

Outline

- **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.
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