

**Event Excellence at the
American Royal**

Incorporating the Disney Model into Events



**IMPACTING THE
FUTURE
OF AGRICULTURE**

**SCHOLARSHIPS
EDUCATION
COMPETITION**



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What's our WHY?

Our Vision

To be the national platform for agriculture that inspires future leaders and creates an arena for agricultural learning

Our Mission

To impact the future of agriculture through competitive learning, scholarships, education, and agriculture events

Our Purpose

We provide opportunities for agricultural competitive learning, educational experiences, and scholarships that inspire and cultivate dreams



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Sara Befort, Rodeo Manager





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DISNEY'S APPROACH TO

QUALITY SERVICE



5 Steps of a Show

The American Royal End to End Design

Designing AR Service

- Create a Theme
- Map the Experience(s)
- Push People Out Front
- Attention to Detail
- Magic Moments



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Step 1 – Create a Theme

MOMENTUM



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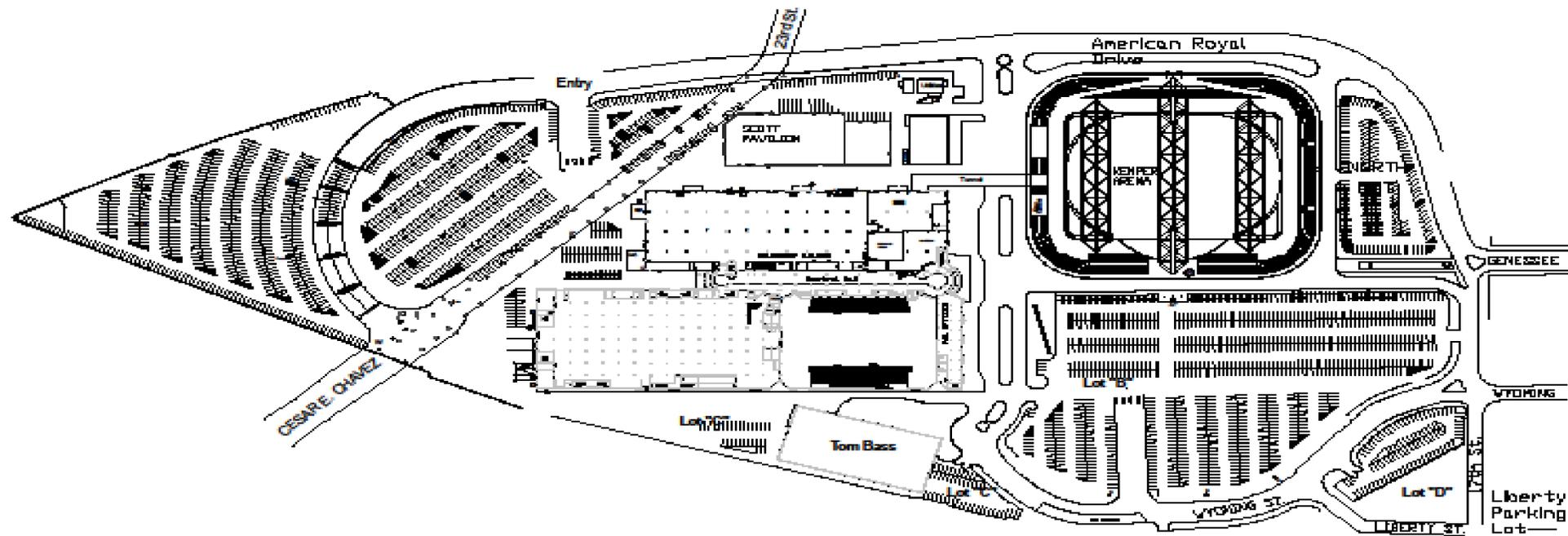




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Step 2 – Map the Experience(s)

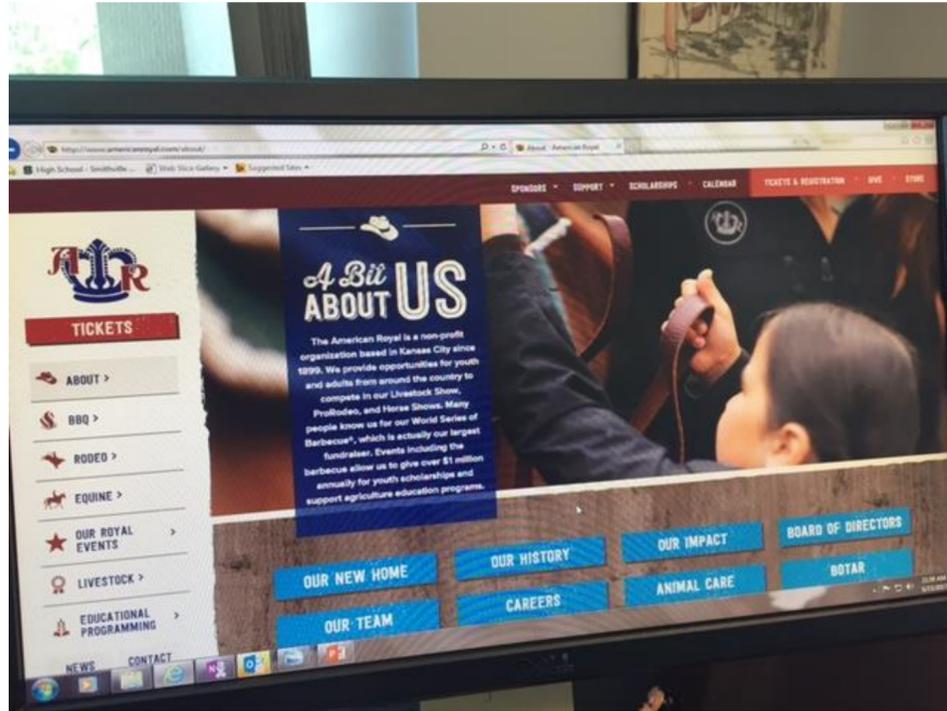




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Touch Points



37th AMERICAN ROYAL WORLD SERIES OF BARBECUE®
Cowtown Family
FUN FEST

Bring the whole family for fun, hands-on activities and entertainment at the American Royal Cowtown Family Fun Fest, during the world's largest barbecue competition!

- Free activities with grounds admission
- Kids entertainment, including Mr. Stinky Feet
- Petting zoo and pony rides
- Kids pedal tractor pull
- Face painting, air brush tattoos and more!

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KANSAS SPEEDWAY

OCT. 29

FAMILY 4-PACK available at the gate

TICKETS AT AmericanRoyal.com

- COWTOWN FAMILY FUN FEST PRESENTED BY **Cerner**
- BARBECUE PRESENTED BY **Smithfield**
- AMERICAN ROYAL PRESENTED BY **UMB**



Phone Calls

Emails

Feedback Loop



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On-Stage vs Backstage – Sights and sounds that detract from the Guest experience should remain in the backstage area. Every area where the customer has an experience should be show ready.





Step 3 – Push People Out Front

- What is your first communication with your guests?
- Who are the first people your guests see at an event?
- How can you set the tone and promote the theme from the very first interaction?
- Be strategic about where the event experience begins!





Step 4 – Attention to Detail

- **Needs** – always consider what the customers needs from us
- **Wants** – what the customer hopes to gain from the experience
- **Emotions** – connect to constituents on both a rational, as well as emotional level. Be sensitive to the different emotional levels and remember to see the people, not just the issue



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Needs vs Wants





How do you add an emotional connection?

Disney Example

Guest to a Disney employee: What time does the parade start?

Disney response: It starts at 3:00 but will be in this location about 3:14. If you sit on the other side of the street, it will be shady and sometimes they open the doors of the shops and it cools off a bit.

Make everyone feel like a VIP – a very INDIVIDUAL person. When customers feel like an individual, they are more likely to perceive their experience as unique and special.



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An Emotional Connection Gaynor and Colin

Stopped an AR employee to ask a question about rodeo performance times. From this interaction:

- 1) They attended all youth and pro rodeo performances**
- 2) Visited local establishments at the recommendation of staff**
- 3) Purchased an American Royal belt buckle**
- 4) Created memories**





Step 5 – Magic Moments

- Magic moments can happen throughout the event and following the event
- They do not necessarily have to be an expense
- Must look spontaneous in order to create a legitimate emotional connection
- Not written into the schedule of events
- These will be memories that will create brand loyalty and returning guests

Magic Moments





AR Service Recovery Approach

1) **Listen Intentionally** – you must give the customers a genuine opportunity to tell their story, and actively listen to them

Empathize – it is very important to empathize since the failure will have introduced frustration, disappointment and possibly anger

* If I were in your shoes... I understand how you must feel... Anyone would find this difficult...

2) **Apologize** – never underestimate the power of a sincere apology

3) **Solution** – suggesting a solution in a timely manner is imperative

4) **Thanks** – thank them for their support of the American Royal

L.A.S.T.



Purpose Trumps Task

In the service moment, the governing philosophical rule is purpose trumps task. It is OK to be off-task if you are on-purpose.

Disney Example:

Todd is sweeping Main Street and a family asks him where Neverland is. He could point them (using 2 fingers or with a sweeping arm motion) in the right direction but instead he turns the brook over, create a parade and escorts them. He was off task (sweeping) but he was on purpose (Disney = creating happiness)



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PURPOSE TRUMPS TASK



INSPIRE AND CULTIVATE DREAMS



Change Your Focus

Kennedy Space Station
employee mopping the floor
when someone approaches
at asks him what he is doing.

Answer A: Cleaning the floor

Answer B: Helping to put a
man on the moon

Masons in Italy were busy
working on a new structure
when someone asks what
they are doing.

Answer A: Laying bricks

Answer B: Building a
cathedral

“I believe that everybody that works needs some intangible goal. We all want something that’s bigger than what we are doing.” - Van France, Founder Disney Universities

Questions and Answers

