



## Service Training for your event staff to enhance the F.A.N. experience!

**F**irst impressions count  
**A**ttitude is everything  
**N**othing but the best

LRA Worldwide, a leader in Customer Experience Management for the hospitality and sports industries, has created the proprietary F.A.N. service training program for event staff. Leveraging best practices from legendary hospitality companies, the F.A.N. program is a proven first step in creating the culture of service within your venue that drives fan loyalty and spending.

F.A.N. has been developed to engage both frontline staff and supervisors, laying the groundwork for a event staff of service champions. LRA can customize the program delivery to meet your logistical needs and challenges, but the three areas of focus outlined below should be familiar to any successful team - game performance, coaching in the locker room and management support.

### GAME

#### Target: Event Staff

An introduction to customer service skills enables front line event staff to engage your fans with a consistently high level of service

### LOCKER ROOM

#### Target: Supervisors

A focus on service leadership skills creates event "coaches" and enables supervisors to support the staff as they learn and model customer service skills

### MANAGEMENT

#### Target: Sustainability

A variety of post-training tools to support supervisors as they develop their leadership skills and encounter challenges. Don't let F.A.N. training become a "Flavor of the Month"

Contact LRA to learn how we can customize  
F.A.N. experience training for you!



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*"I can't begin to tell you how well [LRA] conducted the training over the past two days; EXCELLENT job! Everyone was pleased and energized with the training and ready to put what they learned to use. Again, I thank you for a job well done and look forward to seeing you soon."*

Kynneth Sutton  
Guests Services Manager  
Washington Nationals Baseball Club

