



# **BPAA Management School**

## **Embassy Suites, Dublin**

### **July 18-20, 2022**



## **Monday July 18**

- 8:30 am – 9:00 am Welcome, Introductions and Opening Remarks
- 9:00 am – 9:30 am Strategic Marketing—Utilizing Demographics  
*Identify customer opportunities*  
*Refine marketing programs*  
*Design or redesign your physical layout*  
*Develop/Refine products*  
*Employees you hire*
- 9:30 am – 10:30 am Strategic Marketing—Day Part Management  
*What types of inventory do we manage in our business?*  
*Which inventory item is most critical?*  
*How does supply and demand impact our day part management*
- 10:30 am – 12:00 am Strategic Marketing—Revenue Management  
*Know your market – demographics*  
*Know your demand – day part management*  
*Know your competition*
- 12:00 pm – 1:00 pm Lunch
- 1:00 pm – 5:00 pm F&B—Improving Daily Profitability Exercise  
*Take/maintain control of your business*  
*Reduce shrinkage*  
*Maximize profitability*  
*Cost of goods*  
*Current food and beverage trends*  
*Menus, point of sale, ease of purchase*  
*People – training, educating, motivating*



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## **Tuesday July 19**

- 8:30 am – 10:00 am    **Customer Service – Train the Trainer**  
*Recognize the importance of customer service in a more tangible way*  
*Identify weaknesses in your center's customer service standards*  
*Grasp the customer service experience from your guests points of view*  
*Determine elements to create or improve your center's mission, vision and value statements*  
*Understand basic aspects for creating a customer service baseline (standards) for employees to follow – one which you can measure*
- 10:00 am – 12:00 pm    **Inside Sales – Train the Trainer**  
*The importance of knowing your center's product offerings*  
*Ramp up inside sales training for every staff member*  
*Demonstrate proven selling techniques*  
*How to match the correct product to the guest*  
*Maximize existing customer relationships*
- 12:00 pm – 1:00 pm    **Lunch**
- 1:00 pm – 3:00 pm    **Annual Planning**  
*Differences between strategic and tactical planning*  
*Identify the common obstacles to staying on plan*  
*Manage you inventory to maximize sales*  
*Maximize your monthly planning sessions*  
*Set sales goals, using action plans, etc.*
- 3:00 pm – 5:00 pm    **Increasing Guest Frequency from Casual to League life cycle**  
*Creating casual trial*  
*Database collection & management*  
*Sample program*  
*Value of a league bowler*  
*Development of a league bowler*  
*New league development programs*  
*Where leagues fit into your business model*  
*Planning for a league kick off*



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## **Wednesday July 20**

8:30 am – 10:30 am    Digital Marketing—Utilizing Social Media

*Digital Marketing – What is it?*

*Websites & SEO*

*Database*

*Email & SMS*

*Social Media*

*Content*

*Facebook Ads*

10:30 am – 12:00 pm    Talent Acquisition—Finding, Hiring and Keeping Better Employees

*Hiring Process*

*Define your center's culture*

*Evaluate true hiring need vs. perceived need to hire*

*Appreciate the need to understand job duties more than job title*

*Evaluate the variety of recruiting tools, now available for your employee search*

*On-Boarding*

*Manage new hire training*

*Assess weaknesses in your current on-boarding methods*

*Orient new employees to your center's operations*

*Introduce your new employee to the center's service standards that promote your customer service goals*

12:00 pm – 1:00 pm    Lunch

1:00 pm – 3:30 pm    Talent Acquisition—Finding, Hiring and Keeping Better Employees

3:30 pm – 4:00 pm    Wrap Up