

## 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?

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2. Are the dates we are using for our tournament best for the success of the tournament?

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3. Do we need more (or less) squads to make the tournament successful?

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4. Are the rules easy to understand for the average bowler?

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5. Does the average rule make sense for our bowlers, or does it need to be changed?

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6. Do we have the right divisional structure for our bowlers?

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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?

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8. Are we using technology and social media to our benefit?

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9. Are our tournament workers (both board and non—board members) trained to service the customer the best way possible?

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10. Are we promoting the tournament properly? Enough? How can we do it better?

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11. Are we utilizing our members and local businesses to be sponsors for our tournaments?

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12. Is there anyone in the community (person of influence) who would be willing to help us promote our tournaments?

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13. Do we have special squads or divisions to create a more enjoyable experience for the bowlers?

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14. Do we have special awards/prizes to be given away at the tournament to create a more enjoyable experience for the bowlers?

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15. Is the event prestigious in our bowler's eye? What can we do to improve it?

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16. Are we offering incentives to the bowlers to enter our tournaments early?

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17. What do the bowlers want in the prize fund/structure?

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18. Is the prize fund fair and being paid out on time?

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19. Are we recognizing our tournament champions the best way possible?

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20. Are we able to answer the question as to why bowlers don't bowl our tournaments?

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21. Are we using a lane condition that the bowlers want to bowl on?

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22. Are the bowlers having fun?

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