

**Security Guard Business Card Policy**

Each venue is responsible for maintaining stock of “To Book Your Next Event Call Us” cards to promote business amongst our group of companies.

The cards are to be distributed by the security guards/door personnel per venue by means of a professional conversation with a patron. What follows are examples of how the cards are to be utilized:

1. A guest is heading outside for a cigarette and the patron strikes up a brief conversation with the security guard about the weather. The security guard references that indeed it is chilly outside. The security guard proceeds to ask the patron how he/she is enjoying their evening thus far. In response an exchange of the card takes place prompted by “I am so pleased to hear you are enjoying yourself. I encourage you to take this card if we may be of any assistance to you in the future. Have a wonderful evening.”
2. Guests are departing for the evening at which time the security guard asks them how they have enjoyed their evening prompting an exchange of the card as follows: “Glad to hear you had a great time with us tonight. Please take this card. We would love to serve you once again in the near future.”
3. Guests are waiting outside for a taxi and they strike a conversation with the security guard. They are commenting what a great place the venue is at which time the security guard prompts the following conversation: “I am certain our head office would be delighted to hear your feedback. Please take one of these cards. Our company information is included. Thank you.”

Please note, the cards are NOT to be handed out to guests within the parking lot. Furthermore the cards are not intended to be handed out like flyers to the guests as they are leaving the event venue. The purpose is not to ensure every guest departs with the card but rather to garner a quantitative exchange of the card with the guests grounded by a measurable interaction (thus a personal interaction takes place to encourage the successful use of the card).

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*Revised February 19th, 2017 Diane Kolodziej*