Position Name : Usher

Location : Seating Bowl – Various Locations

Reports To : Usher Supervisor (primary); Captain, Event Staff Coordinator (secondary)

**Our Service Mission Statement**

*“We are service professionals at the world’s finest venue creating exceptional experiences for our guests in a safe, clean and friendly environment.”*

**Essential Functions**

As an usher you are responsible for monitoring the crowd behavior and taking steps to ensure that each guest may enjoy the event without disruption from others. You will greet guests as they arrive, check tickets, direct guests to their seats, answer questions and provide information. As the “eyes and ears” in your section, you are expected to keep a close watch on the crowd and intervene in situations when appropriate and call for assistance when it is needed. You are on the “front line” and will experience the excitement and energy of the event first hand.

**Training/Qualifications**

* Orientation
* Event Staff Skills Training
* T.E.A.M. Training

**Equipment & Supplies Required for Position**

* Game Day Staff Handbook
* Event Brief Sheet
* Incident Cards and Code of Conduct Policy Cards
* Maintenance/Prohibited Items Card
* ISS Communicator
* Usher Towel
* Wheelchair Platform Usher Instructions (if section has wheelchair platform)

**Special Notes about the Position**

* Check your area carefully and thoroughly both at the start of your shift and at the end of the event. Report damaged seats or other issues immediately.
* Stand in a place and direction so that you can greet guests, regulate the flow of people into and out of the section, and so that you can properly monitor the crowd.
* Be visible and walk up and down your aisle during each change in possession of the ball (for football games) or other breaks in the event.
* Be sure not to stand in a spot where you will block the guests’ view of the field.
* Engage and interact with the guests. It is expected that ushers will help cheer with the crowd. *HAVE FUN WITH THIS JOB!*

**Evacuation Instructions**

* Remain calm. Do not panic. Calm others by maintaining control.
* Direct guests out of the seating area and on to the concourse.
* Assist guests with disabilities.
* When your section is clear, check it thoroughly and then proceed to the concourse. Continue to direct guests toward exits (ramps, stairs, etc.)

**Key Locations to Note**

When you arrive at your post, be sure to note where the following key locations are: Smoking Areas, First Aid Station, Guest Services Center, restrooms, elevator, escalator, stairs, EXIT, ATM. Knowing these locations and being prepared with directions will make it easier for you to assist guests.

**POST ORDERS / CHECKLIST**

These post orders represent the regular instructions and duties for ushers. Your supervisor will provide you with additional information for your specific assigned position.

***Following Briefing by Your Supervisor…***

Go to your assigned section. On the way, note the location of the items mentioned in *Key Locations* above and *Your Top 6* (from the brief sheet).

Check your section carefully and thoroughly. You are looking for damaged seats, broken or missing cup holders, garbage or dirty conditions, loose handrails in the aisles or anything else that would negatively affect the guest experience.

Become familiar with your seating section. Take notice of the row and seat numbering and any other details (stairs that access upper rows, wheelchair/companion platforms and ramps, etc.).

Introduce yourself and ***TEAM UP!*** with any other staff who may be working in your section (security, police, housekeeping, etc.) If these people are not present, be sure to introduce yourself when they do arrive.

Make sure that your section is ready for guests to arrive. Report any issues or needs to your supervisor immediately.

***When the Building Opens…***

Stand in a position where you can see and make eye contact with guests as they arrive at your location (parallel to the aisle way; back to wall with one shoulder toward field and one toward the concourse).

Greet guests as they arrive and introduce yourself. Check tickets when practical and offer assistance to guests who may need help locating their seat.

If you have a wheelchair and companion seating area, greet each guest as they arrive and see that they get seated properly. Refer to the “Wheelchair & Companion Seating Areas – Usher Information” sheet for additional instructions. Complete your tracker info on your Event Brief Sheet.

Monitor the crowd as your section fills.

***When the Event Starts…***

Continue to greet and direct guests who arrive late.

Stand where you can regulate the movement of guests from the entry to the seats.

Politely ask guests to wait for a stop in play before returning to their seats. This is called “Wait for the Whistle”.

Keep aisles and the entry (vom) clear. Do not allow people to loiter in the entry.

Monitor the crowd and enforce policies (Code of Conduct, Alcohol, etc.). Call for assistance when needed. *BE PROACTIVE*. Don’t let a situation go unaddressed. Call for help and see that the issue is being addressed appropriately.

Remain visible and walk up and down your aisle during each change in

possession.

Interact with the guests and participate in cheering.

***For Halftime or Midway through the event…***

Be prepared for halftime or midway through the event by making sure the entry (vom) is clear and free of hazards (trash, spills, etc.). There will be a lot of guest traffic in and out of your section during this time. Make sure that your area is safe and clear of obstructions so that the crowd can move easily.

Monitor crowd behavior closely. Any time the crowd moves, there can be issues. Watch people closely and be attentive to any problem situations that may develop.

Check tickets as needed. Some people may use halftime to move or “jump” seats (occupy a seat for which they do not hold a ticket). If you think that someone does not belong in your section, ask to see their ticket.

When halftime ends, check your entry closely. Make sure that it is clean and free of hazards. Call for cleaning as needed.

***For the End of the Event…***

Make sure that your entry is clear and free of hazards. The area must be safe for all of your guests to leave. When guests exit there will be heavy traffic and congestion. By making sure your area is ready, your guests will be able to exit quickly and safely.

Stand in a position where you can see and make eye contact with guests as they exit at your location. Remain visible but out of the natural flow of the crowd.

Smile and say goodbye to guests as they leave. Make sure they get a fond farewell!

***When Your Area is Clear of Guests…***

Check your section carefully. You are looking for damaged seats, broken or missing cup holders, and items left behind.

Note any maintenance issues on your maintenance card (seats, cup holders, etc.) and report them to your supervisor.

Collect any items left behind and note their location (Section, Row, Seat). Your supervisor will assist you in taking these items to the nearest Guest Services Booth.

While checking your section, you may find evidence of facility rule violations under and around the seats (empty beer cans, bottles, cigarette butts, etc.). Note these locations (Section, Row and Seats) and the items found on your Prohibited Items Card and give this information to your supervisor. This information will be used to contact the ticket holder and remind them of the facility rules.

Once you are sure that your section has been checked, move to the concourse and stand outside your entry (vom). Your supervisor will come by and meet you.

**Dealing with Problems & Calling for Help**

* You are expected to monitor the crowd and interact with guests. You are NOT expected to address serious situations (unruly fans, fights, medical emergencies). In these cases, you are expected to CALL FOR HELP.
* You are expected to give verbal warnings and policy reminders to guests (for example, reminding a guest that they cannot smoke in the seating area or to watch their language). The Code of Conduct Policy card is a polite way to remind guests of our stadium policy.
* Use your ISS Communicator to call for assistance if guests do not comply with an initial warning or reminder and fill out an Incident Card.

**Staff Breaks / Break Rotation Schedule**

* Your supervisor will coordinate your break in accordance with the break rotation schedule. You may only take breaks when directed to do so by a supervisor.
* Each Event Staff member may take one (1) break during his/her shift.
* Break period is 30 minutes maximum (from start to end of break).
* Break begins when you leave your assigned position and ends when you return to your assigned position. You will go on break with your team and Supervisor.
* Be sure to brief your break relief person on any issues or special information about your section.

**FROM THE EXPERTS: How to be a Great Usher**

The key to being a great usher is to be *VISIBLE* and *ACCESSIBLE* to the guests. By standing in the right place and in the right way and by walking the aisle periodically, the guests will know that you are on the job and that they can seek you out if they need assistance. By being visible and moving about, you will also be able to spot problems and address them as they develop. The best ushers are those who develop a rapport with their guests. You can do this by greeting your guests when they arrive and by interacting with them throughout the event (cheering and getting excited when a great play happens). A great usher is also *PROACTIVE* and makes sure that any issues, concerns, complaints and other items are handled immediately. A great usher is one who takes ownership of his/her section and makes sure that everything is being done so that each guest has an “exceptional experience in a safe, clean and friendly environment.”

***NOT CORRECT – BAD PLAY!***

*Usher standing and blocking*

*the guests’ view of field*

*400 Level vom (Upper Concourse).*

***CORRECT – GOOD PLAY!***

*Usher standing in proper position in*

*400 Level vom (Upper Concourse).*

***CORRECT – GOOD PLAY!***

*Usher standing in proper position in*

*200 Level vom (Main Concourse).*

***NOT CORRECT – BAD PLAY!***

*Usher standing and blocking*

*the guests’ view of field*

*400 Level vom (Upper Concourse).*

**Usher Positioning Photo Illustrations *Know Where to Stand!***