



ICC CRICKET WORLD CUP
ENGLAND & WALES
2019

WHITE PAPER

CRICKETEER PROGRAMME



 rosterfy
 MOONSHOT



Rosterfy and MoonShot played an integral role in delivering the “the world’s greatest cricket celebration” at the 2019 Cricket World Cup. Each entity was tasked at delivering specific requirements defined by the CWC2019 organising committee with Rosterfy shaping the volunteer management programme that included selection, onboarding, shift scheduling and communication systems and MoonShot delivering the training and engagement programme.



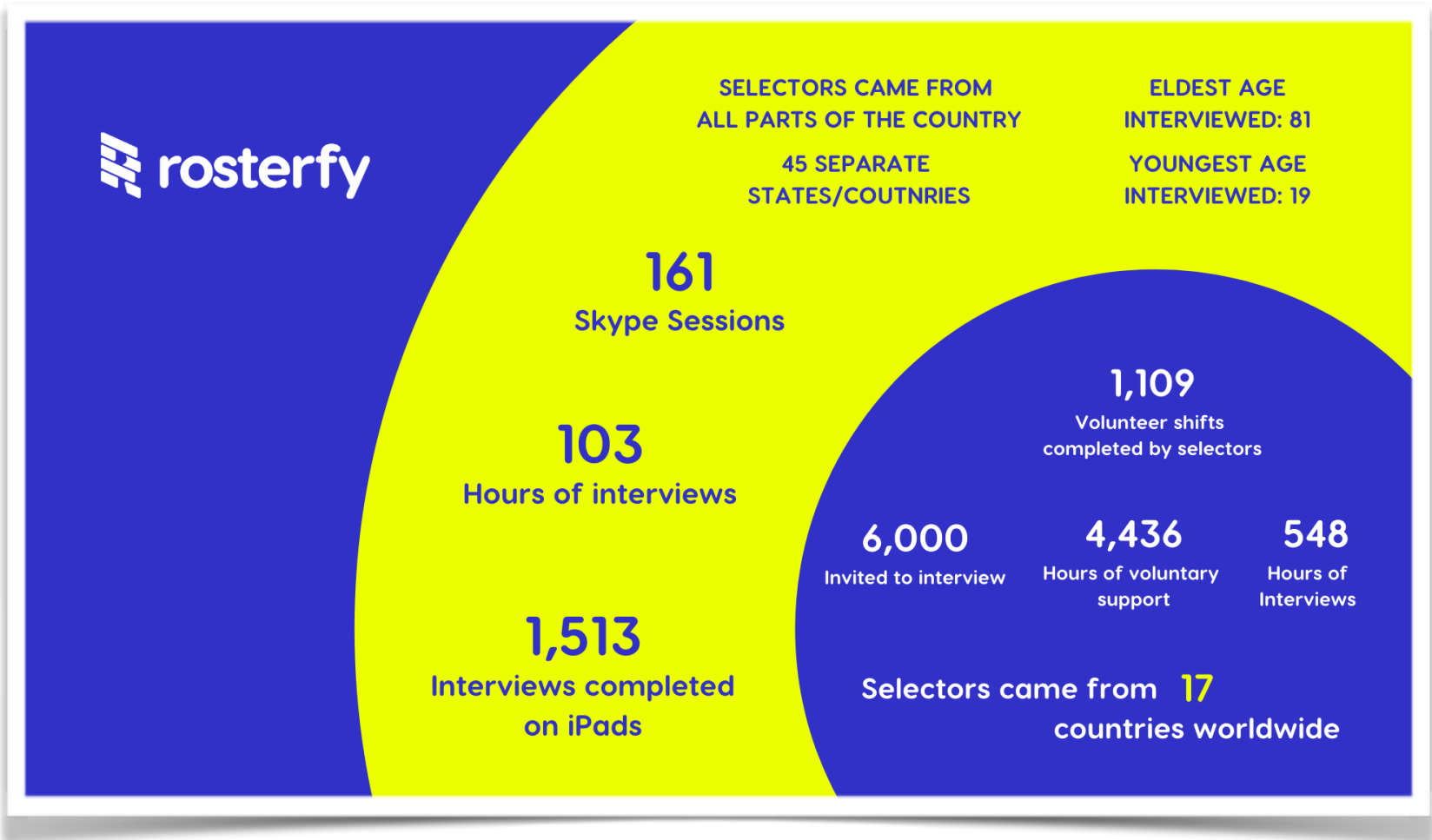
Rosterfy were selected as the official volunteer management system for the 2019 Cricket World Cup, assisting to recruit, screen and schedule thousands of volunteers from around the globe.

Key Rosterfy Deliverables:

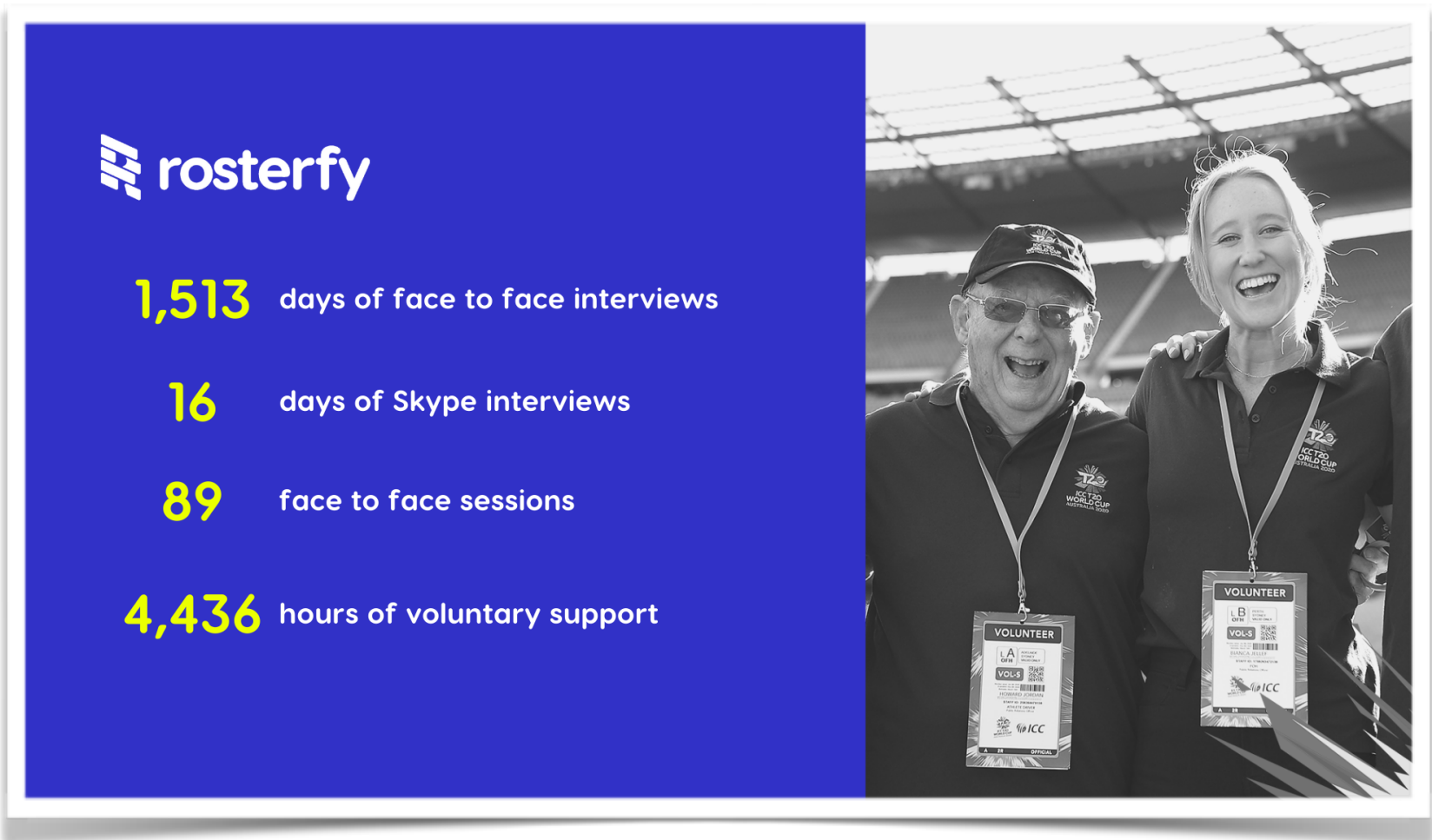
- Volunteers were scheduled to attend volunteer briefing sessions through the use of Rosterfy’s technology
- During tournament time, shift leaders used Rosterfy’s “Check in Module” to capture volunteer attendance numbers
- 1, 513 interview results captured during volunteer screening
- MoonShot highlighted during in person training the tools available to volunteers within the Rosterfy system to select shifts, communicate with team leaders and maximise online resources

Interview Process

Through Rosterfy’s technology solution, the CWC2019 helped to facilitate and schedule over 38 days of face to face interviews with over 6,000 volunteers invited to interview from over 17 different countries including Australia, Bangladesh, USA, Malaysia and Kenya just to name a few.



Successful candidates were then scheduled via Rosterfy’s volunteer platform, enabling shift leaders to check in and out volunteers in real time from various venues and locations to ensure an end to end solution to volunteer engagement.





“THE RUN UP”

The MoonShot Team delivered “The Run Up” Cricketeer training programme for all front line volunteers leading up to the start of the 2019 Cricket World Cup on Thursday, May 30, 2019. The training programme started in Birmingham on February 1st and ended in London at Lord’s on April 7th. During this three month training period, MoonShot delivered 32 days of training in 11 host cities to over 3,600 Cricketeers!

ICC CRICKET WORLD CUP 2019 FIXTURES 30 MAY - 14 JULY 2019 • ARE YOU IN?											
	THE Oval, LONDON	Trent Bridge, NOTTINGHAM	Cardiff Wales Stadium, CARDIFF	St. David's, SWANSEA	Edgbaston, BIRMINGHAM	County Ground, TAUNTON	Old Trafford, MANCHESTER	Edgbaston, BIRMINGHAM	Headingley, LEEDS	Lord's, LONDON	The Riverside, DUNDEE
THU 30 MAY	ENG v SA										
FRI 31 MAY		WIN v PAK									
SAT 1 JUNE			NZ v SL	AFG v AUS							
SUN 2 JUNE	SA v BAN										
MON 3 JUNE		ENG v PAK									
TUE 4 JUNE			AFG v SL								
WED 5 JUNE	BAN v NZ				SA v IND						
THU 6 JUNE		AUS v WIN									
FRI 7 JUNE			PAK v SL								
SAT 8 JUNE			ENG v BAN		AFG v NZ						
SUN 9 JUNE	IND v AUS										
MON 10 JUNE											
TUE 11 JUNE			BAN v SL		SA v WIN						
WED 12 JUNE											
THU 13 JUNE		IND v NZ			AUS v PAK						
FRI 14 JUNE											
SAT 15 JUNE	SL v AUS		SA v AFG		ENG v WIN						
SUN 16 JUNE											
MON 17 JUNE					WIN v BAN		IND v PAK				
TUE 18 JUNE							ENG v AFG				
WED 19 JUNE								NZ v SA			
THU 20 JUNE		AUS v BAN							ENG v SL		
FRI 21 JUNE											
SAT 22 JUNE					IND v AFG		WIN v NZ			PAK v SA	
SUN 23 JUNE											
MON 24 JUNE					BAN v AFG					ENG v AUS	
TUE 25 JUNE											
WED 26 JUNE											
THU 27 JUNE							WIN v IND		NZ v PAK		
FRI 28 JUNE											
SAT 29 JUNE									PAK v AFG	NZ v AUS	SL v SA
SUN 30 JUNE									ENG v IND		SL v WIN
MON 1 JULY									BAN v IND		ENG v NZ
TUE 2 JULY											
WED 3 JULY											
THU 4 JULY									AFG v WIN		
FRI 5 JULY										PAK v BAN	
SAT 6 JULY							AUS v SA		SL v IND		
SUN 7 JULY											
MON 8 JULY											
TUE 9 JULY											
WED 10 JULY							SEMI FINAL (1 v 4)				
THU 11 JULY							RESERVE DAY				
FRI 12 JULY									SEMI FINAL (2 v 3)		
SAT 13 JULY									RESERVE DAY		
SUN 14 JULY											
MON 15 JULY										FINAL	
										RESERVE DAY	

“The Run Up” training programme was a day long event with between 60 and 100 attendees per session. MoonShot provided two training facilitators per session with a total of eight facilitators delivering the programme across the 32 training days. The daily agenda can be seen below:

MoonShot Facilitators in Birmingham



The Run Up

- Cricket 101
- Keeping Fans Safe 101
- Creating Magic Moments
- Day in the life of a Cricket World Cup Cricketeer

What's Next?

- Lunch
- Beyond the Boundary
- Team Talk
- Uniform Collection
- Finish (5pm) (Or Earlier!)

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The common purpose for all Cricketeers was “to deliver the worlds greatest cricket celebration” and to INSPIRE - CONNECT - ENTERTAIN by displaying specific actions and behaviours while on shift at each of the 11 host venues.



TO DELIVER THE WORLDS GREATEST CRICKET CELEBRATION

INSPIRE
CONNECT
ENTERTAIN

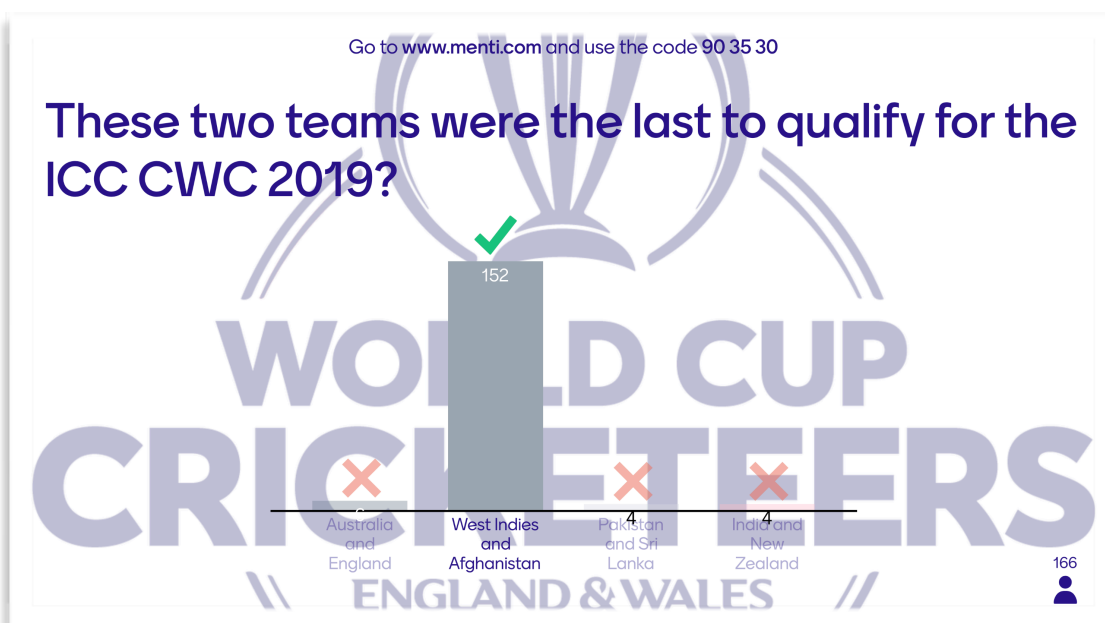


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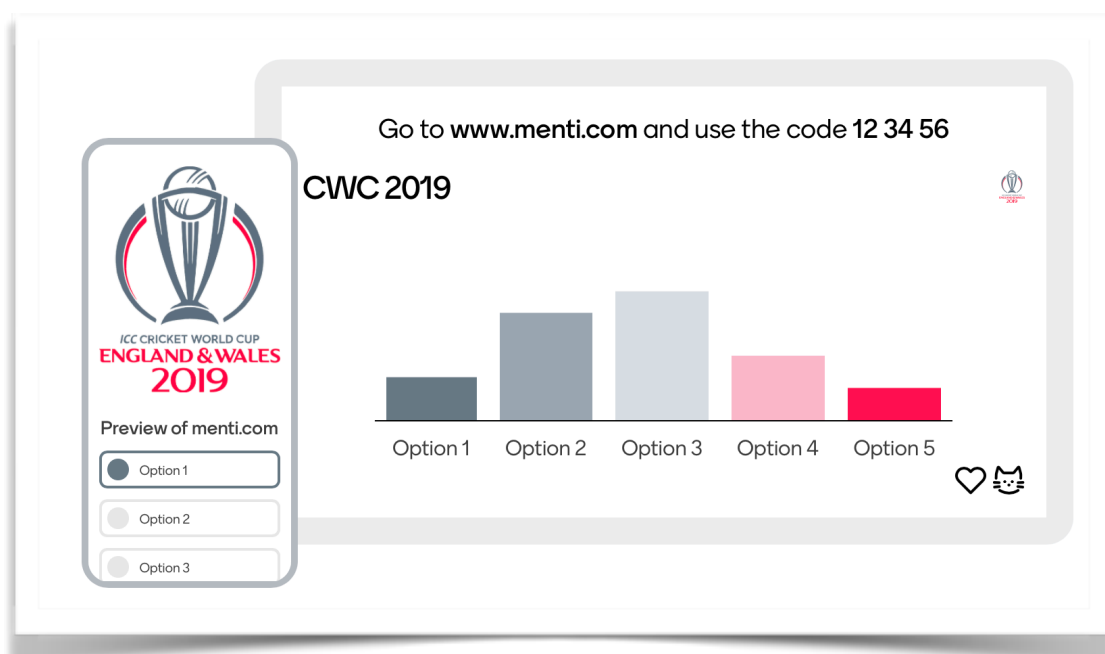


Key Insight: Communicate your “common purpose” and “quality standards” right from the start to set the tone for that day.



MoonShot facilitators brought a high level of engagement through the mobile quizzing app Mentimeter where complete client style guide requirements can be implemented. (www.mentimeter.com)

Cricketeers were encouraged to engage via their mobile devices to learn and win prizes!



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QUIZ KEEPING FANS SAFE

Cricketeers were also taken through a safety briefing from a member of the CWC safety team. MoonShot facilitators then led a mobile quiz to test knowledge retention.

Good Show/Bad Show
Illustrations - Illustrations of positive and negative examples of living the quality standards and common purpose



Key Insight: Ensure you define and communicate the behaviours and actions you expect from your workforce!

Challenge to Cricketeers to learn their TOP 6 when they arrive at their position.



KNOWLEDGE IS IN!

KNOW YOUR TOP 6!

NEAREST ENTRANCES AND EXITS

NEAREST FIRST AID

NEAREST MERCHANDISE

NEAREST CATERING

NEAREST TOILETS/ ACCESSIBLE

NEAREST PRAYER ROOM

KNOW YOUR TEAMS!

- WHAT ARE THEIR COLOURS?

- DO THEY HAVE A NICKNAME?

- WHO ARE THEIR TOP PLAYERS?

KNOW YOUR VALUES:

INSPIRE, CONNECT, ENTERTAIN.



Check out how excited our Cricketeers were at the end of The Run Up!

<https://vimeo.com/user79890429/review/418005297/c9e35d9468>

Organising Committee Training Support

As well as designing and delivering the core service, experience and operational training modules for over 3,600 volunteers, the MoonShot Team was also in residence within the CWC2019 operations offices at Lord's weekly to be a training resource for the CWC2019 Team. MoonShot provided valuable insight and training support including developing



“FA Packs” and “Team Talk Presentations” to the functional areas such as accreditation, transport, logistics, media ops, spectator services, safety and hospitality teams to ensure a consistent and focussed approach to defining role responsibility and training curriculum.

Feedback Measurements

During each of the 32 training sessions, attendees were asked at the end of the session the following feedback question “Would you recommend this session to your colleagues and associates?”



Over the 32 sessions, MoonShot training facilitators had a “best in class” average score of 9.0 on a 0-10 scale. The screenshot above shows the results from our third session (31st session of 32 total) at Lord’s where we had 161 attendees using the mobile quiz and learning app.





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