

# ARAMARK STAFFS STADIUM WITH WORKJAM AND SAVES \$\$\$

Learn to better leverage the staff you have and reap the benefits

Aramark's experience with WorkJam, in Ireland, demonstrates the value of a centralized, digitized communications and scheduling frontline solution. By utilizing WorkJam's digital frontline workplace and leveraging the staff they had, Aramark successfully staffed Croke Park Stadium for five consecutive sold-out Garth Brooks concerts, quickly and efficiently.

Resulting in improved operational efficiency and an enhanced employee experience.



## THE SET-UP:



### GARTH BROOKS

A hero in Ireland



### 400,000

concert tickets sold in under 30 mins September 2022



### A BIG DEAL

The eyes of the nation were upon us

## THE SITUATION:

- 5 nights sell out concert at Croke Park (80,000 seats)
- Aramark responsible for food & hospitality
- Majority are casual workers (attend school/college/university) and "seasonal requirements" end in July
- Garth Brooks concert required approx. 1,000 shifts per night x 5 nights

## THE SOLUTION: RECOGNISED WORKJAM AS A SOLUTION



### COMMUNICATIONS

Deployed an application to the casual team (approx. 750 staff) Then, deployed the application to Sports & Entertainment team members, graphically positioned to support



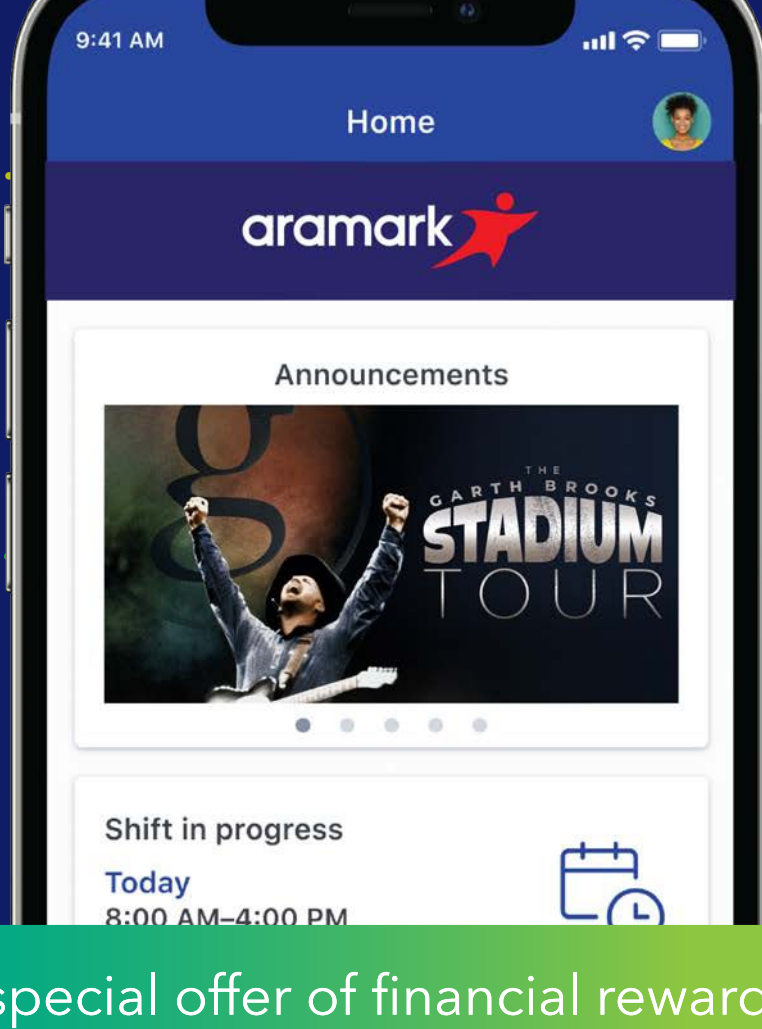
### OPEN SHIFT MARKETPLACE

Release shift requirements via WorkJam's Open Shift Marketplace, 8 weeks prior to the concerts



### EMPLOYEE SELF-SERVICE

Followed up with Communications via WorkJam & allowed employees to make their own schedules

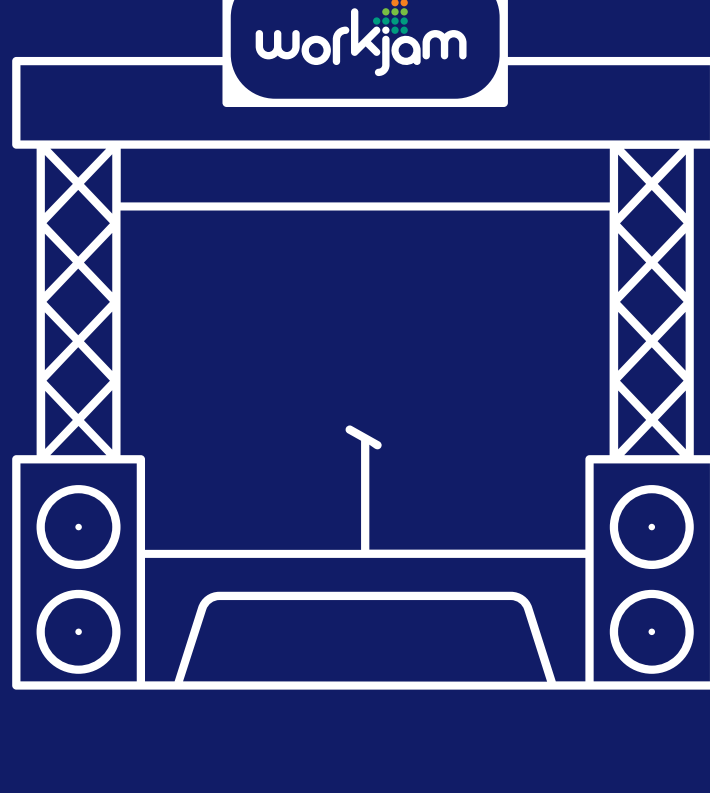


A special offer of financial reward for employees who picked up shifts on all 5 nights, **wasn't necessary!!**

## THE END RESULT:

All open shifts (aprx. 3000) were filled

**3 WEEKS** prior to the concert via WorkJam



All public bars, QSR's, retail and restaurants operated by Aramark were supported 100% by Aramark employees, no agency support required



Operating procedures were shared on WorkJam – some specifically to support visiting colleagues from neighbouring accounts who were working at the stadium for 1st time



Designated Garth Brooks channel created to share all news concert related



Aramark has hosted many concerts over the years for some big international artists, eg Bruce Springsteen, Ed Sheeran, Micheal Buble, Taylor Swift – however, operationally Garth was our most successful concert to date!