



MoonShot played an integral role in delivering the "the world's greatest cricket celebration" at the 2019 Cricket World Cup. We were tasked at delivering specific requirements defined by the CWC2019 organising committee. These included developing and delivering the training and engagement programme as well as supporting the CWC2019 Team with "in house" training support for all FA's (functional areas).



"THE RUN UP"

The MoonShot Team delivered "The Run Up" Cricketeer training programme for all front line volunteers leading up to the start of the 2019 Cricket World Cup on Thursday, May 30, 2019. The training programme started in Birmingham on February 1st and ended in London at Lord's on April 7th. During this three month training period, MoonShot delivered 32 days of training in 11 host cities to over 3,600 Cricketeers!

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MON 8 JULY											
TUE 9 JULY							SEMI FINAL (1v4)				
WED 10 JULY							RESERVE DAY				
THU 11 JULY								SEMI FINAL (2 v 3)			
SAT 13 JULY											
SUN 14 JULY										FINAL	
MON 15 JULY										RESERVE DAY	

"The Run Up" training programme was a day long event with between 60 and 100 attendees per session. MoonShot provided two training facilitators per session with a total of eight facilitators delivering the programme across the 32 training days. The daily agenda can be seen below:





MoonShot Facilitators in Birmingham



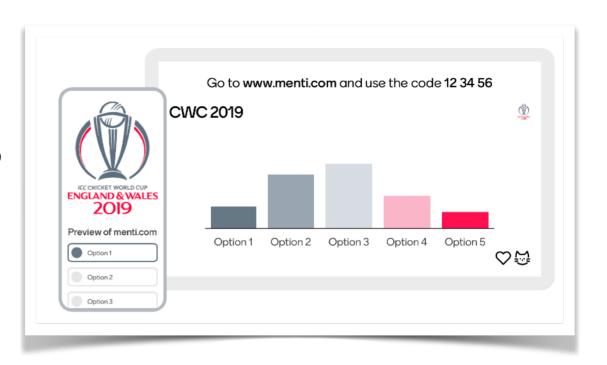
Key Insight: Communicate your "common purpose" and "quality standards" right from the start to set the tone for that day.

The common purpose for all Cricketeers was "to deliver the worlds greatest cricket celebration" and to INSPIRE - CONNECT - ENTERTAIN by displaying specific actions and behaviours while on shift at each of the 11 host venues.



MoonShot facilitators brought a high level of engagement through the mobile quizzing app Mentimeter where complete client style guide requirements can be implemented.

(www.mentimeter.com)





Cricketeers were encouraged to engage via their mobile devices to learn and win prizes!

Cricketeers were also taken through a safety briefing from a member of the CWC safety team. MoonShot facilitators then led a mobile quiz to test knowledge retention.





Key Insight: Ensure you define and communicate the behaviours and actions you expect from your workforce!

Challenge to Cricketeers to learn their TOP 6 when they arrive at their position.

KNOWLEDGE IS IN!

KNOW YOUR TOP 6!

NEAREST ENTRANCES AND EXITS

NEAREST FIRST AID

NEAREST MERCHANDISE

NEAREST CATERING

NEAREST TOILETS/ ACCESSIBLE

NEAREST PRAYER ROOM

KNOW YOUR TEAMS!

- WHAT ARE THEIR COLOURS?
- DO THEY HAVE A NICKNAME?
- WHO ARE THEIR TOP PLAYERS?

KNOW YOUR VALUES:

INSPIRE, CONNECT, ENTERTAIN.



Check out how excited our Cricketeers were at the end of The Run Up!

https://vimeo.com/user79890429/ review/418005297/c9e35d9468

Organising Committee Training Support

As well as designing and delivering the core service, experience and operational training modules for over 3,600 volunteers, the MoonShot Team was also in residence within the CWC2019 operations offices at Lord's weekly to be a training resource for the CWC2019 Team. MoonShot provided valuable insight and training support including developing "FA Packs" and "Team Talk Presentations" to the functional areas such as accreditation, transport, logistics, media ops, spectator services, safety and hospitality teams to ensure a consistent and focussed approach to defining role responsibility and training curriculum.



Feedback Measurements

During each of the 32 training sessions, attendees were asked at the end of the session the following feedback question "Would you recommend this session to your colleagues and associates?"



Over the 32 sessions, MoonShot training facilitators had a "best in class" average score of 9.0 on a scale of 0-10. The screenshot above shows the results from our third session (31st session of 32 total) at Lord's where we had 161 attendees using the mobile quiz and learning app.

