

# RECREATION CONFERENCE – SESSION OUTLINE

NOTE: THIS SESSION WORKS EXCELLENT AS A KEYNOTE EXPERIENCE

Session Title:

## WOW FACTOR

**SESSION DESCRIPTION (25 words):**

Can we have “Wow Factor” (the ability to stand out with something unique) without sacrificing our agency’s original mission? Yes! We! Can! Come learn “How To Wow”

**SESSION DESCRIPTION (Full Text):**

What is it about those recreation programs that sets them apart from others? What is it about those parks or recreation centers that have that ability to always draw the community in? The answer we’re looking for is: “Wow Factor!”; that ability to stand out from the crowd with something unique or unexpected... But can we have that Wow Factor without sacrificing our original mission? Yes! We! Can! Come learn “How To Wow”

**SESSION TARGET MARKET:** Recreation Programmers, Agency Directors, Supervisors

Speaker’s Name: Mark Honberger

Total Length: 1.25 hour session

**SESSION LEARNING OBJECTIVES:** Participants will:

- 1) **JUST WOW:** Explore the multi-faceted definitions of “Wow Factor”, understanding that we need to find the “Wow” without losing our foundational mission
- 2) **HOW TO WOW:** Investigate how “Wow” can be “Factored” into your Agency with “Nuts-&-Bolts” tangible ideas you can implement tomorrow
- 3) **BE A WOW FACTOR-Y (Factory):** Learn how to keep churning out “Wow-Ness” with consistency, perseverance, and the proper “Wow-Mindset” (both professionally and personally)

**SESSION NEEDS IDENTIFICATION:** All too often, recreation agencies get “stuck in a rut,” with programs and facilities becoming predictable and perhaps a bit stale or boring. Being in this state can result in a loss of registrations and makes it hard to see growth in our recreation services and facility usage. By discovering our “Wow Factor” we can see our agencies better benefit the communities that we serve.

**MARK’S EXPERIENCE PRESENTING EDUCATION SESSIONS:** Mark loves speaking with Park and Recreation Associations and sharing what he has learned from over 30 years as an entrepreneur in the profession. In the last 6 years, he has delivered over 50 Educational Sessions (plus several Keynote Addresses) for Recreation Conferences across the country. To see the full list of speaking engagements, with references, go to: <https://remarkablerecreationsolutions.com/client-list-speaking->. Additionally, Mark has conducted numerous Team Building sessions for parks and recreation agencies.

**MARK’S EXPERIENCE WITH THIS SUBJECT MATTER:** Throughout his 30+ years in the Parks and Recreation Profession, Mark Honberger has strived to implement that “Wow Factor” needed to give his recreation agencies the edge they need in providing community services. Especially, when working with smaller agencies who have smaller budgets, Mark has been able to put this vital philosophy into action with tremendous results. Mark will bring his experiences to this session, to show how you too can engage your agencies “Wow Factor” and help your community to THRIVE!

## SESSION OUTLINE

### Introduction of Speaker (2 Minutes)

### Introduction of Topic (10 Minutes)

- A) Attention Grabber: Bring out the importance of agency “Wow Factor”. Ask Audience to raise hand to share a reason why they think it is important. Reward those who answer with a sweet treat.
  - a. Increase facility and program usage
  - b. We want our agency to help its community to THRIVE!
  
- B) NEEDS IDENTIFICATION: Discuss the need for this topic and this session. (from above)

### Cover Learning Objectives (3 Minutes)



<b>PRESENTATION OF TOPIC SPECIFICS</b>
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- **JUST WOW** (15 Minutes) (LEARNING OBJECTIVE #1)

A) Explore the multi-faceted definitions of “Wow Factor”, understanding that we need to find the “Wow” without losing our foundational mission

- **HOW TO WOW** (20 Minutes) (LEARNING OBJECTIVE #2)

A) Investigate how “Wow” can be “Factored” into your Agency with “Nuts-&-Bolts” tangible ideas you can implement tomorrow

- **BE A WOW FACTOR-Y** (15 Minutes) (LEARNING OBJECTIVE #3)

A) Learn how to keep churning out “Wow-Ness” with consistency, perseverance, and the proper “Wow-Mindset” (both professionally and personally)

**QUESTION AND ANSWERS** (10 Minutes)