



# TRAMPOLINE PARK EQUIPMENT by **FUN SPOT®**

## EVENT STAFF MANUAL

## EVENT STAFF MANUAL

# TABLE OF CONTENTS

|                                       |    |
|---------------------------------------|----|
| ABOUT PARTIES AND EVENTS              | 3  |
| A QUICK LOOK AT THE EVENTS TEAM       | 3  |
| THE EVENTS TEAM RESPONSIBILITIES      | 4  |
| DIFFERENT TYPES OF EVENTS             | 5  |
| PARTY AREAS                           | 6  |
| BOOKING AND RESERVATIONS              | 7  |
| THE EVENT LEADER                      | 7  |
| THE EVENT ASSISTANT                   | 8  |
| THE EVENT HOST / HOSTESS              | 9  |
| THE ROLES WORKING TOGETHER            | 10 |
| EXAMPLE PAPERWORK                     | 11 |
| DIAGRAM A (PARTY SCHEDULE SUPPLEMENT) | 12 |
| DIAGRAM B (PARTY DETAILS SUPPLEMENT)  | 13 |
| ADDITIONAL MATTERS TO CONSIDER        | 14 |
| CONCLUSION                            | 15 |

## ABOUT PARTIES AND EVENTS

A trampoline park can offer many avenues for fitness, fun, and team-building. From corporate events to dodgeball parties, date nights to birthday parties - trampoline courts can accommodate them all! To take advantage of every hour of operation and to offer a wide variety of activities, special events must be a part of the recreational equation. This is where an Events department comes in to play! To maximize the potential for an organized and exclusive function, every trampoline park must have a team of professional and involved personnel to work hand-in-hand with the customer.

## A QUICK LOOK AT THE EVENTS TEAM

With many different facets to every type of event available, different roles and positions must work uniformly for a unique play experience! These roles include:

- **EVENT MANAGER** - The Event Manager gives oversight and direction to the Events team. An Event Manager also handles special events and customer issues
- **BOOKING / RESERVATIONS** - The Booking department is the initial point of contact for a customer interested in planning an event at the facility. Booking works with the customer to plan the event, and keeps records for the Events department to plan accordingly
- **EVENT LEADER** - An Event Leader (EL) will work with the Event Manager in preparation for all the parties that are planned for the day, and will be the employee to check-in/check-out each party
- **EVENT ASSISTANT (EA)** - As soon as a group arrives, the EA will be a personal attendant to ensure a smooth and personalized function for each customer. The EA works closely with the customer and the Event Host or Hostess during each party or event

## A QUICK LOOK AT THE EVENTS TEAM

- **EVENT HOST / HOSTESS (EH)** - An Event Host / Hostess steps in as personal attendant to a party at the transition from jumping to eating. When a groups' jump time has ended, the EH keeps the private area stocked, drinks full, and attends to other needs of the group

(These positions will be described in detail in their own sections on pages 6-7)

## THE EVENTS TEAM RESPONSIBILITIES

- **COMMUNICATION** - Each role in the Events department requires the ability to dialogue with customers of all ages and interact with other employees in a respectful and professional way. This department must have outgoing personnel who are able to communicate well.
- **ORGANIZATION** - For the department to flow in perfect unity, communication and organization must be consistent pillars. To ensure no details are overlooked, the Events team must be always organized.
- **ENDURANCE** - To handle parties and events, employees will be on their feet through most of their shift. Attending to specific needs of every customer requires the Events staff to show up to work prepared physically and mentally
- **POSITIVITY** - Customers are investing their money in an event at the trampoline park because they believe it will be a unique and positive experience. From Booking to Event Host, the whole department must be ready to serve with a good attitude and a smile.
- **HUMILITY** - On a busy day, the facility can feel at times almost overwhelming. Each Events department employee must be ready to help in any circumstance, even if it is outside of their normal duties. The Events team must be unified with team-players!

## THE EVENTS TEAM RESPONSIBILITIES

- **INITIATIVE** - Any number of incidents can occur without warning during a shift. This requires all Events personnel to understand proper procedures and the ability to take initiative. Working closely with the Events Manager, each employee must be prepared to give every customer 100%.
- **KNOWLEDGE** - At any given time, customers may ask the staff questions about the facility. Each Events employee must have a basic understanding of the park's departments, services, hours of operation, and special events. In the instance where they do not know the answer to a detailed question, they need to be able to direct them to a manager or leader who can provide the information.

Every department in the trampoline park requires similar traits of responsibility. However, because the Events department works so closely with the customer, they must be prepared to “go the extra mile” and exceed the average expectations. Often, private events have a lot of money invested. It is the Events team's job to ensure the customer leaves feeling it was a great investment.

## DIFFERENT TYPES OF EVENTS

### **Birthday Parties**

The most popular party package at trampoline parks is the Birthday Party Package. From youth to adults, this package includes one hour of jump time plus forty minutes of time in a designated, private party area. Food, drinks, and cake may be provided (depending on the facility).

### **Private Parties**

If a small group of customers (ranging from around 5-25 people) desire to rent a smaller court/dodgeball court, they can choose a Private Party Package. This gives the customer a more customizable option for their function. With a Private Party package, they could jump for twice as long and skip the private party area. This may include a fraternity wanting a private court, or a group of friends wanting a two-hour exclusive dodgeball tournament.

## DIFFERENT TYPES OF EVENTS

### **Corporate Events (Large groups)**

If a company wants a perfect team-building opportunity, or a business wants to reward their employees after a successful quarter, the Corporate Event package is perfect for a unique recreational time. This may be an option for groups larger than thirty people. The Corporate Event package is unique in that can be offered outside of the normal business hours. During a typical school year, corporate events are a perfect way for the trampoline park to take advantage of off-peak hours.

### **Special Events**

To liven up a weekend night, or to draw a crowd on a slower evening of the week, the park may offer a Special Event to the public. Special Events are thrown by the facility to offer another unique way to experience the park's possibilities for fun. For example, every Friday could offer live music for an 18+ night, or could host a fundraiser with special rates and catering. The Events team can help make a common time at the facility anything but common!

## PARTY AREAS

Depending on the facility, each park may have options for designated spaces to relax, eat, and interact after the jump time is over. This may be private party rooms, a mezzanine, or a group of tables/booths apart from the high-traffic areas of the facility. To maximize the whole facility, the Events team can creatively utilize each section of a trampoline park. It is important for Booking employees to know details concerning the layout of party areas (or potential party areas) in the design of the facility. There are always new ways to offer a premium event!

## BOOKING & RESERVATIONS

As stated before, the Booking/Reservations employees are the initial point of contact for all customers wanting to throw a function at the trampoline park. Most of the time, Booking will be the first impression an interested customer receives. The more knowledgeable and organized Booking prove themselves to be, the more likely a mere interest in a party can turn into a definite sale. The Booking team must turn any question mark into an exclamation point!

The majority of the Booking department's time will be spent in front of a computer screen and on the phone. A typical shift is filled with answering phone calls and returning phone calls. Suffice it to say, anyone securing reservations will need basic computer skills and the ability to ask all of the right questions. Using the park's custom software will help each Booking member get a thorough understanding of the customer's expectations for their event.

Because each party or function will need to be properly staffed, any reservations need to be done with enough time to schedule the appropriate number of employees for every part of the facility. Therefore, the Booking team must work especially close with the Event Manager and other managers in charge of scheduling. The Booking department must know within what bounds and which specifications they are able to reserve events. To minimize the number of calls needed to solidify an agreeable reservation, the employees must already know what is acceptable according to the management's preferences. To keep the customer happy, the calls should be quick, concise and encouraging!

(For proper booking and reservation procedures, proper training must be done by the Event Manager on-site with the custom software/system provided by the park)

## THE EVENT LEADER

At the beginning of a business day, the Event Leader begins preparing for the events that have been already reserved.

## THE EVENT LEADER

This may include printing out a daily list of every party (see Diagram A on page 9), creating folders for each group jumping (which may include the jump passes for the party, jump coupons for the birthday child, etc), and preparing to brief the Event Assistants and Hosts on the day's reservations. In some cases, the EL will also be in charge of making sure the facility has the cakes and pizzas ordered for each party (more information on this is provided on page 10, Diagram B).

When a customer and their group first arrives, the Event Leader checks in the party and makes sure every jumper has a properly filled-out waiver. Jump passes will be handed out and the details of the party's flow will be reviewed with the customer to confirm that all of the expectations are understood. Should anything be incorrect, adjustments should be made by the Events Manager. When the customer is satisfied and ready for the party to begin, the Event Assistant steps in as the next representative of the Events team.

## EVENT ASSISTANT

As soon as a group has checked in for their party or event, the Event Assistant ushers the party to a waiting area (generally the section designated for the Rules Presentation). The Event Assistant remains as the point person for the customer from the time the group checks in until the time they transition to a party room. Many times the parents who have purchased a Birthday Party Package will not jump with the children - the EA can then suggest areas for the parents to relax or watch the fun! The Event Assistant will also be available to help keep a rented court private, answer questions from the parents, and gather all the party attendees to the party area when the jump time is over.

When a group's jump time is almost over and they are transitioning to their designated party area, the EA will likely "pass the baton" to the Event Host / Hostess.

## EVENT ASSISTANT

The parents will enter the private area a few minutes before the jump time ends to prepare for the second half of the party. As one group's jump time ends, the next party's jump time is about to start. Once the customer is settled in the second phase of their party, the EA is already assisting the next party.

## EVENT HOST / HOSTESS

The EH position requires an ability to serve children and adults in a friendly, vibrant way, and the ability to clean quickly. Since most instances allow for only forty minutes in a party area, that leaves only twenty minutes to clean and prepare for the next party. Before a party arrives, the EH is stocking the room and cleaning, and if applicable, setting the tables for food and/or cake. When the guests arrive, the EH keeps drink cups full, food served, pictures taken and faces smiling. Because of the requirements the EH faces, it is normal for there to be two Hosts per party room.

When guests are in the party area, the EH must attempt to keep the atmosphere in the party room in congruency with the rest of the facility. The Host or Hostess needs to engage with the group and keep the momentum of excitement going! Once the food has been eaten and the party is over, the EH escorts the customer back to the Event Leader for payment and a thank you. Then it's time for the Host to return to the party area and prepare for the next group!

## ATTIRE

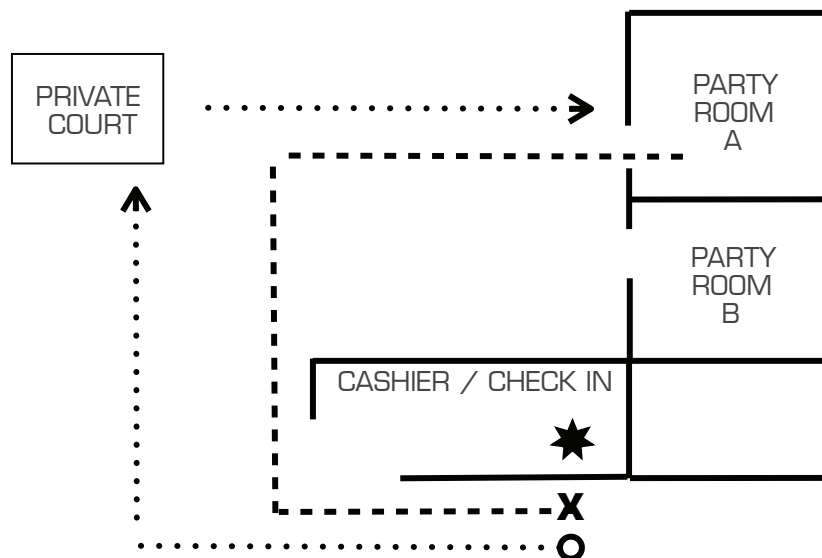
Since each team member is a point-person for the facility, they need to always be in uniform and easy to recognize by any customer.

## ATTIRE

The park's shirt is required for each shift, as well as proper shorts/pants and shoes according to the dress code laid out by the managers. Since the Events team is representing the whole trampoline park, they must also be professional in their appearance and practice good hygiene. Their hair should be well kept, and men's faces must be shaven or their facial hair well maintained. Each employee should look like someone a customer can approach!

## THE ROLES WORKING TOGETHER

As one can imagine, keeping a steady flow of parties requires strategy, timing, and unity within the Events department. The size of the facility and number of designated party rooms also affects the complication of the procedures required. To better grasp how an organized flow may occur on any given day and where each position's role begins and ends, observe the diagram below:



## THE ROLES WORKING TOGETHER

### DIAGRAM KEY

- ★ = Event Leader
- = Check In For Customer
- ..... = Event Assistant (During Jump Time)
- - - - - = Event Host / Hostess (After Jump Time)
- X = Check Out For Customer

## EXAMPLE PAPERWORK

To keep every team member on the same page, proper paperwork must be prepared each day before the shift begins. Below are two examples of beneficial supplements to keep a shift organized. The first (Diagram A) is a chart for the EL, EA, EH, and Court Monitors. This chart lets everyone know where every party should be during the duration of the day. The second supplement is a party details sheet - allowing each preference of the customer to be readily available for the entire Events team.

## EXAMPLE PAPERWORK

### DIAGRAM A

#### DAILY PARTY SCHEDULE

Date\_\_\_\_\_

| PARTY NAME | JUMP TIME / ROOM TIME | REGULAR / PRIVATE | COURT | # OF JUMPERS | PARTY ROOM |
|------------|-----------------------|-------------------|-------|--------------|------------|
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |
|            |                       |                   |       |              |            |

Each employee that will be serving customers with party packages should be well acquainted with this chart. Having the basic details of jump times and exclusivity readily available leaves little room for error. The column “# OF JUMPERS” also helps the Court Monitors ensure safety for those with private jump areas. This supplement makes the Court Monitor team and the Events team work together seamlessly.

# EXAMPLE PAPERWORK

## DIAGRAM B

### PARTY DETAILS

Date \_\_\_\_\_

Party Last Name \_\_\_\_\_ Child /Guest of Honor,s Name \_\_\_\_\_

Regular /Private Jump \_\_\_\_\_ If Private, which Court \_\_\_\_\_

Designated Party Room \_\_\_\_\_ Hostess /Host(s) \_\_\_\_\_

Event Assistant \_\_\_\_\_ Jump Time Begins \_\_\_\_\_ Party Room Time \_\_\_\_\_

Number of Jumpers \_\_\_\_\_ Party Add-Ons \_\_\_\_\_

Checked In At: \_\_\_\_\_ Paid /Checked Out At: \_\_\_\_\_

For Host /Hostess (Please Circle Which Apply)

Pizza : None Cheese Pepperoni Supreme Other: \_\_\_\_\_  
 (amount) \_\_\_\_\_

Drinks : Water Coke Diet Coke Root Beer Sprite Fruit Punch  
 (amount) \_\_\_\_\_

Cake : None Chocolate Vanilla Marble Carrot Strawberry

Additional Notes for Cake \_\_\_\_\_

Estimated # of Total Guests in Party Room (Including Parents) \_\_\_\_\_ Food Allergies \_\_\_\_\_

Diagram B keeps a thorough record of each option within a party package, and will normally be filled out by the Event Leader before the first shift begins and completed as each party ends. This supplement can be easily adjusted to address larger parties or Corporate Events instead of a Birthday or Private function. The records and details contained on each party's sheet allows the Event Leader to order the correct food, and the Event Host to have the room prepared and stocked correctly.

## EXAMPLE PAPERWORK

Party options vary depending on what the facility will offer and/or allow in party areas. If the trampoline park has a relationship with a local bakery and/or pizza delivery, most of these options should be available. However, Diagram B is only an example and can be adapted to suit the individual park's event options.

## ADDITIONAL MATTERS TO CONSIDER

Since the Events department covers around 40% of the facility's revenue, the policies and procedures of the Events team have to be carefully observed to keep an error-free experience. There are some points that should be on the forefront of the mind of the Events department. Here are some extremely important points that should be understood before each party arrives:

- Every party should be fully briefed and understand the policies of the trampoline park before they arrive for their reservation. Some of the most important points the customer should understand are:
  - ✓ The customer should arrive around thirty minutes prior to the beginning of the jump time reserved.
  - ✓ The customer should understand what is appropriate footwear.
  - ✓ It is recommended that the customer and their party fill out waivers beforehand. This may require the customer to send paper versions of the waiver with their party invitations.
  - ✓ Waivers must be completed correctly by the parent or legal guardian of each jumper (if the jumpers are younger than 18 years of age) - No exceptions. It is the customer's duty to inform every member of their party regarding the waiver policy, with ample time for their guests to fulfill the requirements.

## ADDITIONAL MATTERS TO CONSIDER

✓ If the party starts late due to the customer's tardiness, the Events department will not be able to push other parties back and change the reserved jump time. This is especially true on busy days such as the weekends. A sold-out facility means the party will only have the predetermined jump time, and nothing more. It is entirely up to the customer if they will get all of their allotted time on the courts and in the party room.

- The Booking department should have a checklist they complete every time they help a customer make a reservation. This can eliminate any inconvenient surprises for the customer on the day of their event, and protect the Events department from untrue accusations. Unfortunately, there are times when people will be dishonest and say, "You never told me that!" If the Booking department goes through the necessary matters on the checklist every time, the Events department can verify that the proper information was given.
- Proper footwear and jump passes are handed out only when the Events representative checking the party in has verified a properly completed waiver.
- On occasion, people who were supposed to attend a reserved event will not show up. This could be an entire party or a few patrons within a group. If there are any tickets that are not being used in the reserved jump time, it is important for the Events department to take the extra jump passes to the cashiers. If it is a sold-out jump time, those extra tickets will now be available for any walk-ups, and the park didn't miss out on those valuable sales.

## CONCLUSION

The Events team is a vital role to keep the trampoline park successful and dynamic. It is a fun and interactive role within the park! Due to the nature of each position within the department, most of the practical understanding will come through on-site training. The Events Manager and staff must grow and adapt together, creating a process of customer service that will leave the parties amazed every time!