

Attendee Worksheet Set

How to Capture Your Share of the \$2.1 Trillion Experience Economy

Use this workbook during the webinar to assess your current on-lane experience, identify where value is being left on the table, and choose your best starting point for premiumization.

How to use this workbook

- Score your center across five premium-experience dimensions.
- Mark the audience segment with the clearest upside.
- Capture one practical move you can take in the next 90 days.

Opening reflection

My biggest challenge right now is:

The visit type that matters most to my center right now is:

What I most want to learn from this webinar is:

Session goals

- Understand why premium experiences matter now.
- Assess your center using the operator scorecard.
- Identify value leaks and choose a practical starting point.
- Leave with a 90-day action plan.

Worksheet 1 | Operator Scorecard

Premium On-Lane Experience Assessment

Fill in the blanks. Rate each dimension from 1 to 5. 1 = weak/inconsistent, 2 = limited/occasional, 3 = adequate/average, 4 = strong/clearly noticeable, 5 = strong competitive advantage.!!!

Dimension	What strong looks like	1	2	3	4	5
_____	Different guest groups can find the best way to play for their occasion.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	The environment feels like part of the entertainment, not just the backdrop.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	Guests can extend play, order, and get service with minimal friction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	The visit creates moments guests want to capture, share, and talk about.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
_____	The experience stays fresh enough to give repeat guests a reason to return.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Total score 25 = premium-ready advantage | 15 = average | below 10 = immediate opportunity _____

Your lowest score is likely your fastest growth opportunity. Your highest score is likely a strength you can market more intentionally.

My lowest-scoring dimension is:

Why I think this is happening:

Worksheet 2 | Value Leak Audit

Where is value being left on the table?

1. Fill in the blanks.
2. Check any warning signs that feel true for your center today.
3. Note where you believe the biggest opportunity sits.

- The experience feels too _____ for different guest groups.
- Doesn't _____ by audience or daypart. Events feel too similar.
- Guests face too much _____ to extend play, order, or get service.
- The visit is fun, but not _____ or shareable enough.
- The content or atmosphere feels too _____ over time.

The biggest value leak in my center is:

What that leak is likely costing us in guest experience or revenue is:

Worksheet 3 | Pick Your Starting Point

Which audience segment should you premiumize first?

Choose the segment with the clearest business upside and the clearest experience gap.

- Birthday / Family
- Corporate / Group Events
- Everyday Social Traffic
- League / Competitive Play

Why this segment matters most right now:

What would "better" look like for this segment in our center:

Worksheet 4 | 90-Day Action Plan + Q&A Notes

Turn insight into a first move

Our first premiumization move in the next 90 days will be:

What success would look like:

What resources, support, or decisions would be needed:

Questions to ask during Q&A