

WHITE PAPER

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MIAMI GRAND PRIX
2022

RACEMAKER
TRAINING
PROGRAM

2022




MOONSHOT
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Hard Rock Stadium's Racemaker Training Program was rolled out in April of 2022 in anticipation for the first ever Miami Grand Prix at Hard Rock Stadium in Miami, Florida. The training and recognition program was developed in collaboration with the Hard Rock Stadium Guest Experience Team and designed and delivered by the MoonShot Team. The MoonShot Team also was onsite as an operational support during the week leading into the event and on race days. On race days, we served as the Racemaker Recognition and Welfare Team.

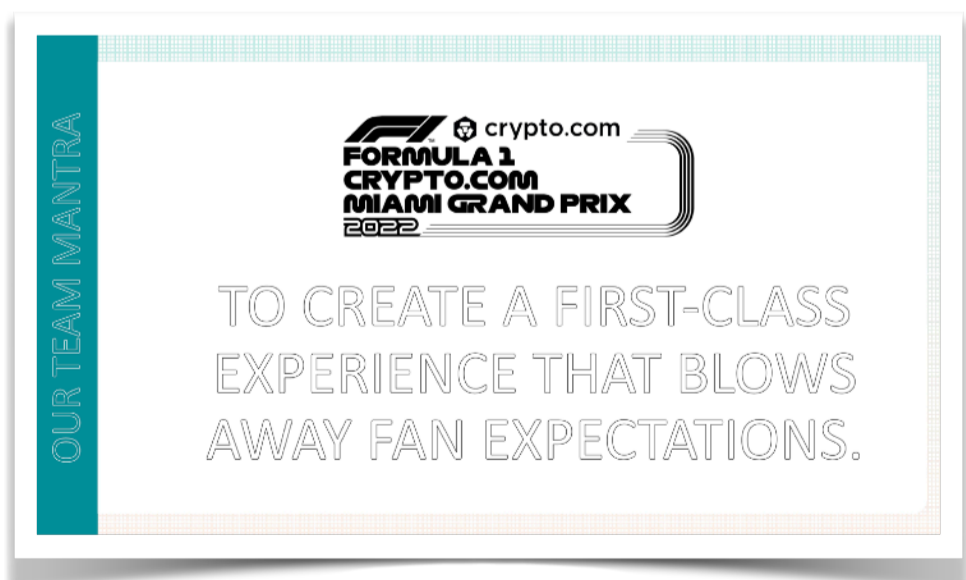
The program would be rolled out in live webinar sessions that Racemakers could join from anywhere and on any device. We had over 2,600 registered and just over 1,700 attended a live session. The sessions were 45 minutes in length and included the following content:

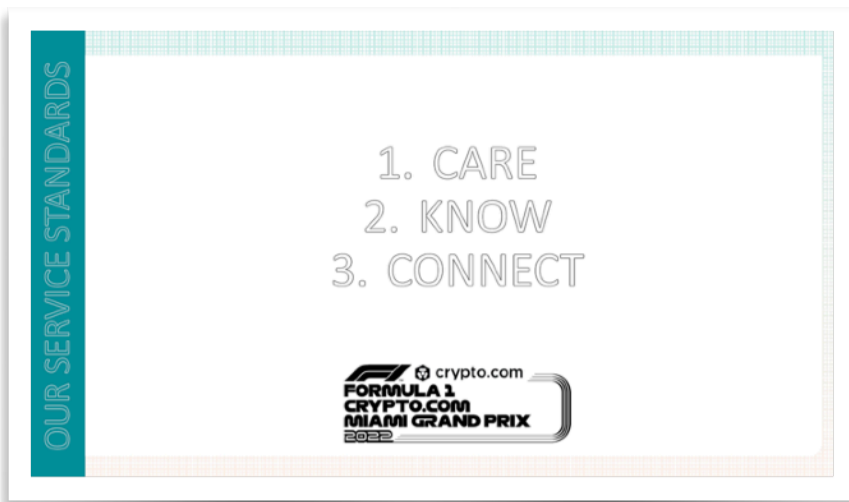


PROGRAMME FRAMEWORK

The core of a highly effective staff training program is creating an emotional connection to the place in which the team member is caretaker or ambassador of that legacy.

To accomplish this, the fan experience training was focused around a team mantra for this event: *“To create a first-class experience that blows away fan expectations.”*





Our Service Standards

Racemakers were also given defined standards to enhance the visitor experience. These were identical to the guest service standards Hard Rock Stadium deploys for all other events, including Miami Dolphins and ATP Tour events at the stadium.

Four Laps of Service

For this programme, we wanted to create a repeatable process for every fan interaction. We established that this wouldn't always occur with every visitor but it was the goal to be consistent in our interactions. We called these our "Four Laps."



Select this [LINK](#) to check out the training video produced by the MoonShot Team.



Know your TOP 5!

As this was a completely new operational footprint for all staff and racemakers, a challenge to know and learn your top 5 was critical to the delivery of basic way finding and fan support.



Race and Operations Overview Training

As part of the training session, we wanted to ensure to convey some key information on how the experience would be different from a normal event at Hard Rock Stadium as well and provide some key “Know before you go” information for all staff and Racemakers.

KEY TIMINGS

FRIDAY, MAY 6 TH	SATURDAY, MAY 7 TH	SUNDAY, MAY 8 TH
12:00 - CAMPUS OPENS	9:00 - CAMPUS OPENS	9:00 - CAMPUS OPENS
2:30 - FREE PRACTICE 1 BEGINS	1:00 - FREE PRACTICE 3 BEGINS	3:30 - GRAND PRIX BEGINS
3:30 - FREE PRACTICE 1 ENDS	2:00 - FREE PRACTICE 3 ENDS	5:30 - GRAND PRIX ENDS
5:30 - FREE PRACTICE 2 BEGINS	4:00 - QUALIFYING STARTS	7:00 - CAMPUS CLOSES
6:30 - FREE PRACTICE 2 ENDS	5:00 - QUALIFYING ENDS	
8:00 - CAMPUS CLOSES	7:00 - CAMPUS CLOSES	


PARKING

CALDER CASINO


CALDER CASINO WILL BE AVAILABLE FOR PARKING FOR THE FOLLOWING STAFFING GROUPS:

- SOUTH FLORIDA MOTORSPORTS (SFM), INCLUSIVE OF HARD ROCK STADIUM AND DOLPHINS STAFF
- SECURITY
- GUEST EXPERIENCE
- HOUSEKEEPING
- TICKETING

DROPOFF AND PICKUP AT GATE 13



STAFF BREAK AREAS



WATER ZONES

Zone	Locations
West Campus	South of the AutoNation Grandstand @ Turn 18
Paddock District	Team Hospitality
North Campus	East of the Turn 1 North Grandstand
The Beach	South of North Beach Grandstand
East Campus	North of gate 2A and South of turn 10 bridges
Hard Rock Stadium	Water fountains throughout stadium
The Fountains	Right of the Fountain Grandstand
MIA Marina	West of Marina Grandstand 8

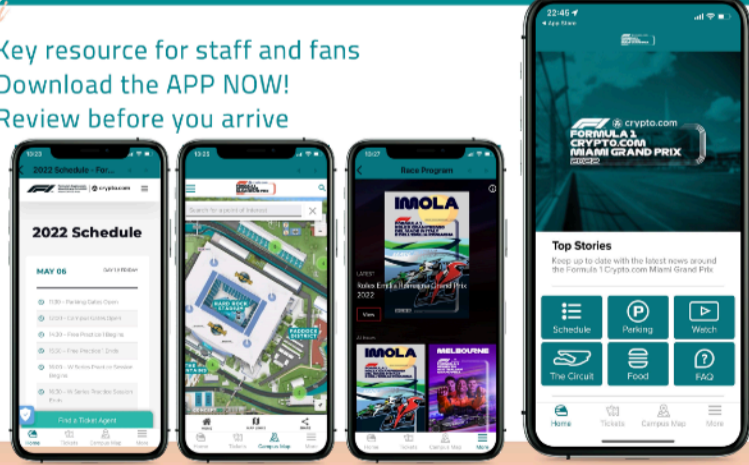
STADIUM BASE OPERATIONS HOTLINE

305-943-6700

ENGINEERING, OPERATION SET-UP TEAMS, CATERING, FOOD & BEVERAGE, TICKETING AND GUEST EXPERIENCE INCLUDING ADA ASSISTANCE “WHEELCHAIRS”

EVENT APP

- Key resource for staff and fans
- Download the APP NOW!
- Review before you arrive



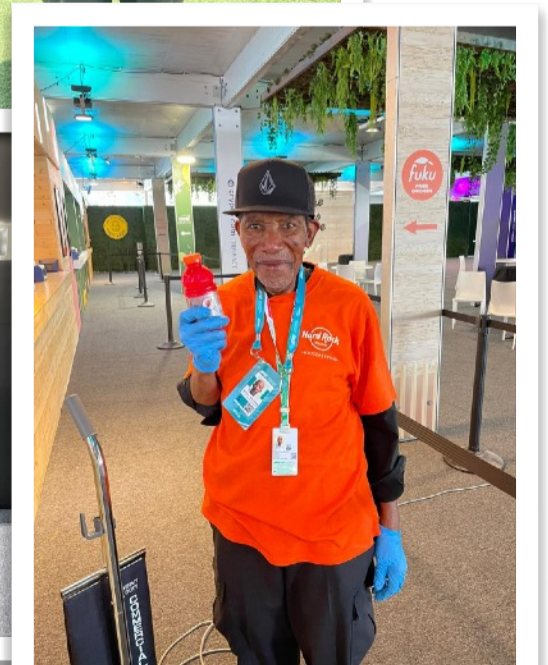
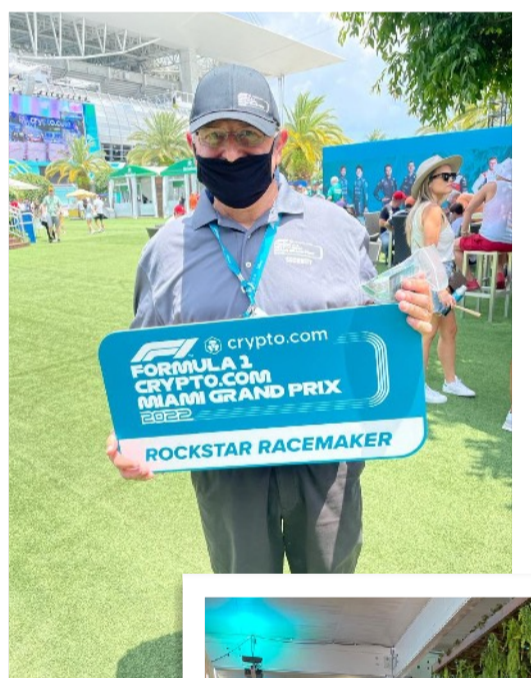
Racemaker Recognition Program

An important part of the Racemaker program was to show care and appreciation for Racemakers through a dedicated recognition team and program. The Recognition Team was active on all race days walking the footprint looking for staff exhibiting positive behaviours aligned with our team mantra and service standards. Recognition was “on the spot” with presentation of a recognition card and a “Rockstar Racemaker” pin and/or limited edition Racemaker coin.



Operational Support - Racemaker Recognition and Welfare Team

The Moonshot Team also supported the larger operations team with welfare and recognition support on race days. The team was comprised of one team leader and four team members dedicated to Racemaker recognition and staff welfare. In most instances, welfare support was the delivery of water and Gatorade to staff in position.





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