



# Tournament Networking Connections

Moderators

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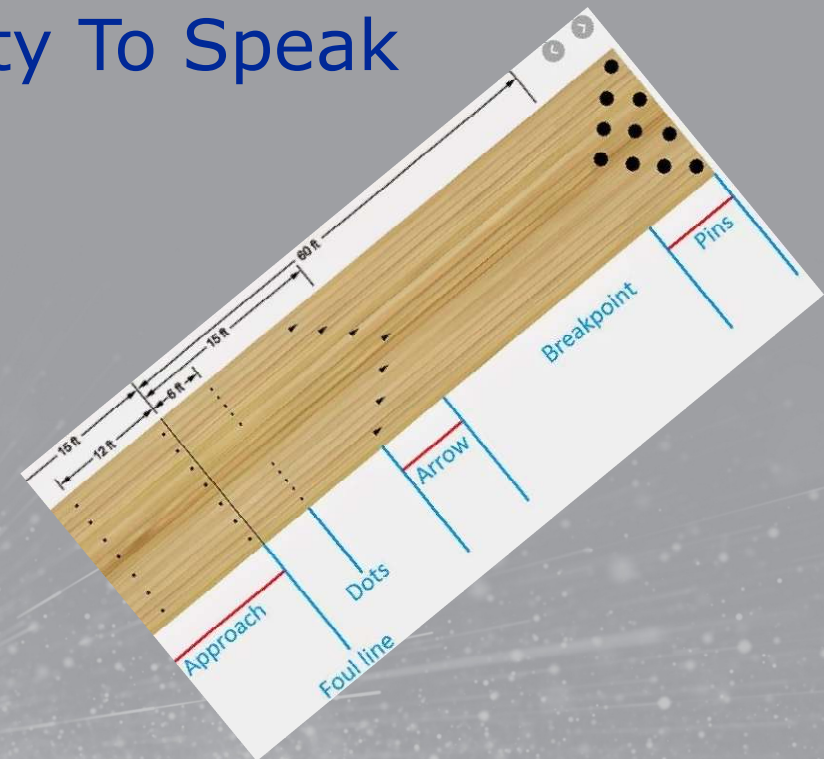
# Tournament Operations Best Practices

- Branding
- Incentives
- Best Practices
- Customer Service



# Parameters

- 12 Minutes Per Question
- Allow Everyone The Opportunity To Speak
- Keep It Positive
- Be Open To Any And All Ideas

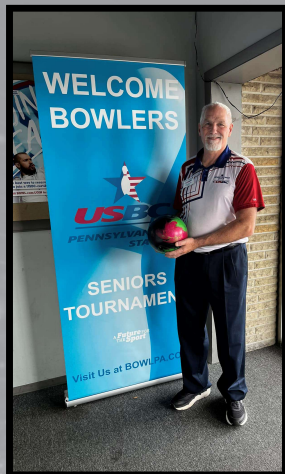


# Table Talk #1

Share at your table how you have improved the branding at your tournament events.

*Things to consider:*

- Where did you get branding/marketing materials?
- Onsite, Social Media, Email branding/marketing.



## Table Talk #2

What do you do to make your tournament special?

*Things to consider:*

- Do you provide a first-time welcome gift?
- Is the National Anthem played?

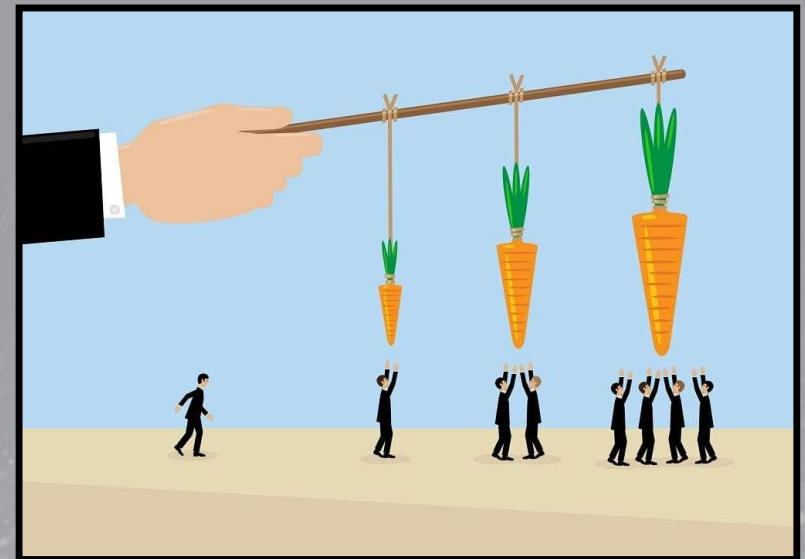


## Table Talk #3

What incentives do you use to help grow your tournament?

*Things to consider:*

- Last year's winner gets free entry
- Free entry for new team captains



# Table Talk #4

## Brainstorm ways you could improve your tournament customer experience.

### *Things to consider:*

- Do you have a greeter or someone who goes lane to lane to welcome bowlers to the tournament?
- Do you utilize post-tournament surveys to improve the experience?





# Additional Resources

**USBC Tournament Wheel of Life**

**Directions:** The eight sections in the USBC Tournament Wheel of Life represent balance. Feel free to replace any area with something more relevant to you. Regarding the center of the wheel as 0 and the outer edge as 10, rank your level of satisfaction with each functional area by drawing a line to create a new outer edge (see example below). The new perimeter of the circle represents your tournament's Wheel of Life. How bumpy would the ride be if this were a real wheel? Give thought and write down strategic actions you could undertake to improve; be S.M.A.R.T.!

**ASSOCIATION DEVELOPMENT**

### The Tournament Experience

Below are the questions you **must** be asking to enhance the tournament experience. Be honest and, to ignite progress, if the answer to a question is:

- "I don't know" - find out!
- "Yes" - how do you know?
- "No" - how do you know?

1. Is the format we are using for our tournament the best one for our bowlers?
2. Are the dates we are using for our tournament best for the success of the tournament?
3. Do we need more (or less) squads to make the tournament successful?
4. Are the rules easy to understand for the average bowler?
5. Does the average rule make sense for our bowlers, or does it need to be changed?
6. Do we have the right divisional structure for our bowlers?
7. Are we using the proper USBC branding on all our tournament promotional items, email/social media posts and entry form? Is the entry form appealing to the eye?
8. Are we using technology and social media to our benefit?
9. Are our tournament workers (both board and non-board members) trained to service the customer the best way possible?
10. Are we promoting the tournament properly? Enough? How can we do it better?
11. Are we utilizing our members and local businesses to be sponsors for our tournaments?

**ASSOCIATION DEVELOPMENT**

### Sample Tournament Questionnaire

(This questionnaire was designed to get the opinion of all members regarding the association tournament.)

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1. If you haven't bowled the tournament in the past, why didn't you bowl? (Check all that apply.)

- Dates aren't always convenient.
- Can't get a team or partner
- I don't have the money
- I won't bowl at some centers
- I was bowling another tournament
- Not enough prize money
- I don't always know when it's scheduled

2. Circle the number that best represents your feelings regarding the following tournament issues. With 1 indicating you strongly agree and 5 indicating you strongly disagree.

	1 Strongly Agree	2 Agree	3 No Preference	4 Disagree	5 Strongly Disagree
Move the tournament date to a month earlier	1	2	3	4	5
Increase entry fee and Prize fund	1	2	3	4	5
Pay fewer places, Larger Prizes	1	2	3	4	5
Change to four-player Teams	1	2	3	4	5
Just conduct one event (team) or two events (doubles/singles)	1	2	3	4	5
Run open and women's tournament simultaneously	1	2	3	4	5

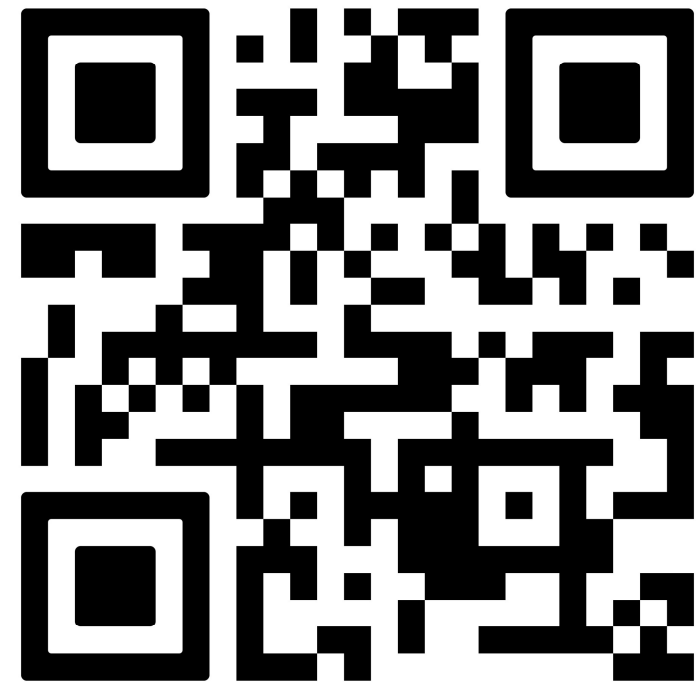
Association should obtain sponsorship to help enhance the prize list

3. Did you participate in this year's association championship tournament?  Yes  No

4. What would encourage you to participate in next year's association championship tournament?



# More Tournament Resources





“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

***Maya Angelou***



# THANK YOU FOR ALL YOU DO!

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