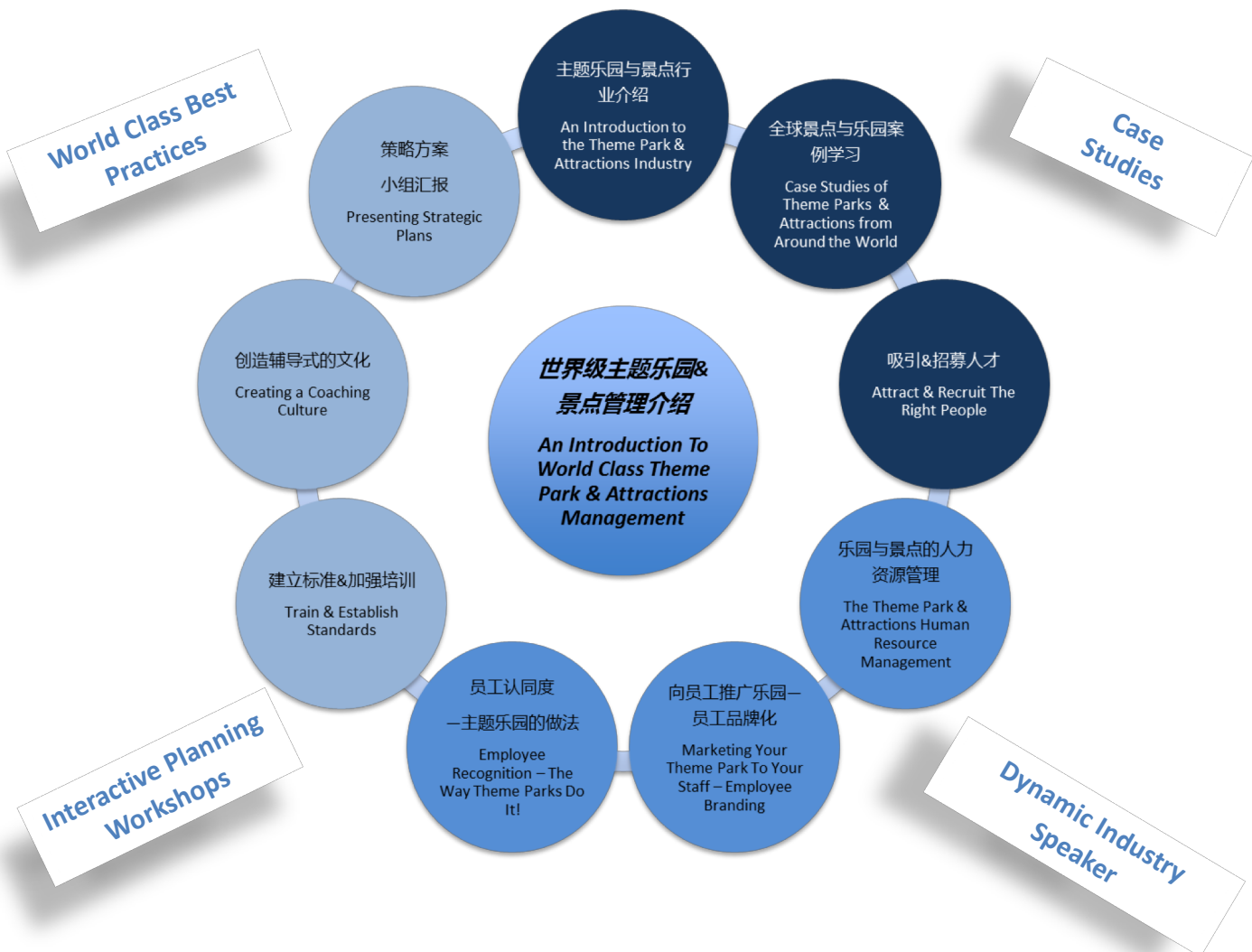


AN INTRODUCTION TO WORLD CLASS THEME PARK & ATTRACTIONS MANAGEMENT



This 3-day program customized especially for new or existing attractions is filled with information, stories, and case studies highlighting many of the best practices from the world's leading theme parks and attractions. This workshop focuses on developing human resources and leadership strategic planning that readies an organization to deliver world-class theme park and attractions management. This program provides insights into the business practices of the industry of fun. Facilitated by Shaun McKeogh, Founder & President of Attractions Academy, this highly engaging program provides a hands-on experience with your team to work together to develop real strategies that will make a real difference. The 3-day workshop will include:



INTRODUCTION



So many attractions claim that they will deliver a world-class experience. And in so many ways they do, by investing in the most amazing themed rides and engaging environments. But an attraction fails to realize the potential of the ultimate guest experience if there is no equal investment of planning, time and budget that is spent on nurturing Team Members and the Supervisory and Management Team that deliver the experience to the guests. World-class leaders in the attractions management world understand this very point. As Walt Disney so aptly explained ***“you can design and create and build the most wonderful place in the world, but it takes people to make the dream a reality.”***

World-class attractions invest in attractions specific training and human resources and leadership strategic planning because they understand the impact the Team Members, Supervisory and Management Team have on the guest experience and they want their attraction to realize its full potential in regards to what the guest will experience and how they will experience it.

An Introduction to World Class Theme Park & Attractions Management will help a new or existing attraction to understand what needs to be done right. It will be filled with a range of learning opportunities, including the opportunity to listen, the opportunity to reflect, and the opportunity to work together to develop strategies just like world-class attractions do, to make their organizations effective.

Why should your organisation invest in this attractions specific training?

- Training and development opportunities are a major contributor to becoming an ‘employer of choice’ and helping your attraction aim for World-Class
- Confident leaders make better attractions management decisions
- Understanding what and how other World Class attractions do is a great benchmark for attraction leaders
- Ultimately, planning for an engaged workforce and the right environment will lead to improved service, safety and sales

Sounds like a good investment to me!



Shaun McKeogh
Founder & President
Attractions Academy

PROGRAM DAY 1



主题乐园与景点行业介绍

An Introduction to the Theme Park & Attractions Industry

The introduction to the theme park & attractions industry will highlight the unique defining characteristics of the industry of fun! It's a chance to benchmark your attraction against the rest of the the attractions industry! This introductory unit will identify the properties to be benchmarked against, the resources and industry traits, as well as new trends and challenges to watch for when it comes to leadership and the management of your people to create a truly guest focused attraction.

全球景点与乐园案例学习

Case Studies of Theme Parks & Attractions from Around the World

Participants will be exposed throughout the program to a range of theme park and attraction properties with the sharing of stories, challenges, defining characteristics and successes to help participants understand some of the defining characteristics of world-class theme parks.

吸引&招募人才

Attract & Recruit The Right People

What sort of an employee is a good fit to work within a theme park?

An analysis of guest interactions that take place within a theme park and attraction helps create a profile of the qualities and attributes required for theme park employees. This interactive workshop will assist the business to create an attribute list for model team members which can then be used in the recruitment process and as a driver for training and on-the-job management. This unit will also identify attraction and recruitment best practices across the industry.

PROGRAM DAY 2

乐园与景点的人力 资源管理

The Theme Park & Attractions Human Resource Management

Throughout this unit, human resource and leadership management best practices across the theme park and attractions industry will be highlighted as well as lessons learned in managing employees effectively. Participants will be exposed to the Attractions Academy Amusement & Attractions Industry Employee Engagement Model.



向员工推广乐园— 员工品牌化

Marketing Your Theme Park To Your Staff – Employee Branding

Marketing an international theme park has got to start internally. Your attraction employee's have to believe in your brand. We will look at a case study of an employee branding initiative of a leading theme park, identifying its development process, challenges and successes. Then we will take time to begin developing your own employee branding strategies.

员工认同度 —主题乐园的做法

Employee Recognition – The Way Theme Parks Do It!

The development and delivery of a successful employee recognition and celebration program is critical to the management of a World Class theme park. During this unit we will be exposed to some of the common initiatives used by some of the worlds leading theme parks and attractions, and then spend time developing an outline for a recognition program that will suit your attraction.

PROGRAM DAY 3



建立标准&加强培训
Train & Establish
Standards

Training and development of your employees has a huge impact on the quality of the guest experience delivered. This unit will explore the crucial role training plays in supporting and developing your organization to create brand ambassadors of your attractions. In particular we will explore induction essentials, basic compliance training essentials and best practices in setting standards through documentation as well as the unique training initiatives World Class attractions focus on.

创造辅导式的文化
Creating a Coaching
Culture

A coaching culture within a theme park organization is what assists the business to continually improve. When service excellence is the desired outcome for your attraction, then the challenge is to create a culture where it's ok and expected to give and get feedback on how to improve to be the best that we can be. During this unit participants will be introduced to a sample coaching tool that World Class attractions use.

策略方案
小组汇报
Presenting Strategic
Plans

Throughout the 3 day program, groups will identify the strategic planning that needs to take place that specifically impacts the engagement of your employees and the management practices of your organisation to ensure a World Class operation where the guest experience is put first. Participants will begin to develop strategic plans inspired by the learning content and workshop discussions. To wrap up the program, strategic plans will be presented with participants collectively identifying the best of the best and compiling a list of recommended Human Resources and leadership strategies for your attraction to implement.

Memberships and Industry affiliations

