



# PARK MGM

Screenplay  
Slot Ambassador

# PARK MGM

## Welcome to Park MGM

Congratulations on becoming part of the Park MGM team. This is a very exciting time to join our company and our resort as we transform this historic property into an entirely new destination. We chose you to join the team because we are confident you will do an outstanding job representing Park MGM to the millions of guests who will visit each year.

As a member of the Park MGM team, you represent a culture of friendly, personal, genuine guest service, and we are thrilled to have you as a host for our SHOW! Through our training program and on-going communication, you will become a true insider, an authority on all things Park MGM and an expert on what our dynamic neighborhood has to offer.

It is our goal to create a sense of community for our guests and among our team. This is a very special time and I'm thrilled you are a part of it. We are going to change the face of Las Vegas forever.

Welcome to our team – make every moment count!

Patrick Miller  
President and COO

# PARK MGM

## Welcome to Our Story

For more than 20 years, the Monte Carlo has been serving and entertaining guests. While the Monte Carlo is a large part of our history, we are excited to relaunch as a completely new destination—Park MGM.

MGM Resorts and Sydell Group partnered to reimagine Monte Carlo Resort and Casino, to include two distinct new hotel experiences: Park MGM, and a Las Vegas location of Sydell’s NoMad Hotel. In addition to fully redesigned and renovated guest rooms, each hotel will bring unique food & beverage experiences to Las Vegas.

Sydell Group’s core expertise is an ability to collaborate with original talent within the world of design, retail and food & beverage in the creation of compelling new hotels that engage the communities around them. Together, we have conceived a hotel that promotes an authentic service style that fosters exploration, creativity and a culture of community.

Park MGM and The NoMad Las Vegas are the final pieces of MGM Resorts’ creation of a neighborhood at the heart of the Las Vegas Strip which began in 2009 with the introduction of Aria and continued with the recent opening of a new outdoor dining and entertainment district including The Park, T-Mobile Arena and Park Theater.

At Park MGM, we want to treat our guests as if they were visiting our home, whether they are staying the night, coming for dinner or stopping by to celebrate.



# PARK MGM

Welcome to Your Brand

## Our Foundation:

At MGM Resorts International (MRI), we believe that entertainment is a fundamental human need that needs to be satisfied within each of our properties. Each property must engage, entertain and inspire its target audience and guests to bring more “WOW” to their lives.

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## Our Purpose:

Intimacy & Scale: Always find the small in the big.

Park MGM aspires to foster a culture of community and creativity where guests can socialize and discover unique and intimate entertainment and experiences. Each team member is responsible for promoting the feeling of community in a genuine, thoughtful and personal manner so that guests discover their hotel experiences to be unique and inspiring.

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# PARK MGM

## Our Responsibility:

Our guiding service values define how we act and interact with both our internal and external customers. Our service values are Connect, Create and Spark.

- **Connect:** Every team member will make a genuine and personal connection with each guest. Great first impressions, engaging conversations and the sharing of stories and experiences are important parts of making our guests feel at home.
  - **Create:** As we learn about our guests, we will look for opportunities to create moments that they can share with those most important to them. By utilizing our resources, knowledge and teams, we will own each guest experience and create moments that will impress our guests during each visit.
  - **Spark:** Our guests are naturally curious and we will help them to make discoveries during their time with us. We will share our hotel's best insider experiences, how to find everything in our Neighborhood, and suggestions to experience a unique side of Las Vegas. These thoughtful and personal recommendations will wow our guests and leave a lasting impression every time.
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## Our Host Habits:

Each team member, regardless of position, is responsible for making our guests feel at home by being a great host. To support our three service values, we utilize our SHOW Basics and Host Habits to fulfill our responsibilities and promise to each guest.

Our Host Habits are our basics, delivered to our internal and external guests every time we interact with them.

Four habits of being a great host:

- Smile and be the first to greet guests and each other
- Give guests the right of way
- Show guests where to go, escorting when possible
- Take pride in yourself and the appearance of Park MGM



# PARK MGM

## Welcome to Your Guest

The Park MGM Guest can travel in a tight-knit group or by themselves in a hunt for diverse experiences and connections that enrich their lives. More than anything, they travel for inspiration. They share a love of food, art, music and any other form of culture and have an open outlook fueled by a curiosity to discover more.

### **Personal Motto:**

Inspiration is the new souvenir.



# PARK MGM

## Values:

The Park MGM guests' core values drive their beliefs, which in turn influences expectations of their hotel experience. Their values are Originality, Quality over Quantity, Purposeful Adventure and Connection.

They value **Originality**: They know who they are and what they want. They are not looking for the mass-marketed experiences of Las Vegas, but rather for places and experiences that connect them to new ideas and others in authentic and unexpected ways, from locals-approved Vegas favorites to one-of-a-kind entertainment experiences.

They value **Quality over Quantity**: They surround themselves with good and interesting people with the idea that they will introduce them to new experiences and other interesting people. They will approach you with the assumption that you can make their stay in Las Vegas more meaningful.

They value **Purposeful Adventure**: They seek a balance of fun, challenging and restorative activities with every stay. They want a mix of experiences and believe that what happens in Vegas should be shared with everyone.

They value **Connection**: Our guests crave a relationship with a destination. They crave a place that connects them with each other and a place where their interests and tastes are encouraged.



# PARK MGM

## Welcome to Your Property

### Public Space Design:

- Designed by British designer Martin Brudnizki
- Park MGM incorporates European design influences with the energy and spirit of urban and English parks
- Clean lines will define the architecture of each space, combined with classically inspired European furnishings
- The design will reflect a residential feel signature to Sydell Group
- Spaces are created so people will want to gather together, connect and collaborate



### Art:

- Park MGM will have a robust art program, which is core to both MGM Resort's and Sydell's design philosophies
- Art program is comprised of collected and commissioned pieces curated by Be-poles, a Paris-based design company
- Storytelling is at the heart of the Park MGM and NoMad Las Vegas art programs. Each piece is an invitation to guests to discover an untold story; just as one might find in the portraits and travel memories displayed on the walls of a residential home. Drawing inspiration from 18th Century European gardens to present day Nevada, the art program is an intimate visual journey that can transport the viewer from a wandering garden path in Austen-era Great Britain to a bedroom in present day Las Vegas.



### Lobby:

- Upon entering the lobby, a classical marble flooring pattern floods the newly defined lobby area
- Space is light and airy with understated classical detailing
- Lobby is a place where people naturally gather, socialize and connect
- 24 kiosks will allow for personal, less transactional interactions between the lobby hosts and our guests





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## Guest Rooms:

- Park MGM will include 2,605 rooms designed internally by the Sydell Group
- Complementing the resort's casual elegance, guestrooms will provide luxurious accommodations while imparting a distinctly residential feeling that encourages socializing and entertaining within the room
- Room color hues are either red or green and meant to be inspired by the natural desertscapes of Nevada and English gardens and parks
- Key features in the room include bright bathrooms, original artwork and an expansive window with a window seat
- The Stay Well Hotel Program will shape one floor of Park MGM's guestrooms, allowing guests to rejuvenate with signature offerings including energizing lighting, dawn simulator alarm clocks, long wave night lighting, air purification systems, contouring support memory foam mattresses, Vitamin C shower infusers and more



## NoMad Las Vegas:

- NoMad Las Vegas will arrive in Fall of 2018
- The NoMad Las Vegas design is a collaboration between Sydell Group and legendary French designer, Jacques Garcia
- The NoMad Las Vegas will offer a complete hotel experience including:
  - 293 guestrooms and suites on the top 4 floors of the building
  - A dedicated drop-off and lobby
  - A separate swimming pool
  - Branded NoMad gaming, eating and drinking experiences



# PARK MGM

## All Things Food & Drink:

The resort experience will be home to unique food & beverage experiences new to Las Vegas.

### Primrose:

- Michelin-starred Chef Bryce Shuman is the Chef of Primrose. Shuman was named Food & Wine Magazine's "Best New Chef" in 2015
- The Restaurant will feature a South of France-inspired menu, with an emphasis on wood-fire cooking in the restaurant's wood-fire grill
- The restaurant will exude the charm and comfort of a private residence, as the space is organized to simulate the experience of walking through a European country home
- The Bar features counter dining, seated dining, lounge seating and outdoor dining
- The Dining Room offers a more classic setting for dining experiences
- The Drawing Room offers a more casual setting for dining experiences
- The Terrace offers a beautiful outdoor setting for all day dining
- The Garden offers a casual outdoor experience with a comfortable lounging environment, a garden menu and focus on Primrose's specialty cocktail program



### Bavette's Steakhouse & Bar:

- Bavette's Chef Brendan Sodikoff, founder of the renowned Chicago restaurant group, Hogsalt, has been recognized for his high standards of service and diverse collection of restaurants and bars
- Bavette's will deliver decadently reimaged steakhouse fare with a dash of French flair
- A curated cocktail and wine program will both nod to the history of steakhouses and wholeheartedly embrace Bavette's 1920s speakeasy vibe



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## **Eataly:**

- In partnership with celebrity Chef Mario Batali, Eataly is the largest Italian marketplace in the world
- A vibrant Italian marketplace with cafes, to-go counters and full-service restaurants interspersed with high-quality products from sustainable Italian and local producers



## **NoMad Restaurant:**

- Created by Chef Daniel Humm and restaurateur Will Guidara (the duo behind Eleven Madison Park, recently voted best in the world, and one of the only restaurants in the country to receive 3 Michelin stars)
- The restaurant will feature a refined yet approachable menu and a variety of spaces for dining, drinking and entertainment



Additional restaurants and lounges will be announced soon!



# PARK MGM

## Park Theater:

- A theater of 5,200 seats offers up close and personal performances
- The flexible venue can also transform to host award shows, events and can function as a convention space



## Meeting Center:

- Park MGM has over 72,000 square feet of meeting and event space
- There is a total of 43 meeting rooms with the largest room being 13,000 square feet
- Park MGM will be able to accommodate groups from 10 to 5,000 people
- The Executive Meeting Center is designed for those seeking smaller, custom meeting spaces. There is a total of 10 rooms that can accommodate 10 to 50 people each
- The Idea Studio consists of a wide array of workspaces meant to spur collaboration, productivity, creativity and innovation. There are 8 diverse studio environments that can accommodate 6 to 25 people each



# PARK MGM

## Welcome to Your Collaborators

### **MGM Resorts International:**

MGM Resorts International (MRI) is a global hospitality and entertainment company operating destination resorts in Las Vegas, Mississippi, New Jersey, Michigan, Maryland and soon to be in Massachusetts. MRI has a majority interest in the MGM Macao Resort. MRI was founded in 1987 as MGM Grand Inc., and has evolved over the years with the core philosophy of entertaining guests.

### **Steve Zanella**

Steve is the President of Core Properties in Las Vegas. He has been with MGM Resorts International since 1991 as a participant in the Management Associate Program (MAP). Mr. Zanella started his career in Las Vegas and has led properties in Mississippi and Detroit.



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### **Patrick Miller**

Patrick is the President and Chief Operating Officer (COO) for Monte Carlo and will lead the property into Park MGM. Mr. Miller started his career with MRI in 1995 and has held a variety of positions in Las Vegas properties.



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### **Sydell Group:**

Sydell Group is known for the creation of trend-setting lifestyle hotels. Their diverse portfolio of award-winning properties includes:

- The NoMad New York
- The Line Hotel, Los Angeles
- Freehand Miami, Chicago and Los Angeles
- Ned London
- Upcoming openings in Los Angeles, Washington DC, London and New York



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### **Andrew Zobler**

Mr. Zobler is the founder and CEO of Sydell Group. He leverages his experience in both the real estate and hospitality industries to create unique hotels that inspire connection and memorable experiences for guests



# PARK MGM

## Welcome to Your Neighborhood

### The Neighborhood:

The Neighborhood provides a diverse and unique environment at the heart of the Las Vegas Strip. The Neighborhood is comprised of:

- Park MGM
- NoMad Las Vegas
- The Park
- Park Theater
- T-Mobile Arena
- New York-New York
- Toshiba Plaza

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### T-Mobile Arena:

- T-Mobile Arena opened in April of 2016 and is a 20,000 seat multi-use indoor arena that hosts a variety of live events including concerts and sporting events
- It is the home of the NHL Vegas Golden Knights and UFC

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### The Park:

- The Park is an immersive, outdoor destination for dining and entertainment
- Dining options include Sake Rok, California Pizza Kitchen, Beerhaus, Shake Shack and Bruxie

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### Art:

- Bliss Dance is a breathtaking 40-foot-tall sculpture of a dancing woman created by Marco Cochrane



- The Park includes 16 massive, flower-like shade structures designed by a New York architecture firm. They change colors every 15 seconds at night



# PARK MGM

## Welcome to Your Role

### **Slot Ambassador Position Description Overview:**

As a Slot Ambassador, you are a catalyst of fun, creating a welcoming and fun environment. You are the first impression of Park Casino. Your hospitality is welcoming and appreciated. You have a nurturing connection with guests, engaging in meaningful conversation and providing them with insider knowledge about things to do in the Neighborhood and around Las Vegas.

You are knowledgeable and exhibit extensive know-how about the Park MGM property as well as the city of Las Vegas. You have a genuine passion, not only about Park MGM but, also for connecting with others. You are comfortable with crowds, make connections readily and have an ability to engage with others, making them feel appreciated and welcome. You maintain a safe, secure, and friendly environment. Your friendly, personal and genuine approach demonstrates that you care for each guest and colleague as the unique individual that they are. You are not constrained by past practices or traditional notions of guest service. You own each guest interaction, show good judgment in all situations and are always striving to improve your craft.



# PARK MGM

## Park MGM SHOW Service Strategy

### Slot Ambassador

#### **S: Smile & Greet**

- Appear approachable
- Make eye contact
- Greet the guest before they greet you
- Use the guest's name with a friendly greeting

#### **Why it's important:**

- Smiling and greeting make us appear approachable and ready to serve. This makes our guests feel welcome, appreciated and well cared for

#### **Smile & Greet by Position: Slot Ambassador**

- Eyes up and ready to greet guests as they approach your area
  - Example: "Hi! How are you doing?"
- Speak to guests in an informal, yet courteous manner, using the guest's name when known and as appropriate. Ask for the guest's name if you do not know it
  - Example: "Hi Mr. Jones. It's good to see you."
- Guests always have the 'right of way', open doors for guests, allowing them to go first
- Introduce yourself
  - Example: "Hi! I'm Dean."

**Note:** Verbiage examples are suggestions only. Each guest is different. Get a feel for their personality and mindset and speak to them in a natural, comfortable style.





# PARK MGM

## **H: Hear Their Story**

- Ask open-ended questions
- Give the guest your full attention
- Look for clues to connect with the guest
- Relate with the guest if they have a problem

### **Why it's important:**

- Engaging with the guests helps us customize their experience, helps us resolve issues before they depart and lets our guests know that we care about them. This creates an emotional connection with the guests and leaves them with a positive feeling about Park MGM

### **Hear Their Story by Position: Slot Ambassador**

- Find opportunities to engage guests by proactively assisting them and asking open-ended questions about their visit
  - Example: “What are you celebrating during this stay?” or “Is there anything I can get you to help you celebrate?”
- Listen with your eyes and ears to gather bigger picture information that can help you customize the guest's experience. Do you see business attire or pool attire, sports team logos or hobbies represented, shopping bags, etc.
  - Example: “I see you are here with the < \_\_\_ > conference this week. Have you attended before?”
- Read the guest and guide their experience with anticipation and thoughtfulness. Do they appear lost, happy, anxious, tired
  - Example: “Can I help you with some directions or information?”
- Always relate to a guest when they tell you their story
  - Example: “I remember my first time to Las Vegas and how exciting it was. There are so many great things to do. I could recommend a few of them if you'd like some ideas?”

**Note:** Verbiage examples are suggestions only. Each guest is different. Get a feel for their personality and mindset and speak to them in a natural, comfortable style.



# PARK MGM

## **O: Own the Experience**

- Resolve the guest's problem as if it's your own
- Follow up with the guest to make sure they are satisfied
- Promote MGM Resorts offerings

### **Why it's important:**

- Taking ownership of guest issues shows that we care about our guests and want to provide them with the best experience possible
- Being knowledgeable about the Neighborhood offerings and MGM Resorts offerings helps us provide personalized recommendations for guests that will enhance their experience

### **Own the Experience by Position: Slot Ambassador**

- Resolve all guest problems fully and quickly
- Offer unique and personalized solutions, depending on the nature of the opportunity and guest's needs
  - Example: "Would you like a show recommendation? I've seen a lot of them myself."
- Follow up as needed
  - Example: "Hi Mr. Jones. I have another M life Rewards Card here for you. Let us know if you need anything else."
- Provide insightful tips on experiences from an insider's perspective on offerings from the hotel, places to visit in the Neighborhood as well as experiences on and off the Strip
  - Example: "Have you had a chance to walk through The Park yet? Beerhaus is a fun place to have a drink and relax. It's a microbrewery and they even have classic games like Jenga to play."

**Note:** Verbiage examples are suggestions only. Each guest is different. Get a feel for their personality and mindset and speak to them in a natural, comfortable style.



# PARK MGM

## **W: Wow! The Guest**

- Use the guest's story to personalize their experience
- Delight the guest by doing something unexpected
- Recognize the guest for being an M life Rewards member
- Thank the guest and invite the guest back

### **Why it's important:**

- By surprising and delighting our guests, they will leave feeling satisfied and are likely to return and share their positive experience with others

### **Wow! The Guest by Position: Slot Ambassador**

- Be the best Slot Ambassador by serving guests in a friendly and efficient manner and sharing your passion for YOUR "home"
  - Example: "We have so many great places and experiences close by. Can I give you some ideas for things to do in our Neighborhood?"
- Offer by standing and passing guests a gaming card or gaming book with the times/days of the complimentary gaming classes
- Provide options when asked a question
- Thank guests and invite them back
  - Example: "Thanks for spending time with us. I hope to see you again soon."

**Note:** Verbiage examples are suggestions only. Each guest is different. Get a feel for their personality and mindset and speak to them in a natural, comfortable style.



# PARK MGM

## Slot Ambassador: Key Operating Procedures

### 1. GUEST WELCOME AND INVITATION TO PLAY

**BRAND STANDARD:** Guests are greeted promptly and invited to play games

#### OPERATING PROCEDURES:

- Promptly report to your assigned section at the beginning of your shift
- Engage in friendly, open and attentive body language with pleasant facial expressions to create a welcoming atmosphere
- Proactively observe surroundings, engaging in the 10-5 rule to welcome and assist guests
  - Example: “Good evening! We’d love for you to come play. Can I help you find a specific game?”
- Assist guest(s) with locating games, escorting when possible
  - Example: “Megabucks is just past the craps table on the left-hand side. Allow me to show you the way.”
- Thank guests and wish them luck
  - Example: “Thank you for coming by. Good luck!”

### 2. INVITE GUESTS TO GAMING CLASSES

**BRAND STANDARD:** Guests are invited to attend gaming classes

#### OPERATING PROCEDURES:

- Promptly report to your assigned table game at the beginning of your shift
- Engage in friendly, open and attentive body language with pleasant facial expressions to create a welcoming atmosphere
- Proactively observe surroundings, engaging in the 10-5 rule to welcome and invite guests
  - Example: “Good afternoon! If you are interested in learning how to play craps, we have a complimentary class starting soon.”
- Provide guests with a gaming classes card, which lists the days, times and locations of classes
  - Example: “We have a series of complimentary classes that explain how to play the different table games. It is a lot of fun to learn and try your luck at something new. Here is a card that explains when and where the classes are held. We hope to see you there.”
- Thank guests and wish them luck
  - Example: “Thank you for coming by. Good luck!”



# PARK MGM

## What to Know

### Property Knowledge:

1. What is the official name of our hotel?  
\_\_\_\_\_
  
2. How many rooms do we have?  
\_\_\_\_\_
  
3. **TRUE** or **FALSE**: Guests will use kiosk technology to check in and out of the hotel.
  
4. Circle the names of the new restaurants that Park MGM is welcoming:
  - a. Bavette's Steakhouse & Bar
  - b. Primrose
  - c. Johnny Rockets
  - d. Eataly
  - e. Wolfgang Puck's Spago
  
5. How many meeting rooms will we have?  
\_\_\_\_\_
  
6. What cuisine is featured at Eataly?  
\_\_\_\_\_
  
7. What is the name of the Chef for Bavette's?  
\_\_\_\_\_
  
8. Who curated the art program at Park MGM?  
\_\_\_\_\_
  
9. Who is the Sydell Group?  
\_\_\_\_\_
  
10. When will NoMad open?  
\_\_\_\_\_



# PARK MGM

## Brand & Guest Knowledge:

1. What is the fundamental human need satisfied by each MGM Resorts International property?
2. Park MGM fosters a culture of community where guests can:
  - a. Party all night
  - b. Socialize and discover
  - c. Find peace and quiet
  - d. Enjoy traditional luxury
3. Every team member is responsible for making our guests feel at home by being a great \_\_\_\_\_ (fill in the space).
4. The Park MGM three service values are:
  - a.
  - b.
  - c.
5. Name three things our new guests like to share with their friends:
  - a.
  - b.
  - c.
6. What is the personal motto of our new guests?
  - a. Share and share alike
  - b. Everything is possible
  - c. Inspiration is the new souvenir
  - d. Looking for interesting friends
7. What are our four Host Habits?
  - a.
  - b.
  - c.
  - d.



# PARK MGM

## Neighborhood Knowledge:

1. Which of the following venues are part of the Neighborhood?
  - a. Park MGM
  - b. Park Theater
  - c. T-Mobile Arena
  - d. New York-New York
  - e. The Park
  - f. All of the above
  
2. **TRUE** or **FALSE**: The Park offers the following restaurants:
  - a. California Pizza Kitchen – offering California inspired cuisine
  - b. Bruxie – offering gourmet waffle sandwiches
  - c. Beerhuas – offering craft beer and pub fare
  - d. Sake Rok – offering sushi, sake and entertainment
  
3. How many seats does T-Mobile Arena have?
  - a. 5,000
  - b. 10,000
  - c. 15,000
  - d. 20,000
  
4. **TRUE** or **FALSE**: T-Mobile Arena will be home to the Vegas Outlaws?
  
5. How many seats does Park Theater have?
  - e. 2,500
  - f. 3,000
  - g. 4,700
  - h. 5,200
  
6. The following sculptures are in The Park. What are they?  

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# PARK MGM

7. What is the name of this sculpture in The Park?

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8. What are you most excited to share with guests about Park MGM?

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# PARK MGM

## Slot Ambassador Standards Test: Role-Plays

### **Special Occasion Couple**

A couple in their early 40's playing slots in your section tell you they are celebrating their 10<sup>th</sup> wedding anniversary. What will you do to make this special for them?

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### **Business Traveler**

A businessman is checking out several gaming options. He approaches your section and you engage him in conversation. He mentions he has had a long day of meetings and is ready for some fun. He is interested in craps but, says he doesn't know how to play. What do you suggest?

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### **Mom's Getaway Weekend**

A group of four young women are playing Blackjack. They are in town for a girls' getaway weekend with one mission; to relax and unwind. You engage them in conversation and they tell you they could use some recommendations for fun things to do on and off the Strip. What are some recommendations you can suggest for their weekend?

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# PARK MGM

**Male Millennials**

A few business colleagues are playing together and share that they've never been to Las Vegas. They need to be at T-Mobile Arena for a hockey game but don't know how to get there. They also could use some recommendations for things to do in town. What will you suggest?

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**Birthday Celebration**

A couple in their 60's share they are in town to celebrate the wife's birthday. They mention that they come to Vegas each year to celebrate but, this is their first time at Park MGM. How can you make Park MGM memorable for them?

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