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**Monterey Bay Aquarium®**

**David Rosenberg**

**[drosenberg@mbayaq.org](mailto:drosenberg@mbayaq.org)**



***“Others will love what you love,  
but you must show them how.”***

**William Wordsworth**



HYATT

HOTELS & RESORTS





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**Monterey Bay Aquarium®**











BAY AQUARIUM

PORTOLA  
BRAND  
SARDINES



MONTEREY BAY  
AQUARIUM







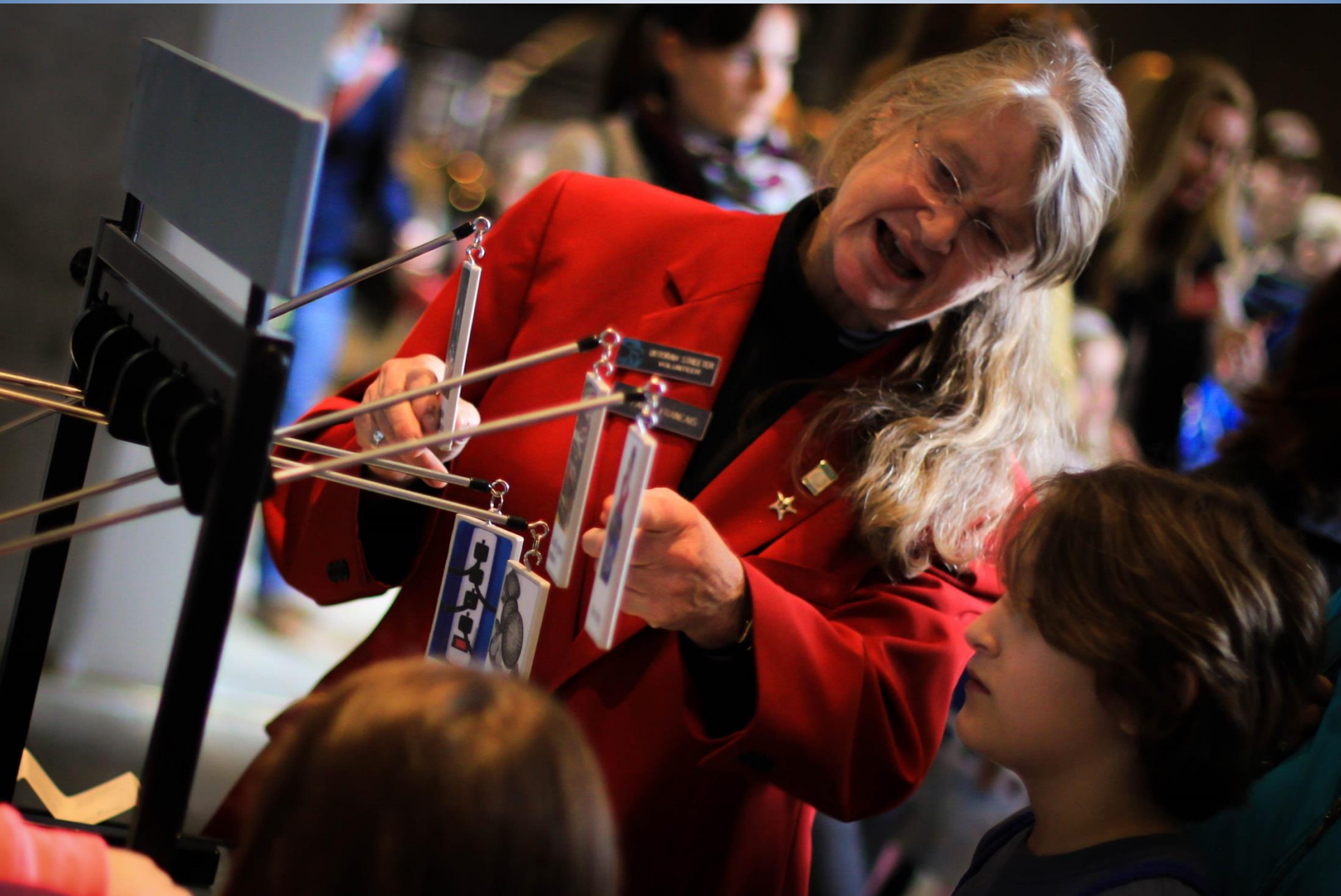


















**What creates the human  
based guest experience?**



**.....The perfect balance of  
hospitality, visitor  
engagement and quality is  
guest experience...**



# My Travels



A word cloud of travel destinations is centered around a large, light blue circle. The words are arranged in a circular pattern, with some appearing inside the circle and others outside. The font size varies, with 'Tokyo' being the largest and 'Osaka' being the smallest. The background is a light blue gradient.

Singapore

Seoul

Maylasia

Paris

Amsterdam

Dubai

Genoa

Hong Kong

Tokyo

Osaka

Namegata

Fukushima

Copenhagen

Yesou

Oarai

Milan











- 1. Build Communications**

- 2. Build Consistency**

- 3. Build The Team**



# **1. Build Communications**



Birdwatching Only

Use your eyes but not  
your hands.

Sólo para observar

Use sus ojos pero  
sus manos.

EXIT ONLY





- **Daily Stand-Up Meetings**
- **Weekly Manager Meetings**
- **Monthly All-Staff Meetings**
- **Season Kick-Off**
- **Office Locations**
- **Break Areas**
- **Group networking and fun**













Monterey Bay  
Aquarium

- **Daily Stand-Up Meetings**
- **Weekly Manager Meetings**
- **Monthly All-Staff Meetings**
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- **Group networking and fun**

**.....Builds Communications**

**1. Build Communications**

**2. Build Consistency**



# Question....

**Does a guest see your institution as a consistent experience?**



**Admissions  
Ambassadors  
Security  
Training  
Interpretation  
Membership  
Programs  
Adventures  
Docents  
Information Desk  
Bookstores  
Food and Beverage  
Administration**



# Standard Uniforms





Gift and  
bookstore



Ambassadors



Admissions



# Standard Training





# Standard Messages











# **Standard Mission**













**Admissions  
Ambassadors  
Security  
Training  
Interpretation  
Membership  
Programs  
Adventures  
Docents  
Information Desk  
Bookstores  
Food and Beverage  
Administration**

**1. Build Communications**

**2. Build Consistency**

**3. Build The Team**





# MONTEREY BAY AQUARIUM



T & BOOKSTORE

EXIT







**Tips for building an amazing, outstanding, awesome team...**



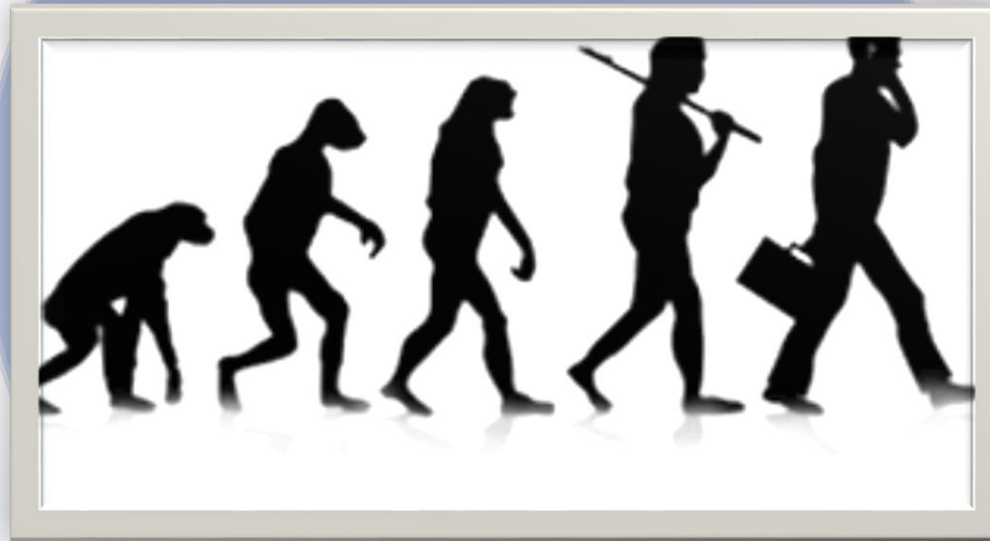
**Over 50% of turn-over happens in the  
first 90 days of employment!**

**Hire the right People**



**Train your staff... RIGHT**

# Training is an evolution...





# ***Today's Tip***

## ***“Make visual contact”***

**Theme:** The Smile

**Why is it important?** A smile makes visitors and fellow employees feel welcome. It also encourages interactions.

**Actions:** Staff stand in front of a mirror as a group and make a mad and happy face. They also cover up their expression and see how it looks. A discussion occurs to find-out why the smile was the best.







- 1. Build Communications**

- 2. Build Consistency**

- 3. Build The Team**

- **Availability of staff**
- **Educational experience**
- **Courtesy**
- **Inspiration**
- **Efficiency**





# Overall Experience



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but you must show them how.”***

**William Wordsworth**





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# CREATING A CULTURE OF EXCELLENCE

Marylouise Fitzgibbon

- The mystery behind great service
- The theory vs. the gameplan
- Tactical steps that lead to a branded experience (in any organization)



- Creating a Culture of Excellence
- Starts with ensuring that your employees feel appreciated, feel special, feel that they are well-communicated with. But also paired with well defined standards, accountability, and strong operational discipline.

- It all starts with a vision, what are you trying to accomplish?
- What's yours? Does everyone throughout the organization know?

# Creating a Culture of Excellence





1. A CULTURE OF EXCELLENCE begins with a clear vision
2. Determine what your standards are
3. Create a consistent communication plan to ensure they are always top of mind



# **The World's Biggest and Best Children's Museum**

**IAPPA  
2015**

**Extraordinary. Always.**

# Our Mission

- To create extraordinary learning experiences that have the power to transform the lives of children and families.







# Facts and Figures

- 472,900 square feet
- Over 1.2 million visitors annually
- \$27 million operating budget
- \$275 million endowment
- 385 staff and 600 volunteers
- Over 120,000 objects in our Collection



# Recent Accolades

- Top 3 Science Museums in the United States  
-- FamilyFun Magazine (2015)
- Top 5 Regional Vacation Destination in the Midwest  
-- FamilyFun Magazine (2015)
- Top 5 Overall Vacation Destination  
-- FamilyFun Magazine (2015)
- Top Things to See in 2015  
-- Midwest Living Magazine (2015)



# Recent Accolades

- Best Museum for Families
  - USA Today and 10Best (2014)
- National Medal Award
  - Museum and Library Service (2014)
- Top Workplace in Central Indiana
  - The Indianapolis Star (2014)
- Top Museums Worth Traveling For
  - TripAdvisor (2014)





# Recent Accolades

- 8 Uncommonly Cool Children's Museums  
-- Huffington Post (2013)
- Top 10 Cultural Finds  
-- The Cultural Traveler Magazine (2013)
- Top 20 Most-visited Museums in North America  
-- Global Attractions Attendance Report Museum Index, Themed Entertainment Association (TEA) and AECOM Group (2013)



# Recent Accolades

- 10 Best Children's Museums to Visit This Summer  
-- WomansDay.com (2013)
- Top 10 Things for Families to do in Indiana  
-- Trekaroo (2012)
- Top 25 Most-Visited Museum  
-- Forbes Traveler (2012)
- Top 10 Haunted Houses  
-- Rand McNally (2012)



# Recent Accolades

- Top 10 Best Children's Museums Across the US  
-- Trekaroo (2012)
- Top 10 U.S. Museum for Families  
-- AOL Travel News (2011)
- Top 10 Children's Museum  
-- Parents magazine (2011)
- Best Children's Museum  
-- Child magazine (2011)





***We are the world's biggest and best children's museum,***





*with 472,900 square feet of public space.*

***We have 12 permanent experiences including a working Paleo Lab, a working Wet Archaeology Lab, and a 350-seat thrust Theatre.***





***Permanent exhibits include Dinosphere,***





***Playscape, for children 5 and younger,***





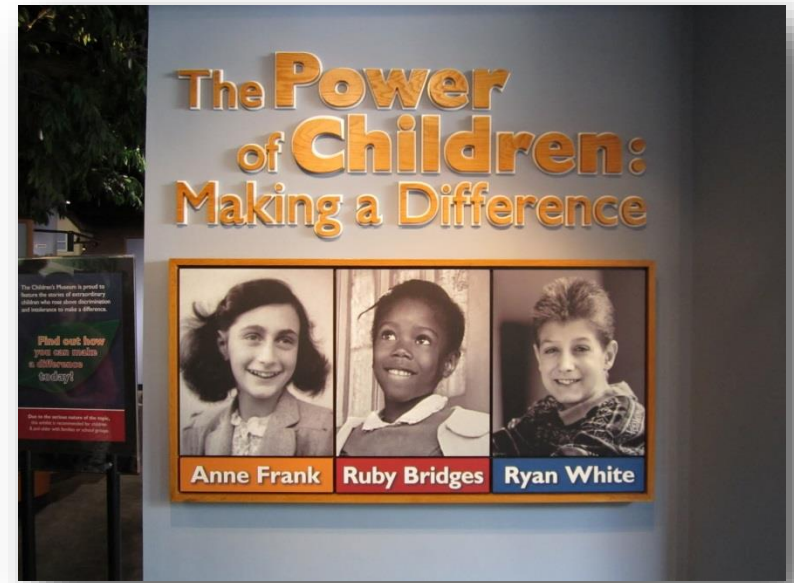
***ScienceWorks, with the only Biotechnology Lab  
for children and families in the country,***





**Take Me There: China, *focused on China's history and culture,***





**The Power of Children *history exhibit*,  
exploring the Holocaust, Civil Rights and the AIDS epidemic,**





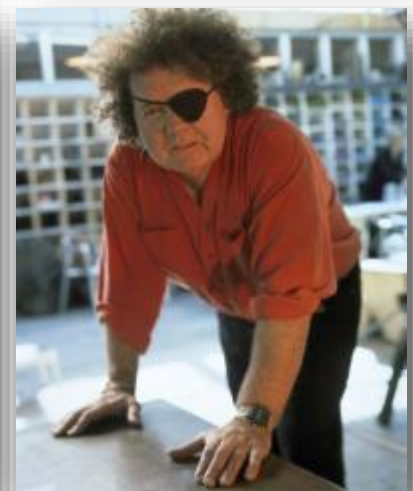
**National Geographic Treasures of the Earth,  
*recreating three archaeological sites:*  
*Capt. Kidd's Shipwreck, Seti I's Tomb, and the Terra Cotta Warriors.***



***We produce 4-6 temporary exhibits annually,  
featuring objects, content, and interactives  
accessible to all ages.***



**nickelodeon**<sup>TM</sup>



***We have worked with powerful partners, from toy and entertainment companies to world-renowned artists and scientists.***





***Every day, we close out our extraordinary party with an End of the Day Parade for our guests!***





**Extraordinary. Always.**

**Extraordinary. Always.**

From Loyal Customers to Raving Fans

# *A Case Study from MyMagic+ at WDW*

## Walt Disney World then...

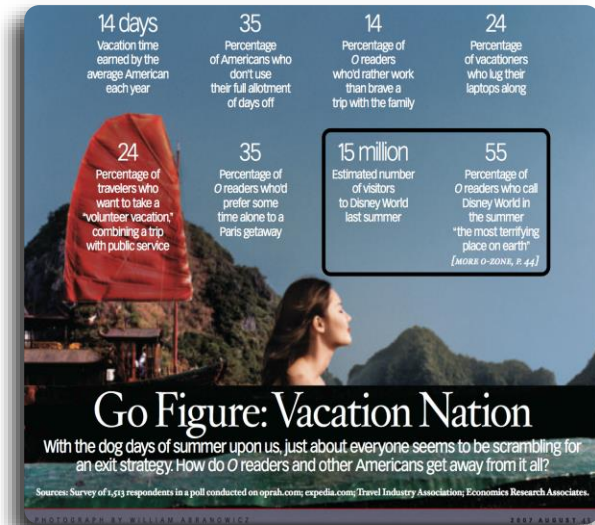




## Walt Disney World now...



# Our challenge



## The opportunity



***Info  
Every  
where***



***Recog  
nition***



***Custo  
mizatio  
n***



***Person  
alization***



# Our approach

Embark on a multi-year journey to transform the end-to-end WDW experience, with a single-minded focus on the Guest

**IMMERSIVE**

*Connect* the WDW experience for our Guests and Cast

**PERSONALIZED**

*Know* our Guest at key points of interaction

**CUSTOMIZED**

*Be relevant* with the products and services we offer

**SIMPLE AND SEAMLESS**

*Eliminate barriers and friction points* that complicate the experience

**REAL TIME**

*Enable a more dynamic experience* by responding to real-time Guest sentiment and operating conditions

# So we created an experience system



*My Disney Experience  
(Digital)*



*MagicBand  
(Physical)*

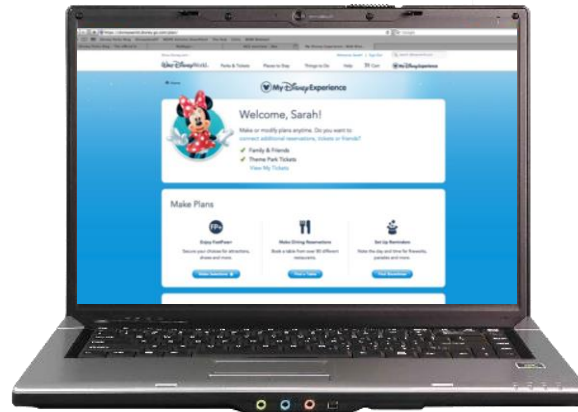
# A digital experience platform



*My Disney Experience  
(Digital)*



*MagicBand  
(Physical)*





# A connection between the digital and physical world



*My Disney Experience  
(Digital)*



*MagicBand  
(Physical)*



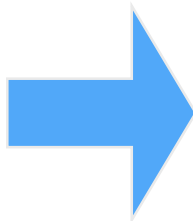
# Enabling simpler access to core entitlements...



*My Disney Experience  
(Digital)*



*MagicBand  
(Physical)*



*Enabling...*



*Room Entry*



*Park Entry*



*Payment*

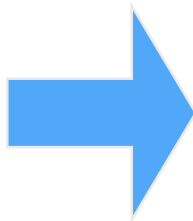
## ...and seamless association of experiences



*My Disney Experience  
(Digital)*



*MagicBand  
(Physical)*



*Enabling...*



*Room Entry*



*Park Entry*



*Payment*



*FastPass+*



*PhotoPass*



*Memory Maker*



# Our Learnings

## Guest-Centricity

**Empathize with Guests as you make any and all product/experience decisions**

*(Over 90% of in-park MagicBand users rate their experience as “excellent” or “very good”)*

## Change Management

**A flawless product is useless if the broader organization doesn’t believe in, or can deliver, the experience**

## Maintaining Trust

**Personalization and customization offer tangible benefits, but there must always be an experiential payoff to the consumer**

## Product Mentality

**Start simple, deliver a great ‘minimum viable product’, and seek to enhance it over time**