

WHITE PAPER



PRESENT

LONDON SERIES TM 19 _{TM}

DIAMONDS PROGRAMME

2019





MoonShot played an integral role in delivering “a welcoming, authentic and inclusive experience” at the 2019 MLB London Series. We were tasked at delivering specific requirements defined by CSM and MLB. These included developing and delivering the training and engagement programme as well as supporting the volunteer workforce, the Diamonds, in delivering our common purpose and experience standards.



MLB DIAMONDS TRAINING PROGRAMME

The MoonShot Team delivered Diamonds training programme for all front line volunteers leading up to the start of the 2019 MLB London Series on Saturday, June 29th. The training programme started on June 12, 2019 onsite at London Stadium, the venue for the 2019 MLB London Series. We delivered 12 sessions in total, 10 onsite and 2 webinar, over 6 session days to over 700 volunteers and London Stadium staff.



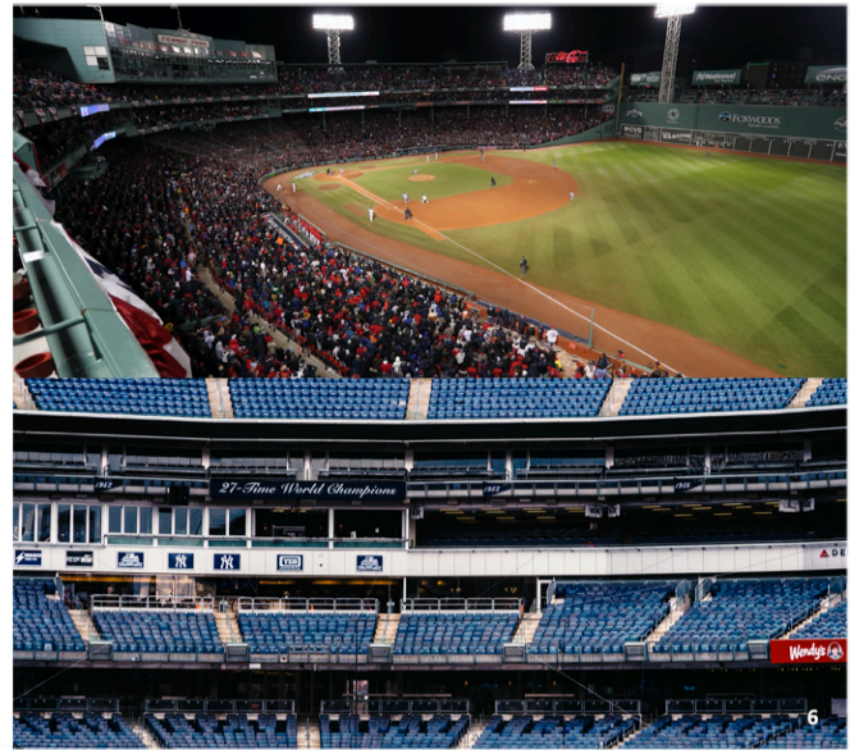
The training programme was a three hour event with between 40 and 60 attendees per session. The daily agenda can be seen here.

TODAY'S SCHEDULE

- ❖ Baseball 101
- ❖ The Rivalry
- ❖ Creating an Authentic Baseball Experience
 - ❖ Our Common Purpose
 - ❖ Our Experience Standards

Before you go...

- ❖ Sneak Peak – Baseball Configuration
- ❖ Uniform Presentation
- ❖ Fond Farewell!
12:30pm/5:00pm



BASEBALL 101 TOPICS

1. The Basics
2. Teams & Leagues
3. The Schedule - "The Beast"
4. Field Dimensions
5. Signs and Signals
6. The Rivalry - Red Sox v Yankees

TEAMS & LEAGUES

- ❖ 30 Teams in Major League Baseball (MLB)
- ❖ 2 Leagues – American & National Leagues
- ❖ 6 Divisions – East/Central/West
- ❖ 162 Games in the Regular Season
- ❖ April – October each year
- ❖ 1-2 days off per month (sometimes on the road!)
- ❖ 25 players on each team
- ❖ 10-12 – pitchers
- ❖ 2-3 – catchers
- ❖ 10+ - positional players



THE RIVALRY

Same division. American League East
Same league. American League

Meet 18 times a season.

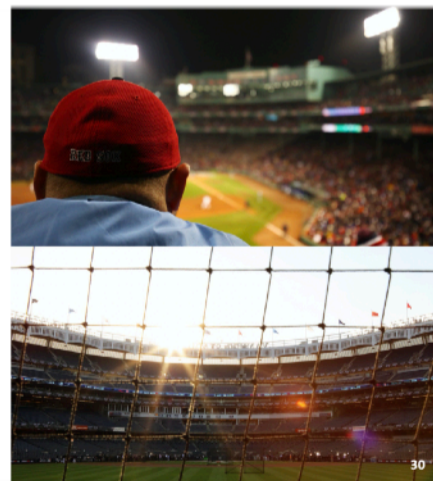
New York Yankees

- ❖ 27 World Series Titles
- ❖ 40 American League Pennants
- ❖ 18 East Division Titles
- ❖ Established in 1901

Boston Red Sox

- ❖ 9 World Series Titles
- ❖ 14 American League Pennants
- ❖ 10 East Division Titles
- ❖ Established in 1901

Division	Yankees	Red Sox	Orioles	Tigers	Rays
Yankees	101	87	81	78	77
Red Sox	87	101	78	77	77
Orioles	81	78	101	87	87
Tigers	78	77	87	101	87
Rays	77	77	87	87	101



THE SCHEDULE – "THE BEAST"



TO CREATE A WELCOMING, AUTHENTIC AND INCLUSIVE EXPERIENCE AT THE 2019 MITEL & MLB LONDON SERIES.

OUR COMMON PURPOSE



The common purpose for all Diamonds was “to create a welcoming, authentic, and inclusive experience at the 2019 Mitel & MLB London Series.

To ensure we were ready to provide an “authentic” baseball experience in a host European city for the first time ever, we focussed key training outcomes around an authentic ballpark experience.

AUTHENTICITY

What “in ballpark” baseball traditions make it a unique experience?

1. Batting Practice
2. Autographs & Player Proximity
3. Pre-Game Pageantry
4. Home Runs & Foul Balls
5. Hawkers
6. Mid Innings Fun
7. 7th Inning Stretch & The Wave
8. Family Atmosphere
9. Fan Movement
10. Food and Beverage Selection



“TAKE ME OUT TO THE BALLGAME”

Take me out to the ballgame...
 Take me out to the crowd...
 Buy me some peanuts and cracker jack...
 I don't care if I never get back...
 Let me ROOT! ROOT! ROOT! for the home team...
 If they don't win it's a shame...
 For it's 1.....2.....3 strikes you're out at the old ballgame!!!



As part of the session, attendees were taught the words to “TAKE ME OUT TO THE BALLGAME” so they could have an active role in the MLB experience during the 7th inning of each game.

Training Mobile Quiz

Engagement - Attendees were encouraged to use their mobile device to test their knowledge and key information retention. Prizes were awarded to the overall winner as well as for the attendee who answered each question the fastest.

KNOWLEDGE CHALLENGE



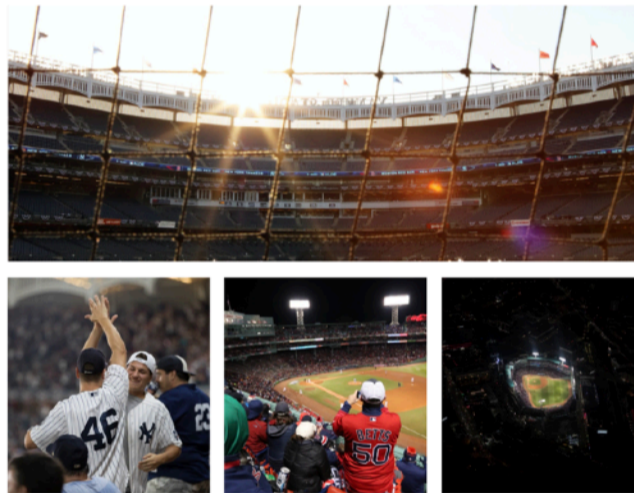
THE RIVALRY



28

OUR ROLE IN SAFETY

- ❖ Awareness of your area
- ❖ See Something, Say Something.
 - ❖ Suspect packages – report to nearest steward or leader with radio
 - ❖ Attack Scenario – Run-Hide-Tell
- ❖ Please do not sell any official kit or MLB uniform
- ❖ Consider your social media use
- ❖ Lost Children/Vulnerable Adults Process
- ❖ Keep knowledge and information private and confidential
- ❖ In the event of an evacuation, stand down and become a member of the general public. Follow directions from the stadium stewards and muster at secondary school. If school is potential disruption area, secondary muster point will be given at daily briefings



34

Attendees were given a safety briefing with content provided by the London Stadium Safety Team. This briefing was focussed on what role the volunteer plays in safety at the venue.

As part of the training programme, MLB provided a training facilitator from Kulture City to provide Sensory Inclusive Training for all volunteers and London Stadium Staff.



KultureCity®

SENSORY INCLUSIVE TRAINING™

v2.0.0

OPERATIONAL SUPPORT

As part of our role at the 2019 MLB London Series, MoonShot provided event day support of the volunteer (DIAMONDS) operation. We provided leaders for each functional area that provided support to over 300 volunteers during their shifts. In addition, we led and supported the accessible experience with volunteers and team leads. The accessible experience started months before the actual event where we managed all incoming event day questions via email and a dedicated accessible mobile number as well as the accessible shuttle pick up and drop off process on event day.



Leaders led each shift with briefing talking points, service recovery process, recognition programme and focus for the day all in line with the common purpose, experience standards, the Four Bases of Service and Knowing your TOP 5!





VOLUNTEER

19

TM

Mitre PREVENT LONDON SERIES

Mitre PREVENT LONDON SERIES

Mitre PREVENT LONDON SERIES

LARGE

MEDIUM