UNIVESITY OF ALBERTA GOLDEN BEARS & PANDAS ATHLETICS EVENT STAFF TRAINING



November 7th, 2012





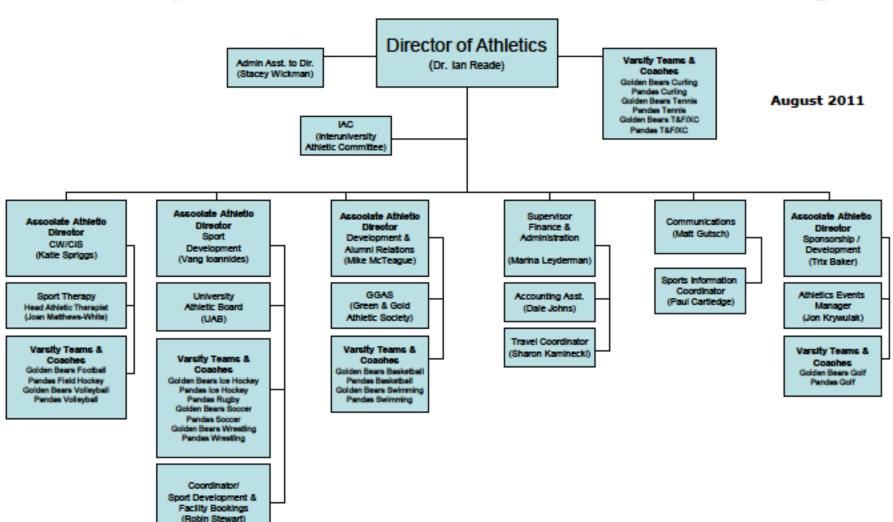
<u>Overview</u>

- Athletics Organization
- Event Management Team
- A-Team and Tech Crew
- Ticketing
- Programs (Cubs Club, KIC)
- Customer Service
- Staff Roles
- Medical-Emergency Procedures
- Questions, Comments

Ian Reade Athletic Director



University of Alberta Golden Bears & Pandas Athletic Program



Event Management Team



















Event Supervisors

- Assist in the training, scheduling, and supervision of event staff
- Monitor the day-to-day operation of events, including handling and resolving various event related issues
- Liaison between teams and officials
- Act accordingly to maintain the safety and security of athletic varsity events
- Lead pre-game staff meetings
- Attend weekly supervisor meeting
- Provide in-game supervisory assistance and support to the service areas of ticketing, merchandise and alcohol sales.
- Responsible for event cash-out and reconciliation
- Assist in the preparation of events throughout the week
- Provide assistance in payroll and other event related tasks



- Composed of 5-7 students
- Responsible for game day promotions and activities
- Assist in the promotion of athletic events on Campus and in surrounding communities

Production/Tech Crew

- Volleyball and Basketball Crew
- Includes announcing & music
- Instrumental in providing a professional game day experience

Admission info

The following passes will allow for direct admission into the event:

- VIP
- Media
- Gold Athletic Staff Badges
- Canada West Conference/Official Pass
- Volleyball Official badge

Please note: all non-participating athletes are required to have a ticket



Valid for one admission to all Golden Bears and Pandas home games.

Present VIP Card at door to gain admission. NON TRANSFERABLE.

For all Golden Bears and Pandas game information www.bears.ualberta.ca or www.pandas.ualberta.ca call 780-492-BEAR (2327)



GOLDEN BEARS & PANDAS









Present Alumni Discount Card with picture Id
on game day at walk-up ticket booth to receive a discount ticket rate on up to two tickets.
Only eligible for Canada West Conference and Playoff Games. (Excluding CIS Championships and some Non Conference events.) Non transferable.

More information regarding the use of this card can be found in the Alumni Section at www.bears.ualberta.ca

Present at Hudsons for 20% off regular priced food All DAY, EVERY DAY!

\$14 Hudsons Jugs until 8 PM.

*Offer may be subject to change without notice.







Must be Shown at Box Office Expires March 31, 2013

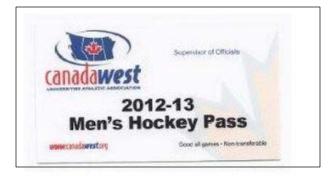
2012-13 CONFERENCE STAFF PASS

This pass entitles bearer admittance into any CANADAWEST venue for all regular season and play-off games



2012 - 2013 CONFERENCE OFFICIALS PASS

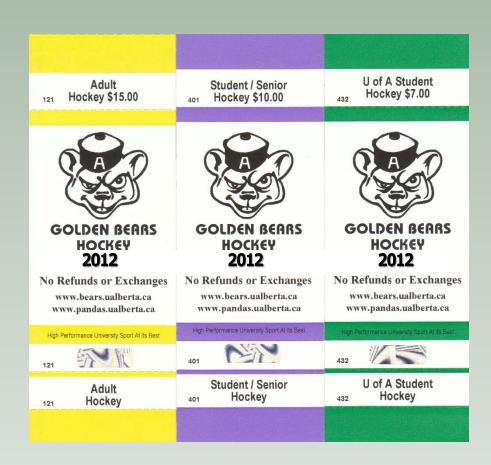
This: Pass Entitles Bealer Admittance to any Canada West Venue for Regular Season or Playoff Basketball Gems



Ticketing



Types of Tickets



KIC & Family Tickets





Activity Registration Zone-Sales Office

- Located in W-79 on lower level of Van Vliet Centre
- Sell advance game tickets, merchandise, as well as register people for classes, camps
- Open game nights for pick up of advance ticket sales, Kids in the Crowd
- Acts as another ticket booth during events

Faculty of Physical Education and Recreation

Activity Registration Zone







Coupons/Vouchers





Coupons/Vouchers













Customer Service is....

- the ability to provide a service or product in the way that it has been promised
- about treating others as you would like to be treated
- a phrase that is used to describe the process of taking care of our customers in a positive manner

There are two major reasons to deliver customer service:

repeat business and happiness.

The Customer Wants You to

•greet them

•value them

•help them

•listen to them

Customer Service = GUEST

- G Greet the customer
- U Understand customer needs
- E Explain situation (features/benefits)
- S Suggest additional options
- T Thank the customer

Complaint Handling

- Appreciate/Thank the customer for sharing the complaint
- Apologize for the error/mistake/inconvenience
- Listen actively and nod from time to time showing interest
- Show Empathy Put yourself in the customer's place
- Resolve, if it is within your control. If not, bring it to the notice of your supervisors

Don't take customers' complaints personally

Tips for Good Customer Service

- Smile
- Make yourself presentable/well groomed
- Greet each customer
- Smile
- Make eye contact when speaking to customers
- Be a good listener and show interest in what the customer is saying
- Smile
- Identify and anticipate needs
- Apologize when something goes wrong
- Use positive verbal & body language



Shifts

- Will generally start 90 minutes prior to game time (min. of 2 hours prior for football)
- We ask that all staff stay until work is done generally 15-20 minutes following a game
- Shifts are generally 4-5 hours
- Schedule set well in advance and posted online (http://www.ualberta.ca/~jk6/)
 - Changes are done by staff members (through e-mail, phone calls) and then must notify Jon
 - List serve email address: athletics-staff@mailman.srv.ualberta.ca

Shifts

- Looking for consistency in staff during events
 - Particular positions / sport
- Be attentive during shift have fun but priority is to remain on task
- Busy times are early in the season and playoffs

Event Staff Website

Code of Conduct

- Be on time
- Expect to stay until work is done
- Know what your job entails, if you don't know ASK!
- If you can't make a shift, it is your responsibility to find a replacement and inform Jon
- Two Strikes and your out!
- Work together
- Be respectful

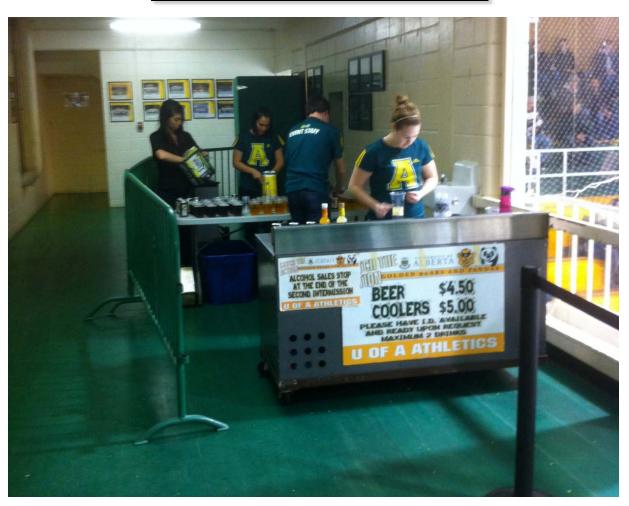
Staff Uniform

- All staff are provided with an Event Staff shirt and are expected to wear it during each event
- Vests in Gym and Jackets outdoor & arena
- No Hats!!!
- No Cell phones!!!
- Dark blue or black pants
 - No ripped jeans, shirts, or shorts*
- Recommend comfortable shoes that you can stand in, easily move around in (No Sandals)
- Dress appropriately for cold games

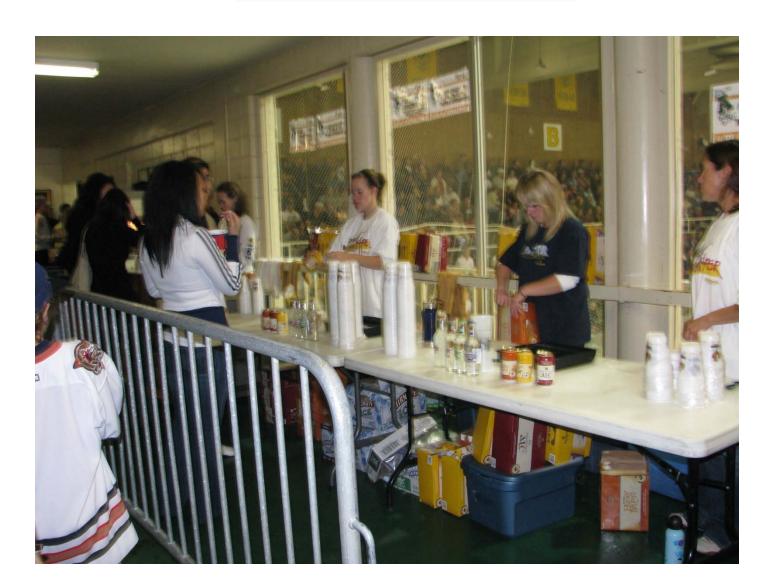
Event Staff Roles

- Alcohol Sales
- Merchandise Sales
- Ticket Selling
- Security/Ticket Taking

Alcohol Sales



Alcohol Sales



Alcohol Sales

- Staff briefing
- Pick up and take a beer bin containing supplies
- Retrieve and transfer appropriate alcohol stock & ice to station
- Set up station
- Count and confirm float and alcohol stock
- Once confirmed, radio for supervisor to sign off
- Begin selling
- Handle your own sales if possible
 - Cash handling / serving
- Get change and stock as needed
 - be sure to adjust your quantity on your accounting sheet
- End sales determined by the Event Supervisor
 Basketball after third quarter break

 - Football after third quarter
 Hockey end of second intermission
 - Volleyball dependent on match

Alcohol Sales

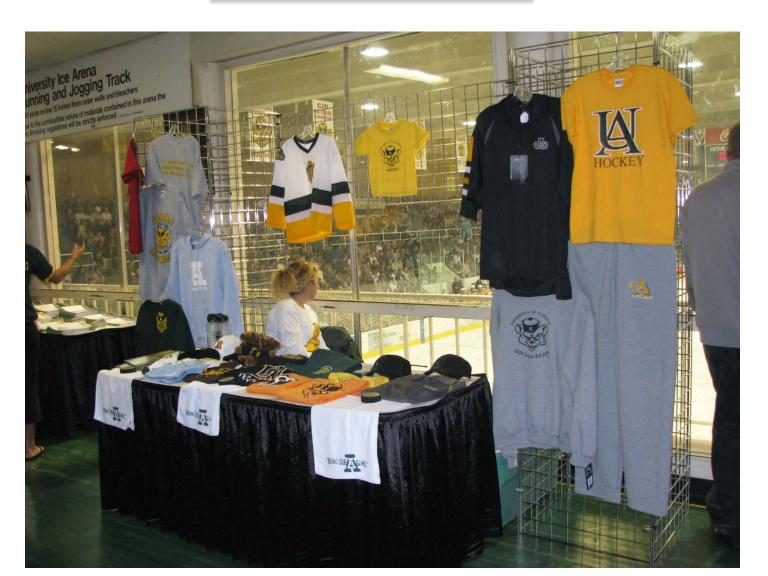
End of Night

- Take down the station
- Replace all remaining inventory back into storage
- Prepare stock in coolers the for next event night
- Replace empties to storage area (if nec. count them to ensure accurate reconciliation)
- Ensure all equipment is clean and placed back in an organized fashion (bins, coolers, counters, Bears Den etc.)
- Count cash and complete cash out form

<u> Alcohol Sales - TIPS</u>

- ID anyone appearing under the age of 25
- Take time when handling cash don't feel rushed into completing transaction
- 2 drinks maximum per person cut people off as necessary
- Ensure sufficient stock prior to half-time/intermission
- Be relaxed and have fun even with long lineups but work quickly
- Don't be afraid to get your hands dirty
 - Counting and replacing empties
 - Minor spills in the work area
 - Moving and hauling inventory
- Focus on efficiency and work as a team



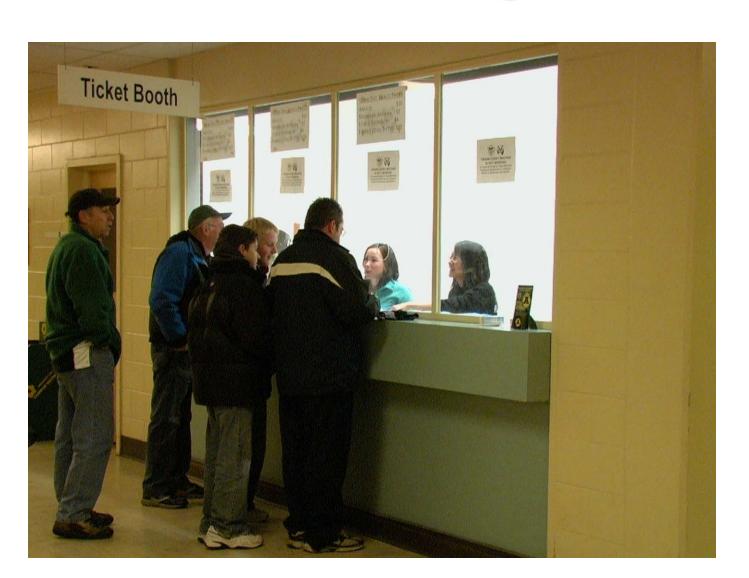


- Staff briefing
- Get stock from Sales office
- Count and confirm inventory and float (be sure to keep an eye on your cash tray)
- Once confirmed, radio for supervisor to sign off
- Create attractive display of items
- Help customers with questions, sizing, pricing
- Be diligent about tracking what's sold

End of Night

- Stay until after game and after the majority of the fans have left the venue
- Neatly pack up items in tub and return to ticket booth
 - On Saturday nights return inventory to Sales Office
- Count cash and complete cash out form

Ticket Selling



Ticket Selling

- Staff briefing
- Count float and tickets once confirmed have supervisor sign off on it
- Prepare sales area
- Ensure all necessary signage is in place
- Familiarize yourself with ticket prices, moneris machines, and how to handle coupons
- Get change as needed during night ask for it before you really need it
- Don't be afraid to use your coin

End of Night

- Count cash, credit / debit receipts and reconcile to event sheet
- Clean up ticket booth for next event night

Ticket Selling - TIPS

- Smile and be welcoming to all spectators you're likely the first point of contact for them that night
- See ID from all U of A students
- Relax and have fun, even if line-ups are long
- Take time when completing transactions there is no need to rush
- Will call will be at the ARZ Sales office during hockey games and right beside the main ticket booth at basketball and volleyball games

Cash Out - Reconciliation

Cash Out

- 1. Remain at your station and accurately count and record remaining stock: tickets, alcohol (full and empty), merch.
- 2. Exchange any tips into bills as large as possible and place in envelope with date/event/amount
- 3. Calculate (Items Sold) x (Price) = (Total Sales)
- **4.** Count and record your total cash
- 5. Face bills in same direction
- **6.** Roll as much coin as possible
- 7. Remake your float as close as possible to what you started with (small denominations preferred)
- 8. Record the cash you have left (after you make your float) in the DEPOSIT section
- **9.** Make sure (Total Cash) (Float) = (Deposit)
- 10. Check if (Total Sales) = (Deposit). If not, re-count money and stock(if possible)

ASK IF YOU ARE UNSURE ABOUT ANYTHING!

Ticket Taking



- Staff briefing
- Assist with other areas as necessary
 - Getting alcohol stock to stations
 - Placing sponsor signs in gym / Foote Field
 - Sweeping the Main Gym floor
 - Setting up merchandise
 - Organizing Game Day programs, brochures
 - Getting gates, stamps ready for arrival of fans
- Get location assignment from supervisor



- Staff briefing
- Understand all security issues for the night
- Bag checks/intoxicated patrons
- Check and verify ALL tickets
- Assist during volleyball warm-ups to protect fans
- Ensure alcohol does not leave the venue
- Know the nearest exits in your area to direct people in case of evacuation

- End of Night
 - Ensure orderly flow of exiting traffic
 - Store all sponsor signs
 - Assist with returning alcohol to storage room
 - Assist merchandise staff in packing up inventory
 - Stay in the venue until the Event Supervisor dismisses you
 - Assist with packing up of vests etc.

- Must be confident asking fans to abide by policies
 - No running
 - Cutting people off who have had too much to drink
 - No smoking in venues
 - No animals in venues (excl. seeing eye dogs)
 - All spectators that do not possess the appropriate pass, must have a ticket or stamp to gain entrance – if they do not be confident in turning them away and denying access (Feel free to contact a supervisor)

- Assist any patrons that need help getting to their seats
- If a spectator is causing problems, calmly visit & talk to them to see how you can help
- Ask for help from venue supervisor and, if necessary, campus security
- Know game day spectator care procedure
 - Explained prior to each event
- Be sure to keep all walkways open
- Hockey staff need to pay extra attention to pucks flying into the crowd
- Spills
 - Act quickly to clean up minor spills (ex.popcorn, pop)
 - Inform Event Supervisor immediately for any major spills (ex. Vomit)

WE WANT TO SEE YOUR INITIATIVE

- Take charge of the situation without someone asking you to do so
- If you see a job that needs to be done, no matter how great or small, do it!
- Those who show a willingness to work and possess a good work ethic will be recognized

Spectator Control

We are responsible for promoting good sportsmanship from spectators and ensuring that that sufficient security is in place to prevent serious problems from arising and impacting the normal conduct or integrity of the event.

- As events staff you have a DUTY to respond to and prevent potential emergencies.
- Remain calm, listen to direction and execute so that everything ends properly and safely
- If our staff remains calm, patrons will as well

SPECTATOR CARE

Charge Person:

The first event staff to the scene will be designated the charge person. They are to send a runner to the merchandise table or go themselves to radio for a supervisor. Supervisor determines whether the incident is urgent or non-urgent.

Call Person:

- Supervisor or designated by the supervisor.
- Call 911 and/or radio or call the Operations (780-492-3276)
- The Operations Staff will assist and direct the ambulance to the location of the injured spectator and have access to an AED.
- Call Person is to contact U of A Protective Services

Control Person:

-Designated by the event supervisor, ensures area safety/crowd control. (event staff security)

Event Supervisors

- 1. Determine if injury is urgent or non-urgent
- 2. If urgent call 911 -> inform operations to help (Equipment Room) -> ask Supervising Therapist for help
- 3. If non-urgent utilize first aid kit
- *** Accident Report From must be filled out for all injuries

- Fire / Gas / Explosion
 - Equipment room staff to take lead
 - Upon alarm going off, will commence evacuation of buildings
 - Want people OUTSIDE, not funneled into other parts of Van Vliet Centre
 - Announcements will be made to crowd
- Bomb
 - Campus Security to take lead
- Lights Out / Power Failure
 - Emergency lighting should engage
 - Announcement made for fans to remain seated
 - Equipment Room to take lead

Fire / Explosion

- activate nearest fire alarm
- Close doors
- Evacuate building
- Ensure all remain at safe distance from venue do not re-enter unless all clear given by Fire Department
- If possible, call U Control Centre (492-5555)
- Meet Fire Dep't at main entrance

Bomb Threat

- If caller still on line ask key questions
 - Expected time of explosion
 - Location of bomb
 - What does it look like / what kind of bomb is it
 - Reason for bomb caller identity
- Note time of threat
- Immediately call Campus Security 492-5050
- Campus Security makes decision on procedures
- If evacuation, activate fire alarm and begin orderly exit of building
- Events Manager use PA to make announcement
- Ensure all remain at safe distance from venue

Medical Emergency

- 1. See and recognize the incident
- 2. Stay Calm
- 3. Do not move person unless he/she is in immediate danger
- 4. Assess responsiveness if responsive introduce yourself, ask basic questions about person, injury, how it happened
- 5. Call Supervisor on radio to attend situation and get medical attention
- 6. Begin ABC's (airway, breathing, circulation)
- 7. If you begin performing CPR, you should remain until someone more qualified to take over arrives
- 8. Be prepared to offer information you have to medical personnel upon arrival

As the "Primary Responder"

YOU

Are Responsible to ensure that an Incident Report Form is fully filled out and given to a Supervisor.

Key Contact Information

U of A Protective Services 492-5050

U of A Control Centre 492-5555

Glen Sather Clinic 492-4752

Equipment Room 492-3276

Pay Information

- All staff must have appointment forms completed in order to get paid
- It is your responsibility to ensure your pay information/direct deposit is updated on Bear Tracks and that you correctly sign in and out at each event
- Pay statements accessible through Bear Tracks online
- Keep track of your hours as mistakes do happen!

Pay Periods

- Pay periods for Event Staff are typically every two weeks.
- Our pay periods do not match the University pay period time-line

Staff Perks

- 15 free event tickets up to 5/event
- (must give at least 24 hours notice)
- 15% discount on merchandise
- Staff parties, meet new friends, fun social environment....
- Opportunities for advancement
- Build your resume

SIPS SEMINAR

- November 21, 2012 7:30 to 9:30 pm
 Physical Education East E120
- January 20, 2013 7:30 to 9:30 pm Physical Education East E120
- To register for a SIPS course
- Please email your name, student identification number, your student group name, number of people attending, and which date you wish to attend to jesse.howey@ualberta.ca

Join Golden Bears & Pandas Athletics on Facebook, Twitter and Youtube!!!

www.twitter.com/bearsandpandas www.facebook.com/bearsandpandas www.youtube.com/bearsandpandas

Questions, Comments

GO BEARS GO PANDAS

Thanks Staff and Enjoy a Great Year



