



**Family**  
**FunTraining**  
Making Smiles Happen

# **BUSINESS MANAGER GUIDE**

# OVERVIEW



## Introduction

**Family Fun Training** is a one-day workshop designed to empower front-of-house teams to create "Feel Good Moments" for every family that walks through your restaurant's doors. This session goes beyond standard service, giving your team the tools to naturally engage with children and families to make every visit feel special.

## What is covered?

- **Confidence & Engagement:** Boosting the team's ability to take initiative in the dining area
- **The Family Customer:** Understanding the unique needs of families and children
- **Skills Workshops:** Practical, proven techniques that can be used immediately, such as basic magic and face painting. In addition, we focus on utilising the readily available resources from PROMPT, such as the Crafting, Games, and Family Fun Kits
- **Planned & Spontaneous Fun:** Learning how to maximise the Happy Meal Activation Kits, that are available in restaurants every day, to create spontaneous family "Feel Good Moments"

## Benefits to Your Restaurant

By sending your front of house staff to this training, your restaurant will see a "ripple effect" of improved service quality. Your team will return as eager Family Fun Crew members, with the confidence to lead activations and use the materials available in-store to drive a consistent family-friendly culture.





# KEY INFORMATION



## Timings: 10:00am to 4:00pm

(Please ensure that trainees arrive at the training session by 9.45am, a minimum of 15 minutes before the session begins, to get settled in and prepared.)

## Venue Information

Before the session, you will receive a confirmation email detailing the training venue address and any specific instructions regarding access or directions for arrival. Please ensure these are passed on to your selected trainees.

## What to Bring

Just themselves and an open mind; all materials are provided. Trainees will receive a workbook which is theirs to keep.

## Dress Code

Uniform is not required. We encourage trainees to wear comfortable, casual clothing.

## Food/Drink

Water is provided, but formal catering is not included. Trainees should bring a packed lunch or purchase food nearby. You may choose to give your attendees an allowance to purchase food.

## Parking & Travel

Unfortunately, whilst we try to select venues with parking nearby, we cannot guarantee that parking will be always readily available on-site at every location.

- **Planning Ahead:** We advise that all attendees plan their journeys and research local parking options well in advance of the session
- **Sustainable Travel:** Where possible, we encourage team members to car share or utilise public transport to reach the venue



# WHO TO SEND

Each restaurant is allocated **two training spaces**, although these are 'pooled' at a Franchise group level, e.g. each Franchise group will be given 2 training spaces x the total number of restaurants within the group. Your group will have the flexibility to allocate these spaces across your business where you feel they would be most beneficial to get the most out of this investment, such as drawing more trainees from restaurants with a large family audience, and fewer from restaurants that do not have a strong family profile.

We recommend a thoughtful selection process:

- **Identify Potential:** Look for team members who are naturally good with people but **could benefit from a confidence boost** to engage more openly and fully with families
- **Experience Level:** Ensure they have completed their initial orientation and understand basic restaurant operations
- **Champions of Fun:** Choose individuals who are excited about making the dining area a more vibrant place

## How to spot potential trainees

Before nominating a team member, ask yourself:

### 1. Do they have the "Safety & Warmth" factor?

Do people instinctively trust them?

### 2. Are they "technically" great but might benefit from a confidence boost?

Do they have a great demeanour but tend to shy away from the limelight?

### 3. Are they ready for an upgrade?

If you gave this person a deck of cards and a script, would they have the energy and enthusiasm to use them to create a moment of fun with a family?

# PRE-TRAINING PREPARATION

The right mindset is key to a successful session. Before they attend, please communicate with your selected team members to:

- **Explain the "Why":** Share why they were selected and how this training is an investment in their personal development
- **Confirm the Details:** Ensure they have the correct date, time (**9:45am–4pm**), and the address of the **training venue**
- **Set Expectations:** Let them know they don't need to wear a uniform - comfortable, casual clothing is encouraged to help them relax and engage



# POST-TRAINING

## Sustaining Momentum



**Family Fun Training** is just the beginning. As a manager, you play a vital role in sustaining the "Feel Good" energy.

- **The "Fun Crew" Launch:** Treat their return as a "seed-planting" exercise. Encourage them to share their new skills and toolkit with the rest of the front-of-house team
- **Empowerment:** Give them the "go-ahead" to take the initiative to lead family engagements in the dining area or let them know you support them to organise family events. Ensure they have the support of shift managers to step away from standard tasks to run activations when an opportunity arises
- **Collaboration:** Encourage them to connect with other team members, such as CELs and peers from other restaurants to share what is working well
- **Resources:** Encourage them to make the most of the Happy Meal Activation tools already in restaurant and order other resources and kits via **PROMPT** so they are ready for the team to use on their return (See Resources section)
- **Planning & Consistency:** Meet regularly with your team members to discuss what **"Feel Good"** moments they want to plan next. Encourage them to create a consistent schedule for the restaurant so that family fun events become a regular part of your weekly or monthly calendar, giving local families something to look forward to and return for

## Celebrate Success

Make a point of celebrating the great feel good moments and events your "Fun Crew" delivers. Recognising their efforts ensures they feel valued and encourages other colleagues to get involved and join in the fun. Sharing these successes during handovers or in your restaurant's communications helps build a positive, family-focused culture that the whole team can get behind.



# RESOURCES

## Happy Meal Activation & Kits From PROMPT

As a Business Manager, your role is to bridge the gap between training and execution. To ensure your team can put their training into practice immediately, please consider the following range of kits and materials. **All kits and replenishment items are available to order via PROMPT; and McDonald's is always on the look out for more exciting activities, so remember to check back regularly to see what new items have been added.**

### Available Kits & Materials

- **Family Fun Kit** This kit is specifically designed for spontaneous "Feel Good Moments." No planning is required; front-of-house staff can use this kit—packed with games and props opportunistically to create joy in the moment
- **Crafting Kit** A comprehensive resource for creative engagement. This kit includes a wide range of materials - such as high-quality colouring supplies, themed templates, and craft accessories - allowing your team to host "Crafting" sessions or provide bespoke activities for children at their tables
- **Face Painting Kit** Your attendees will learn the basics of face painting during their session to boost their skills and confidence. This kit provides the professional-grade, skin-safe materials needed to offer this popular activation to children (and grown-ups!) in the restaurant
- **Games Kit** Featuring three engaging and popular card and board games specifically selected for their ease of play. These are perfect for your team to "loan" to tables or use to facilitate quick, interactive challenges between families
- **Happy Meal Activation Kits** These kits are already provided to your restaurant automatically and are the core of our scheduled family programme. Our focus is on maximising these existing materials - using the seasonal and promotional items to create spontaneous moments of fun and ensuring your restaurant is always aligned with the latest national Happy Meal campaigns. **Note: These kits do not need to be ordered via PROMPT.**

**Inventory Check:** Meet with your trainees upon their return to see which materials they feel would work best for your specific customer base.

**The PROMPT Order:** Since trainees do not have access to the ordering system, please include Family Fun materials in your regular restaurant orders to avoid any "out of stock" gaps.

**Storage & Access:** Create a dedicated, easy-to-reach space for these kits so the team can grab what they need for a spontaneous activation without disrupting the flow of the shift.

**Manager Tip:** Don't wait for a special occasion. The best "Feel Good Moments" are often the spontaneous ones. Having a full stock of materials and games ready at all times ensures no opportunity is missed!

### Interested in becoming a Regional Host?

We are always looking for new venues to act as regional hubs for future Family Fun Training sessions. As a Regional Host, you provide a local space for teams in your area to build their skills, helping us deliver this programme to more people across the UK. Hosting is designed to be straightforward and fits around your restaurant's schedule, with our trainers handling all the setup and pack-down.

To learn more about the benefits and requirements of becoming a Regional Host for your area, visit our **Become a Regional Host** page.



# Family FunTraining

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**Have a question or need support?**

Get in touch at [support@mcdonaldfamilyfun.com](mailto:support@mcdonaldfamilyfun.com)  
and a member of the team will be happy to help.

