

Metrics & Continuous Improvement

- [Outline](#)

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- **Purpose:** Evaluate performance and drive consistent improvement.
- **Objectives:** Safety, Customer Satisfaction, Brand Consistency, Growth.
- **KPIs:** Event count, participant ratings, incident rate, social reach.
- **Feedback Methods:** Organizer surveys, QR participant forms, licensee self-reviews.
- **Review Cycle:** Quarterly HQ review + Annual Operator Summit.
- **Recognition:** Top Licensee Awards and social features.
- **Continuous Safety & Training:** Shared bulletins and refresher modules.
- **Annual Report:** Aggregate data & brand goals for next year.