



ICC CRICKET WORLD CUP
ENGLAND & WALES
2019

WHITE PAPER

CRICKETEER PROGRAMME




MOONSHOT



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!

ICC CRICKET WORLD CUP 2019 FIXTURES 30 MAY - 14 JULY 2019 • ARE YOU IN?											
	THE SPAL, LONDON	TREN'T BRIDGE, NOTTINGHAM	CAREFF, WYLLIES STADIUM, CARDIFF	BRISTOL, COVENTRY GROUND, BRISTOL	HAMPDEN STADIUM, SOUTHAMPTON	COUNTY GROUND, TAUNTON	OLD TRAFFORD, MANCHESTER	EDUCATION, BIRMINGHAM	BRADFORDLEY, LEEDS	LORD'S, LONDON	TURF MOORS, DUBLIN
THU 30 MAY	ENG v SA										
FRI 31 MAY		WIN v PAK									
SAT 1 JUNE			NZ v SL	AFG v AUS €							
SUN 2 JUNE	SA v BAN										
MON 3 JUNE		ENG v PAK									
TUE 4 JUNE			AFG v SL								
WED 5 JUNE	BAN v NZ €				SA v IND						
THU 6 JUNE		AUS v WIN									
FRI 7 JUNE				PAK v SL							
SAT 8 JUNE			ENG v BAN			AFG v NZ €					
SUN 9 JUNE	IND v AUS										
MON 10 JUNE				BAN v SL	SA v WIN						
TUE 11 JUNE						AUS v PAK					
WED 12 JUNE											
THU 13 JUNE		IND v NZ									
FRI 14 JUNE					ENG v WIN						
SAT 15 JUNE	SL v AUS		SA v AFG €								
SUN 16 JUNE						WIN v BAN	IND v PAK				
MON 17 JUNE							ENG v AFG				
TUE 18 JUNE								NZ v SA			
WED 19 JUNE		AUS v BAN							ENG v SL		
THU 20 JUNE											
FRI 21 JUNE											
SAT 22 JUNE					IND v AFG		WIN v NZ €				
SUN 23 JUNE										PAK v SA	
MON 24 JUNE					BAN v AFG					ENG v AUS	
TUE 25 JUNE											
WED 26 JUNE											
THU 27 JUNE						WIN v IND	NZ v PAK				
FRI 28 JUNE											
SAT 29 JUNE								PAK v AFG	NZ v AUS €	SL v SA	
SUN 30 JUNE											
MON 1 JULY								ENG v IND			SL v WIN
TUE 2 JULY								BAN v IND			ENG v NZ
WED 3 JULY											
THU 4 JULY								AFG v WIN			
FRI 5 JULY										PAK v BAN	
SAT 6 JULY						AUS v SA €			SL v IND		
SUN 7 JULY											
MON 8 JULY											
TUE 9 JULY								SEMI FINAL (1 v 4)			
WED 10 JULY								RESERVE DAY			
THU 11 JULY											
FRI 12 JULY											
SAT 13 JULY								SEMI FINAL (2 v 3)			
SUN 14 JULY								RESERVE DAY			
MON 15 JULY										FINAL	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



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

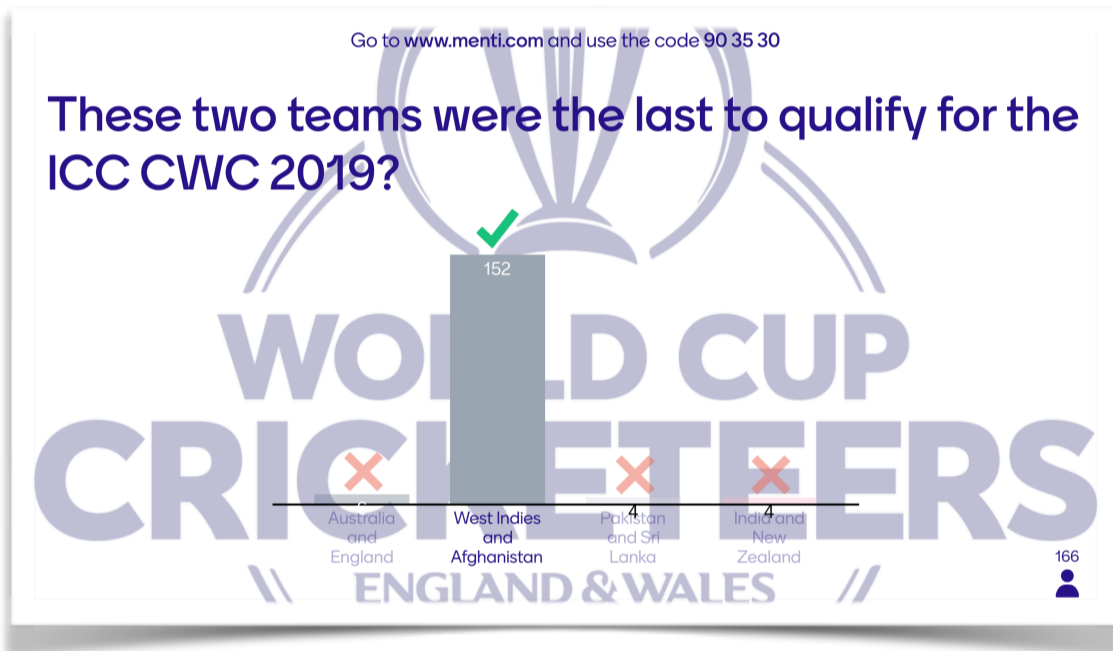
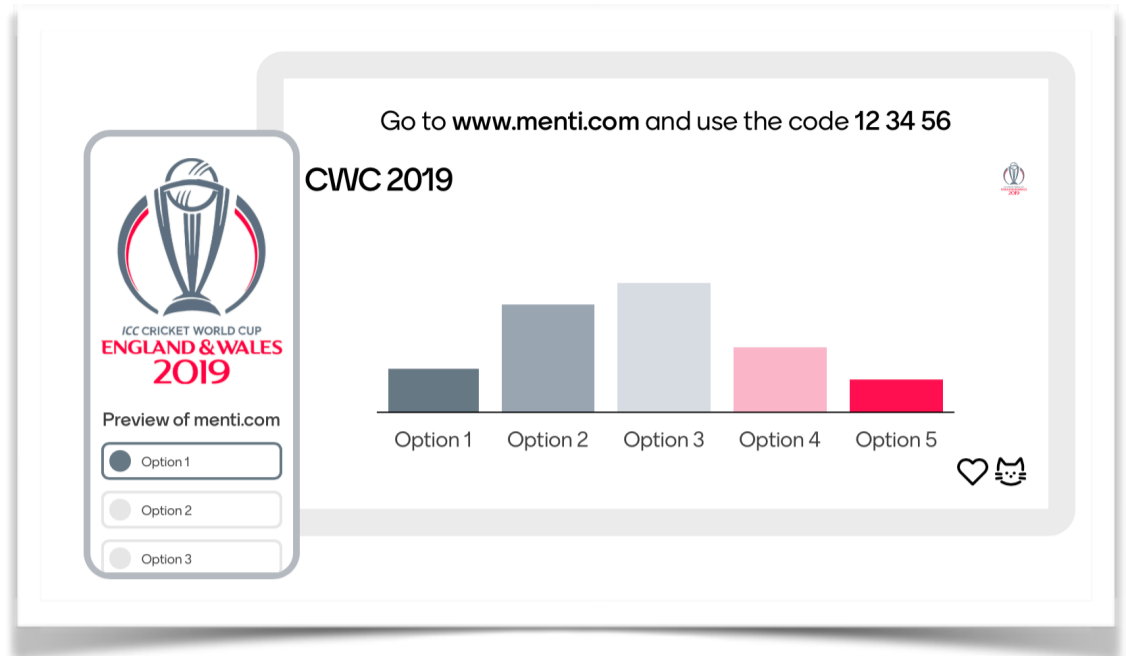
INSPIRE CONNECT ENTERTAIN



WORLD CUP
CRICKETEERS
ENGLAND & WALES
2019



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.





Good Show/Bad Show Illustrations - Illustrations of positive and negative examples of living the quality standards and common purpose



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

Challenge to Cricketers 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 Cricketers 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.




MOONSHOT