



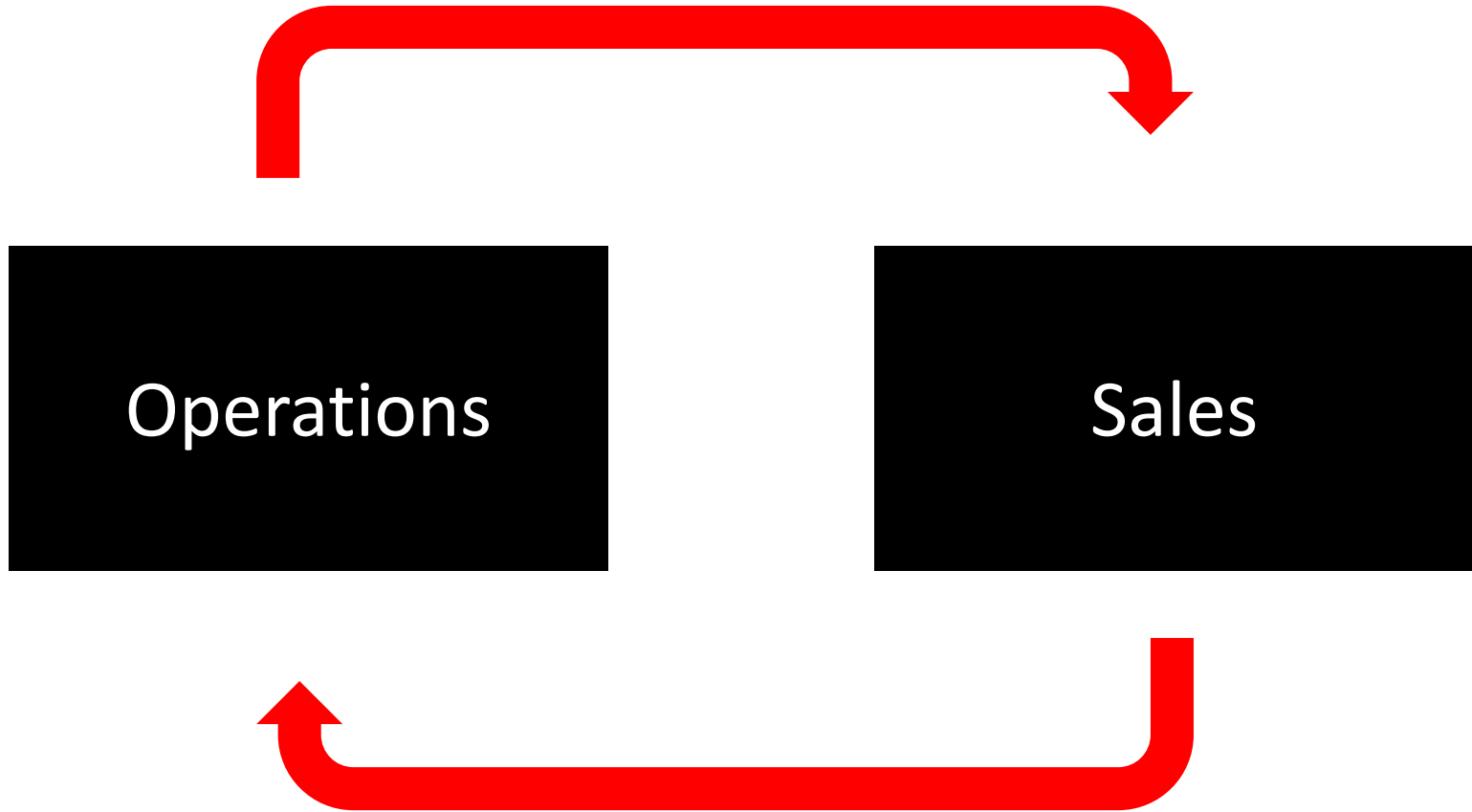
SELLING YOUR UNIQUENESS:
Overcoming core mission
perceptions

INTRODUCTION

20+ Years of Industry Experience



MY BACKGROUND



Common perceptions



PERCEPTION

“It’s like chuck e. cheese for adults”

“my parents used to take me there when I was a kid”

“I had no idea you could even do an event there”

“they only do kid’s parties at d&b”

“the women in my group don’t (or know how to) golf”

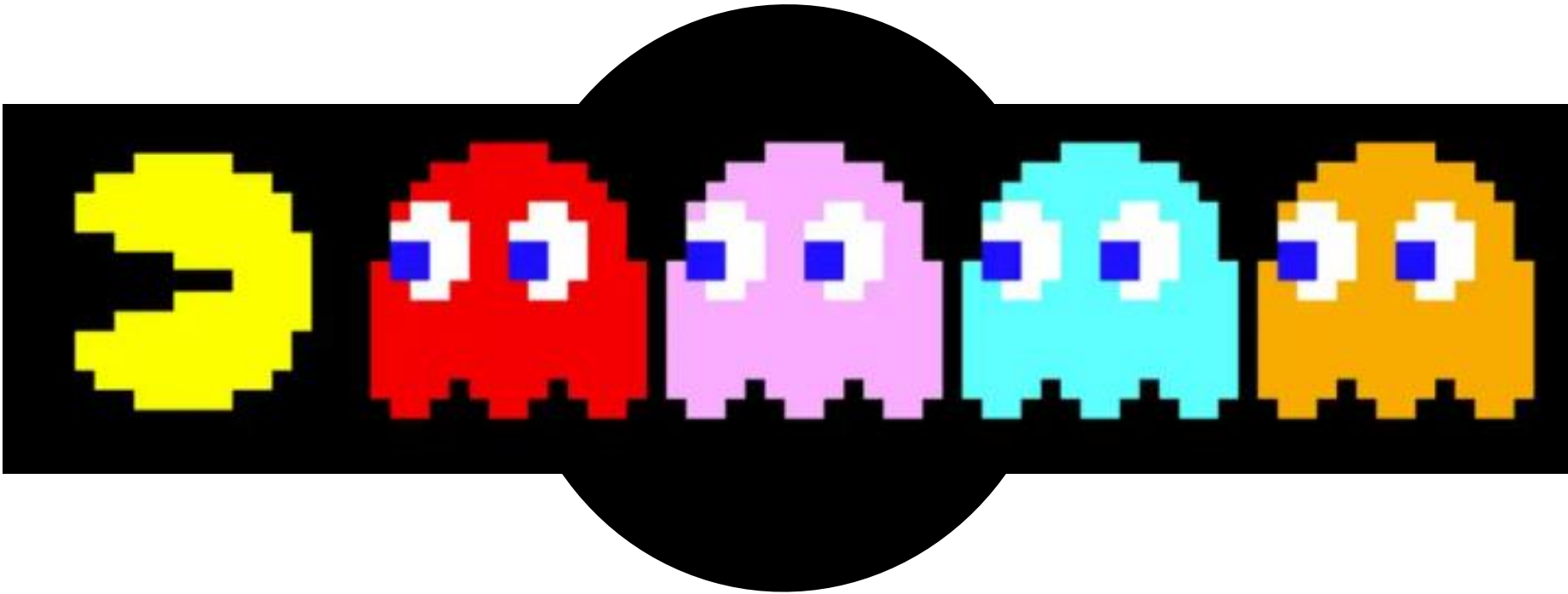
“TOPGOLF HOSTS MEETINGS!?! I had no idea”

“but what if it rains?”

EAT. Drink. Play.







Listening
Vs.
hearing

SELLING UNIQUENESS

EAT. Drink. Play.
watch.

Play.

Deliver on the
differentiation



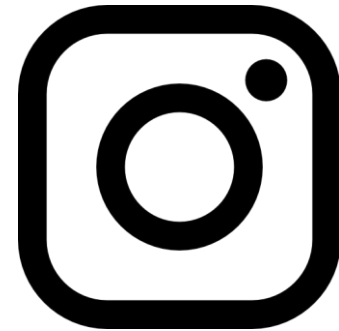
THE D&B CULTURE

What do you stand for? At Dave & Buster's we know who we are and what we believe in. We've taken that knowledge and developed what we call Culture Pillars. **EVERYBODY IS SOMEBODY**, **FOUNDERS' SPIRIT**, **YOU GOT IT**, and **FUN TO OUR CORE** are at the core of who we are and who we want our team to be. It's important to know that they're not just words on a piece of paper or poster...it's the words we live by.

MARKETING



SOCIAL



OVERVIEW

- Hear what your clients are telling you
- Execute, execute, execute
- Enable your people to add value
- Market your strengths
- Listen to social

TABLE DISCUSSION

1. Introduce yourself to one person at the table that you don't know
2. Take 5 – 7 minutes to share common perception hurdles for your venue or property

Q & a

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