



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.

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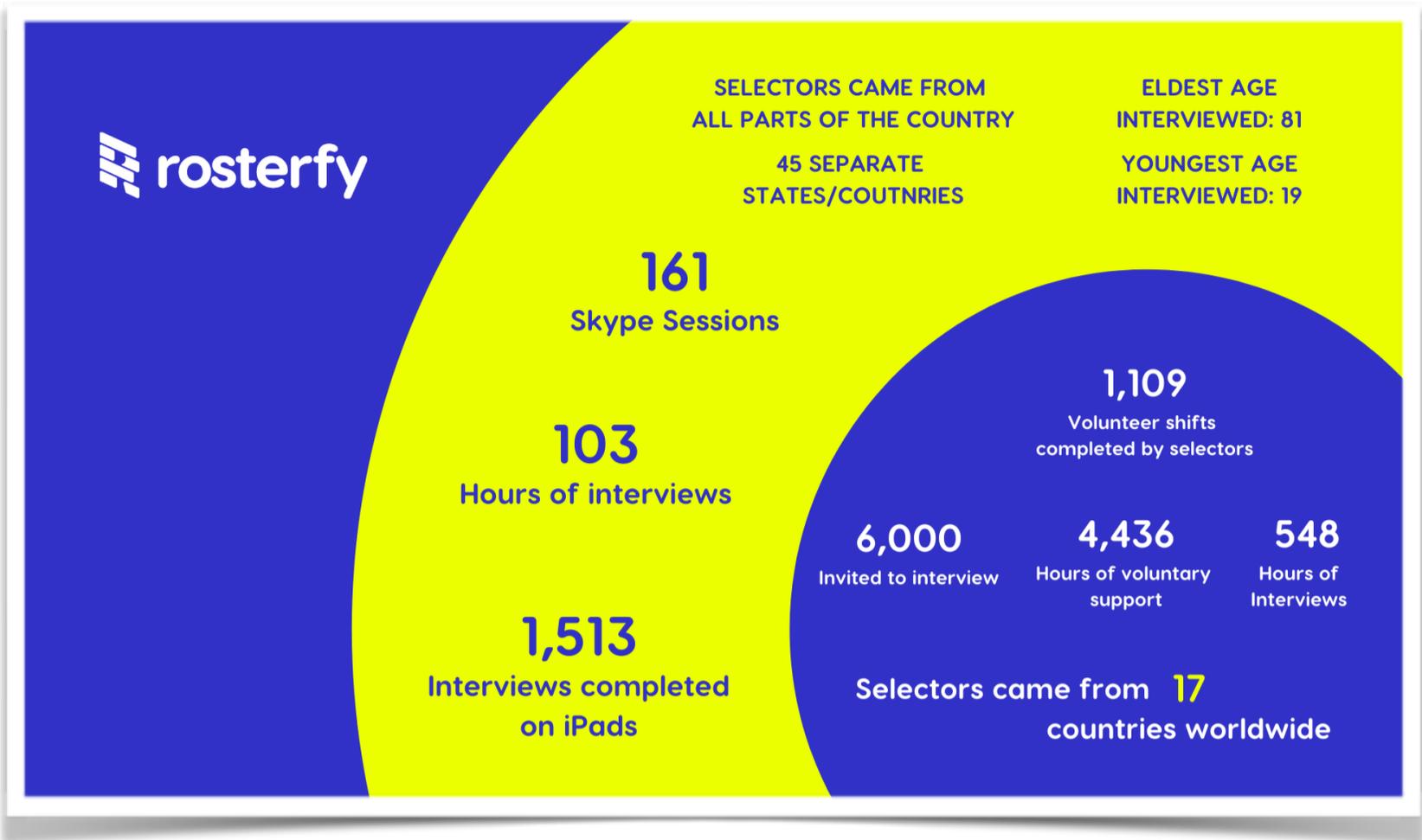
Rosterfy were selected as the official volunteer management system for the 2019 Cricket World Cup, assisting to recruit, screen and schedule thousands of volunteers from around the globe.

### **Key Rosterfy Deliverables:**

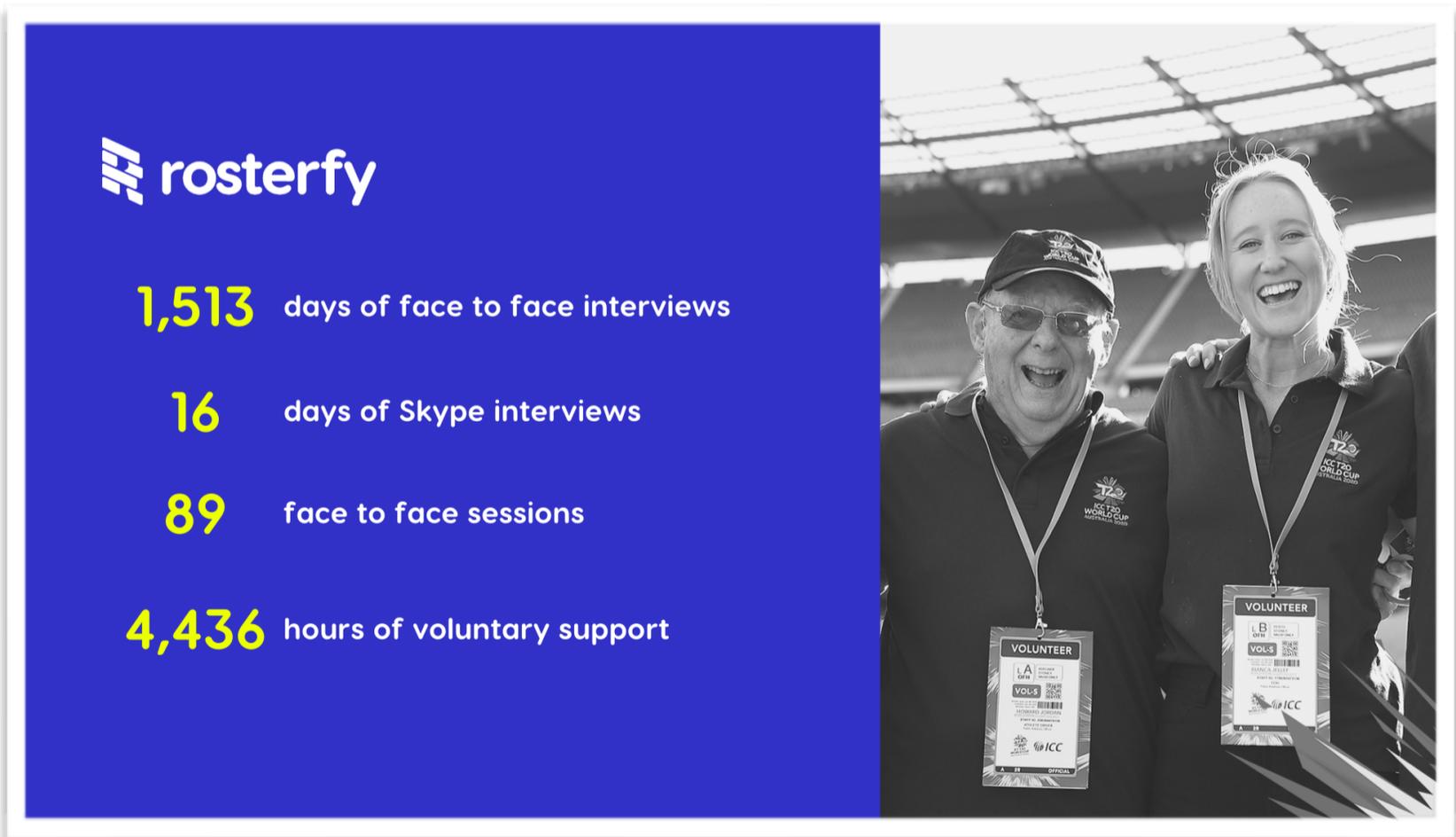
- Volunteers were scheduled to attend volunteer briefing sessions through the use of Rosterfy’s technology
- During tournament time, shift leaders used Rosterfy’s “Check in Module” to capture volunteer attendance numbers
- 1, 513 interview results captured during volunteer screening
- MoonShot highlighted 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	SPRINT, LUZERN GROUND, BERNE	HAMPDEN BOUL, SOUTHAMPTON	COUNTY GROUND, TAUNTON	Old Trafford, MANCHESTER	Edgbaston, BIRMINGHAM	Headingley, LEEDS	Lord's, LONDON	The Riverside, DUBLIN
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				BAN v SL	SA v WIN						
TUE 11 JUNE						AUS v PAK					
WED 12 JUNE											
THU 13 JUNE		IND v NZ									
FRI 14 JUNE					ENG v WIN						
SAT 15 JUNE	SL v AUS		SA v AFG €								
SUN 16 JUNE						WIN v BAN	IND v PAK				
MON 17 JUNE							ENG v AFG				
TUE 18 JUNE								NZ v SA			
WED 19 JUNE		AUS v BAN							ENG v SL		
THU 20 JUNE											
FRI 21 JUNE											
SAT 22 JUNE					IND v AFG		WIN v NZ €				
SUN 23 JUNE										PAK v SA	
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									PAK v AFG	NZ v AUS €	SL v SA
SAT 29 JUNE								ENG v IND			SL v WIN
SUN 30 JUNE								BAN v IND			ENG v NZ
MON 1 JULY									AFG v WIN	PAK v BAN	
TUE 2 JULY											
WED 3 JULY											
THU 4 JULY											
FRI 5 JULY											
SAT 6 JULY						AUS v SA €			SL v IND		
SUN 7 JULY											
MON 8 JULY											
TUE 9 JULY											
WED 10 JULY						SEMI FINAL [1v4]					
THU 11 JULY						RESERVE DAY					
FRI 12 JULY											
SAT 13 JULY											
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.**

Go to [www.menti.com](http://www.menti.com) and use the code 90 35 30

### These two teams were the last to qualify for the ICC CWC 2019?



Team	Correct Answers
West Indies and Afghanistan	152
Australia and England	0
Pakistan and Sri Lanka	0
India and New Zealand	0

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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](http://www.mentimeter.com))

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

Go to [www.menti.com](http://www.menti.com) and use the code 12 34 56

CWC 2019

Option	Count
Option 1	1
Option 2	2
Option 3	3
Option 4	2
Option 5	1

Preview of menti.com

- Option 1
- Option 2
- Option 3

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**QUIZ**  
**KEEPING FANS SAFE**

Cricketers 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

GOOD SHOW

VS

BAD SHOW

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**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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