

CONFIDENTIAL



THE STADIUM EVENTS & HOSPITALITY AWARDS

Category:

MATCHDAY HOSPITALITY REPORT

Awards Year:

Verified 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 submitted to the Stadium Experience (Debbie Rigney) and Head Judge (Rod Bowker) on email.

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

- Mark each item on a sliding scale from **0 to 10**.
- Judges should include comments alongside scores on each question please, as this will be helpful to the club when they receive a copy.

0 = Not Applicable*

3-4 = Average

7-8 = Very Good

1-2 = Below Expected

5-6 = Good

9-10 = Excellent

NB: Judges, scoring 9-10 must be very carefully considered and justified before being awarded

*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.



The Stadium Events & Hospitality Awards

For enquiries please call: 0345 226 5494 or email office@stadiumexperience.com
Stadium Experience, c/o 95 Rufus Gardens, Totton, Southampton, SO40 8TB.

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 package in advance?
Did you receive menu and information on cash/cashless arrangements?

/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

(Judges to be treated the same as other guests)

/10

Comments:

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

(Did your host introduce themselves, wear a badge with name and position?)

/10

Comments:

6. The cleanliness of the hospitality suite including toilets

(Ensure you include regular visits throughout your time there, not just at the start.)

/10

Comments:



7. The comfort of the suite

(Are the chairs comfortable, position of table for viewing and listening, temperature of the suite, table set correctly, glassware etc.?)

/10

Comments:

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

/10

Comments:

9. The suite entertainment provided, ie player visits etc

(TVs on wall is not classed as entertainment on it's own)

/10

Comments:

10. Clear signage to stadium seats or personal guidance from suite into stadium seats

(Judges to be treated the same as other guests)

/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 and efficiency

(During peak times are staff standing around? Do you have difficulty attracting assistance? Are you kept waiting for long periods? Have staff been fully trained?)

/10

Comments:



12. The efficiency of the supervisor or suite manager

Comments:

/10

13. The appearance of the staff within your suite

(Look at uniformity in the suite; clean suitable and smart footwear, well-groomed personnel, tidy hair, no chewing etc.)

Comments:

/10

14. The overall drinks service experience pre-match

(Look for knowledge on wines and drinks, as well as selling techniques.)

Comments:

/10

15. The portion size and presentation of the starter

(Does decoration/garnish compliment the dish?)

Comments:

/10

16. The taste of the starter (According to product not personal preference. Ensure the menu description is on the plate.

What is the dominant flavour? Pay attention to temperature of plate and food.)

Comments:

/10

17. The portion size and presentation of the main course

(Does decoration/garnish compliment the dish?)

Comments:

/10

18. The taste of the main course (According to product not personal preference. Ensure the menu description is on the plate.

What is the dominant flavour? Pay attention to temperature of plate and food.)

Comments:

/10



19. The portion size and presentation of the dessert

(Does decoration/garnish compliment the dish?)

Comments:

/10

20. The taste of the dessert

(According to product not personal preference. Ensure the menu description is on the plate.

What is the dominant flavour? Pay attention to temperature of plate and food.)

Comments:

/10

21. The overall service delivery of the meal

(Courteous, efficient etc? Observe the timing between courses.

Are your conversations interrupted too frequently? Do you need to ask for various accompaniments, glassware or drinks etc.?)

Comments:

/10

22. The overall balance of the meal - Including any food offered at half or full time

(Over use of pre-made or frozen convenience products? Were there enough vegetables in ratio to protein? Is the menu suitable for the time of day (brunch/lunch/dinner)? Were the portions adequate or insufficient? Did the flavours clash or compliment? Have local fresh products and ingredients been used?)

Comments:

/10

23. The evidence of local produce is clearly evident in the menu content and description

(This is more than simply stating 'British'. Were the local products acknowledged on the menu? Have farmers been acknowledged where appropriate?)

Comments:

/10

24. The drinks service during half time

(Ensure the correct temperature of drinks, wines and beverages. Look out for flat beer or similar at half time – Indicating served too early before consumption.)

Comments:

/10

25. The drinks service at full time in your suite

(Ensure the correct temperature of drinks, wines and beverages. Look out for flat beer or similar – Indicating served too early before consumption.)

Comments:

/10



26. Overall value for money for the hospitality package

/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 **210 points**.

/210 (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:
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