



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 your 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