



ICC CRICKET WORLD CUP
ENGLAND & WALES
2019

WHITE PAPER

CRICKETEER PROGRAMME

2019




MOONSHOT

“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



The Run Up

- Cricket 101
- Keeping Fans Safe 101
- Creating Magic Moments
- Day in the life of a Cricket World Cup Cricketeer

What's Next?

- Lunch
- Beyond the Boundary
- Team Talk
- Uniform Collection
- Finish (5pm) (Or Earlier!)





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.



TO DELIVER THE WORLDS GREATEST CRICKET CELEBRATION

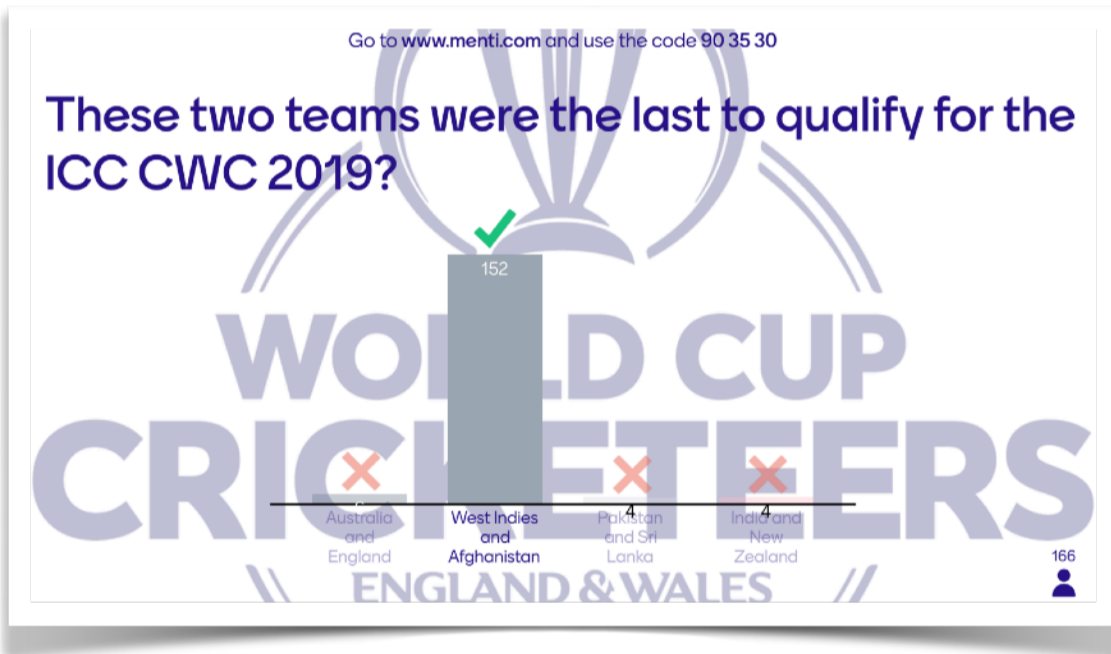
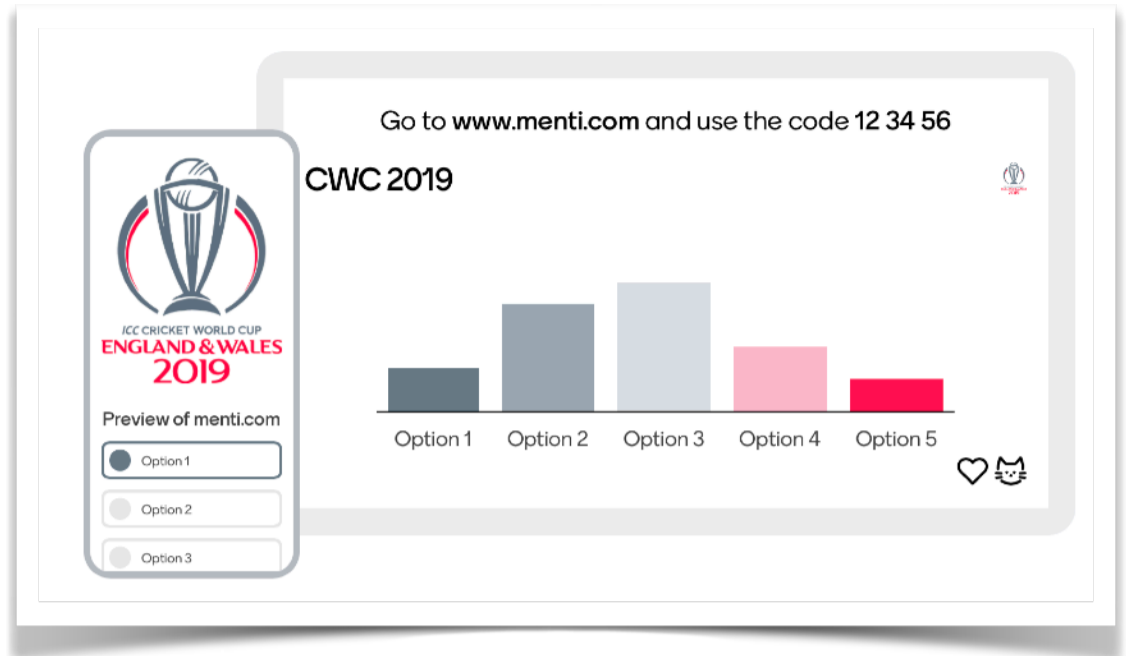
INSPIRE CONNECT ENTERTAIN



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CRICKETEERS**
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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)



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

Cricketers 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!	KNOW YOUR TEAMS!
NEAREST ENTRANCES AND EXITS	- WHAT ARE THEIR COLOURS?
NEAREST FIRST AID	- DO THEY HAVE A NICKNAME?
NEAREST MERCHANDISE	- WHO ARE THEIR TOP PLAYERS?
NEAREST CATERING	
NEAREST TOILETS/ ACCESSIBLE	KNOW YOUR VALUES:
NEAREST PRAYER ROOM	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.



The logo for MOONSHOT, featuring the word 'MOONSHOT' in a bold, white, sans-serif font. Above the 'O' is a stylized white orbital path with a small satellite icon. Above the 'T' is a stylized white flag on a pole. The background of the logo is a dark, circular shape with a grid pattern, resembling a globe or a moon's surface.