

THINGS YOU MAY HAVE FORGOTTEN ABOUT BIRTHDAY PARTIES

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ANALYZE YOUR DATA: Do you really know who your guests are? Answer the following questions to see if you really know if you are capitalizing on your current market. You may be surprised how some answers could lead to a change in marketing and/or party offerings.

- What is the average age of my parties?
- Does my facility do more male or female parties?
- Has the guest of honor had a party at your facility before? Siblings?
- Which package is the most popular? Which is the least?
- What is the average price spent on parties compared to last year? Are they inviting the same average number of guests, more or less?
- Upselling – has it increased or decreased in this economy?
- In the course of the year how many teen parties? Adults?



RE-TRAIN EVEN YOUR BEST HOSTS BY ADDING MORE FUEL TO THEIR FIRE!

In the fast paced environment we are in we sometimes take even our best staff for granted because they always deliver! Training staff for your party department isn't always about the newly-hired. Getting caught up and putting off new ideas until next season can hurt your party business in ways you may not realize. In a competitive party market it can be the difference between "See ya' next year" and just "See ya". Take the time to motivate your staff and make the old seem new again by trying the following ideas:

- Remember to play the NAME GAME by using the guest of honor's name in EVERYTHING from start to finish and not just by the party staff -ALL staff!
- Introduce new word games, 2-minute crafts and routines while in the party room so the guests are not tired of the same old routine if they are returning for a friend's party. Maintaining your signature WOW factor is something that guests can look forward to.
- Aprons? Are they equipped with everything a host could find without having to run out of the room to get it. Example: pen, matches or lighter, hand sanitizer wipes, trivia cards, stickers, etc.
- Dust off "retired" party games, prize wheels and other fun things that you used to do. They may have been worn out before but the old can become new after a few years have passed.



KEEP THE PERSONAL TOUCH IN AN ELECTRONIC WORLD

Most of us have faced the fact that we live in a world of internet, blackberries, PDA's and other elements available on the information highway. It is most important to keep in touch with our Party Customers in a personal way also.

- **YOU MAKE THE CALL** – even if you take reservations online it is most important to take the time to have someone personally call to let your guests know that you are there and that their party is more than a reservation number. Talk to the parent beforehand about any special needs or concerns they may have. Ask about the guest of honor. This may be your last opportunity to upsell the party by offering one final time a chance to order extras.
- **DON'T SUBSTITUTE TECHNOLOGY OR ELECTRONICS** as a “babysitter” for the party guests while the host is out of the room picking up food and drink. Try a word or trivia challenge while away for the brief time.
- **READ BEFORE YOU START:** Become familiar with the print out version of the party reservation before the guest of honor arrives. There is nothing worse than sitting in the examining room while the doctor reads your chart to find out why you are there?

RESOURCES

Easy (Apron) Party Room Games:

Disney's Trivial Pursuit©

Trivial Pursuit©

Bendaroos®

Are You Smarter Than a Fifth Grader?©

Chenille Stems crafts

www.famousbirthdays.com – Celebrity birthdays and ages

www.kidsparties.com – Birthday traditions from around the world

www.familyfun.com – Favorite Birthday Party Themes & Themed Party Games

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