



Menu of Services offered to Sports & Entertainment Clients
by Fan Experience Expert, Ruby Newell-Legner, CSP

To help Ruby address your highest priority and most immediate needs for your **Fan Experience Transformation**, please indicate your interest level in the far left hand box by assigning a number 1-5, **5 representing a high need/priority and 1 representing a low need/priority**.

When complete, please email this form back to Ruby at Ruby@7StarService.com so she can prepare a customized proposal.

| Interest Level | Topic/Segment of Service | Audience | Description |
|----------------|--|---|--|
| | Event Service Audit | Ruby performs the audit and then shares results with executives | Ruby attends an event to experience your current levels of service first hand. She will gain valuable insight by evaluating the fan experience deficiencies and determine what each employee needs to know and do to succeed in promoting a positive fan experience. |
| | Mission, Vision and Value Statement Development | All C-Level, VP and Manager Levels | Ruby reviews her process and orchestrates the development of internal and external customer-centric Mission, Vision and Value Statements. This will lay a foundation of understanding, gain support and align everyone in the organization to be agile and prepared for building a new culture. |
| | Transformation Planning | All C-Level, VP and Manager Levels | Ruby presents her signature "7 Star Service Culture" Training Program" and then works with the attendees to outline their 7 Steps to promote a 7 Star Service Culture – this becomes the strategic framework for the Fan Experience Initiative. |
| | Develop Positive Synergy with Your Partners | All C-Level, VP Level Leaders of the Team/Venue and Leaders of each contracted service provider | Ruby helps plan and facilitate a meeting of the leaders for all service partners in the venue including contracted service providers for staffing, parking, security, food & beverage, ticket takers, ushers, housekeeping, merchandise sellers, etc. This process invites them to be part of the transformation and understand how they play a key role in our success. |
| | Dealing with Change Training Session | All C-Level Leaders, Managers and Supervisors | Ruby teaches a well respected Change Model to offer a positive communication structure as changes are implemented for the Fan Experience Transformation. Ruby will cover tactics for coping with change and managing organizational change for all levels. This is a critical piece in the process to establish clear and consistent communication throughout the Fan Experience Transformation. |
| | Fan Experience Council Creation & Facilitation | 1-2 representatives from each department | Ruby facilitates the Fan Experience Council to collaboratively and strategically plan a process that will support the Fan Experience Initiative. This council will assist in designing the curriculum to educate new and existing staff; troubleshoot service delivery issues; recommend performance enhancements and reinforce the elevated standards of service. With Ruby's guidance, the council will create a Fan Experience Mantra and review Mystery Shopping reports to make recommendations for improvement throughout the operation. |
| | Recognition Committee Creation & Guidance | A small number of members of the Fan Experience Council (being sure to include a variety of departments) | Ruby offers experience and guidance in formulating an employee recognition program to reinforce improved behavior and performance throughout the organization. She will review recognition programs she has helped other teams and venues create and offer guidelines for a robust recognition program. This program will drive discretionary effort, reduce turnover, increase employee engagement and drive business success. |
| | Cycles of Service™ Consulting and Training | 1-2 representatives from each department | Ruby teaches her proprietary process - Cycles of Service™ to help all staff members understand the importance of the impression they leave with each guest. The Cycles of Service™ process is then taken back to each department by session participants to involve every employee and develop the customer service awareness throughout the organization. Standards for each step of the Cycles of Service™ are also identified for each department and can be used for hiring, training, evaluation and coaching. |
| | Review of or Creation of a Mystery Shopping Program | A representative from each department that will be shopped and a representative from the mystery shopping company | Ruby works with your current provider or helps you implement a Mystery shopping Program. She works side by side with the Mystery Shopping Company to develop standards based on the Cycles of Service™ created for each department. Reports will be used to establish benchmarks, support the recognition program, provide feedback and offer strategic coaching opportunities to improve performance. Ruby will instruct all parties on how the information is to be used to encourage feedback and ensure that the information is being delivered in a positive, developmental, non-punitive manner. |

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| | Design and Deliver Fan Experience Training for all staff | All full time and part time employees throughout the organization and any employees who work for partners in the building | Ruby designs and presents custom training programs based on your specific needs. Each session is designed to reinforce deficiencies identified, incorporate input from venue leaders within the organization and the Fan Experience Council. The goal is to promote a positive fan experience for everyone, internally and externally, including guests, fans, staff and partners. Specific fan experience skills and Rule Enforcement Etiquette will be outlined with positive performance standards reviewed and specific examples given. |
| | Loyalty & Retention Training | Those responsible for selling and servicing Season Ticket Holders, Premium Level Guests and Suite Owners | Ruby creates a custom training program to increase loyalty and retention through season ticket sales and service. Ruby shares how she helped 3 sports franchises: <ul style="list-style-type: none"> • Increase customer satisfaction ratings by 17% in one year • Amplify their renewals by more than 19% • Receive consistent secret shopping scores in the high 90's • Increase playoff revenue by 16% |
| | Leadership & Management Training | All C-Level and Manager Level | Ruby presents her "Leadership Strategies" training program, involving current venue leaders in the delivery. She then facilitates the group to define specific leadership competencies that will be imperative in creating a successful Fan Experience Transformation. |
| | Supervisor Training | All C-Level and Manager Level and anyone who supervises full or part time staff | Ruby presents a customized version of her "Supervisory Skills for Success" training, providing supervisors with the key knowledge and skills to perform their leadership role overseeing other staff members from full-time to part time front line staff. |
| | Presentation Skills Training | Anyone who represents the organization through presentations or provides training to staff | Ruby teaches "Powerful Presentations Skills" to help presenters gain clear guidelines for a winning presentation that leaves a positive impression on any audience. Material will be customized based on pre-session interviews and surveys with attendees. Adult Learning Assessment Tools can also be utilized. |
| | Develop a Fan Ambassador Program | Leaders responsible for the Fan Experience | Ruby guides the Fan Experience Leaders to create a Fan Ambassador Program to increase fan loyalty and season ticket holder retention. Ruby provides her outlines from other Fan Ambassador Programs as a template. Guidance includes the hiring, training, and nurturing of Fan Ambassadors as well as the logistics of pre-event meetings and deployment on Event/Game Day. |
| | Train The Trainer Program | Anyone responsible for hiring, orienting or training employees or staff for contracted partners | Ruby delivers a customized training program to help trainers gain insight, best practices and adult learning theories that can be applied to enhance every training program provided to employees. This includes new hire orientation; security and game day event staff training; as well as department training. |
| | Onboarding Committee | A select group of leaders within the organization including members of the HR department and the contracted company involved in employee hiring (if applicable) | Ruby guides committee members through an analysis of the current Onboarding program, identifying the opportunities for improvement and making recommendations for enhancement. Onboarding includes all elements of recruiting, interviewing, hiring, orienting, training, evaluating, coaching and succession planning. |

As an award-winning, international speaker, Ruby Newell-Legner, CSP, has experience enhancing the fan experience for 27 professional sports teams from the National Football League, National Hockey League, National Basketball Association, Canadian Football League, and Major League Baseball. Ruby has consulted with and designed customized training programs for more than 60 sports and entertainment venues and 200 municipalities. She trained leadership teams and guest relations staff to enhance the visitor experience for venues hosting Super Bowl XLI, the 2006 & 2013 Grey Cup, the 2008 US Open (tennis), the 2010 Olympics and the 2012 Republican National Convention.