



## KEYNOTE - - DESCRIPTION / OBJECTIVES / REFERENCES

# WOW FACTOR

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"**

These past few years have been hard on the Recreation Profession, and we've had to change the **WAY** we did our "business." However, we did not change **WHY** we do it. We overcame these obstacles by engaging our **Wow Factor!**

This fun and engaging Keynote Experience will energize you to soak up the ideas learned here at Conference and take them back to your communities where you will energize your own Agency to help them **THRIVE!** Our affable speaker, Mark Honberger, brings over 30 years' experience as an entrepreneur in the Parks and Recreation Profession.



### OBJECTIVES:

- 1) **Just Wow:** Explore the multi-faceted definitions of "Wow Factor", understanding that we need to find the "Wow" without losing the foundational mission of our agency.
- 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)

### REFERENCES FOR KEYNOTE:

- 1) **Jay DeFalco** (Conference Organizer): [rdefalco@jamestownri.net](mailto:rdefalco@jamestownri.net) (401) 423-7266
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See the KEYNOTE REVIEWS at: <https://remarkablerecreationsolutions.com/reviews>

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