

CONFIDENTIAL



THE STADIUM EVENTS & HOSPITALITY AWARDS

Category:

MATCHDAY HOSPITALITY REPORT

Awards Year:

Score:

Name of Club:

IMPORTANT: To complete this form digitally, please ensure you open this form in Adobe Reader or Adobe Acrobat and **NOT** in your web browser. Click the button to download Adobe Reader for free.

Judges Please Note

Matchday Hospitality Report

You have been invited to represent Stadium Experience as a judge of the Stadium Events & Hospitality Awards in the Matchday Hospitality category.

You must act professionally at all times and not divulge any result information to your host club. You have been chosen as a judge because of your catering or hospitality expertise. Your opinion of your experience is to be unbiased and not compared to other stadia but based on the individual experience of the hospitality you are attending. You are not permitted to judge a match at the stadium of the team you support.

Information within this report is confidential and must not be discussed with anyone, and must only be posted to the Stadium Experience offices for the attention of Debbie Rigney.

The completed report must be submitted electronically, scanned, emailed, or posted to Stadium Experience within 48 hours of your matchday experience (*please keep a copy for your records*).

As a hospitality judge you must ensure you arrive at the stadium within the time on the invitation and experience the entire hospitality package including pre-match, half time and full time catering. You must not leave the experience early in the interest of fair judging.

All sections of this report must be completed with commentary to aid future improvements, if a section is not applicable please score 0 and fully explain why, ie: half time catering, if there is none provided please explain this within your additional comments section.

Club Visited:

Caterer:

Match Attended:

Date Visited:

Judge Name:

Suite Attended:

Marking this sheet

- Items must be marked on site during the match but not disclosed to anyone at the venue.
- Mark each item on a sliding scale from **0 to 10**.
- Wherever possible please make comments alongside your score as this will be helpful to the club when they receive a copy.

0 = not applicable	4 = acceptable	8 = very good
1 = extremely poor	5 = average	9 = excellent
2 = poor	6 = above average	10 = exceptional
3 = below average	7 = good	*

* Please mark a service or product with 0 if this is not available. Points will be calculated as percentages taking into consideration any areas which are N/A, i.e if a club does not supply entertainment in the suite please put 0.

This club will then be marked accordingly, and a percentage score calculated.



Your Stadium Welcome

Please review the welcome offered and hospitality facilities and provide your marks as follows:

PLEASE MARK

1. Pre-match communications issued by the club (arrival times, locations, parking instructions, entry point etc.) Did you know what would be included in your day in advance?

/10

Comments:

2. Very First Impressions - Friendliness/helpfulness of staff on immediate arrival (car park attendants/security etc).

/10

Comments:

3. Your welcome at reception or your main entrance into the stadium.

/10

Comments:

4. Signage or personal guidance to your hospitality suite from the entrance.

/10

Comments:

5. Your welcome upon arrival in your hospitality suite by your host.

/10

Comments:

6. The cleanliness of the hospitality suite including toilets.

/10

Comments:



7. The comfort of the suite..

/10

Comments:

8. The atmosphere within the suite (before the match).

/10

Comments:

9. The suite entertainment provided, ie player visits etc.

/10

Comments:

10. Signage to stadium seats or personal guidance from suite into stadium seats.

/10

Comments:

SUB TOTAL:

(Divided by 2)

TOTAL:

Maximum score 50

Catering Experience

Please indicate your marks as follows taking into consideration staff efficiency and appearance:

PLEASE MARK

11. The levels of staff provided in your suite.

/10

Comments:

12. The efficiency of the waiting staff in your suite.

/10

Comments:



13. The efficiency of the supervisor or suite manager.

Comments:

/10

14. The appearance of the staff within your suite.

Comments:

/10

15. The overall drinks service experience pre-match.

Comments:

/10

16. The portion size and presentation of the starter.

Comments:

/10

17. The taste of the starter (according to product not personal preference).

Comments:

/10

18. The portion size and presentation of the main course.

Comments:

/10

19. The taste of the main course (according to product not personal preference).

Comments:

/10



20. The portion size and presentation of the dessert.

/10

Comments:

21. The taste of the dessert (according to product not personal preference).

/10

Comments:

22. The overall service delivery of the meal (courteous, efficient etc).

/10

Comments:

23. The overall balance of the meal.

/10

Comments:

24. The evidence of British/local produce is clearly evident in the menu content.

/10

Comments:

25. The drinks service during half time.

/10

Comments:

26. The food provided during half time and/or full time (please state which), taking into consideration selection/variation, presentation and taste (excludes dessert, as scored earlier). If food provided at both half and full time, please provide an overall score and detailed commentary.

/10

Comments:

27. The drinks service at full time in your suite.

/10

Comments:

28. Overall value for money.

/10

Comments:

Your General Comments/Feedback Report

Please use this area of the report to give your advice and feedback on areas you have marked, ie advice on improvements where you have marked a service or product low:

Use additional paper to complete your overall report where required.

General Comments and Overview

Please add up your marks and provide a total score for the matchday hospitality at this venue, the maximum score available is **230 points**.

/230 (removing 10 points for any items not included in the package provided)

For Office Use Only %

Confidential Report on Date of Report: / /
(Club Name):

Signed by Judge:
(Digital users, please type your name)

Qualification of Judge:

