



Family Entertainment Centre Management Course: Trampoline Parks, Arcades and Edutainment



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Introduction:

Family entertainment centre management covering trampoline parks, arcades and edutainment is a 1-week course for mall-based centre operations, attraction safety, commercial and development units that ends with an FEC Operating and Revenue Plan for a case centre. Indoor centres lose families and margin when the attraction mix ages, trampoline courts run without enough monitors, game-card pricing leaks value and party bookings stall. Nominees already run or develop indoor play, arcade or edutainment venues and work through case studies built on floor plans, inspection logs, game-card data and centre accounts. CoreConcept Training Center delivers this family entertainment centre management course.

Course Objectives:

- Assess a centre's catchment, anchor attraction mix and floor plan to set the concept, target segments and space allocation for a mall-based FEC
- Apply the ASTM trampoline court standard and EN play equipment standards to court rules, monitor ratios, soft play inspection and incident records
- Configure game-card pricing, bonus credit, redemption payout and prize counter stock so that arcade revenue and guest value stay in balance
- Build birthday party, school group and membership packages with booking calendars that fill off-peak hours and lift per-capita spend
- Plan staffing rosters, attendant competence sign-off and preventive maintenance for play structures, trampolines and amusement machines
- Prepare a centre P&L with revenue per square metre, labour cost ratio and lease cost tests inside an FEC Operating and Revenue Plan

Target Audience:

- Centre and general managers responsible for the daily running, revenue and guest satisfaction of indoor family entertainment venues
 - Attraction safety and maintenance leads accountable for trampoline courts, soft play structures, inflatables and amusement machine upkeep
 - Commercial and marketing managers in charge of game-card pricing, party sales, memberships and promotions
 - Leisure development and leasing managers who plan new entertainment anchors inside shopping malls and mixed-use schemes
 - Operations managers at franchise and multi-site FEC groups who set standards across several venues
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Course Outline:

Day 1: FEC Formats, Catchment and Attraction Mix

- FEC Format Typology From Soft Play to Edutainment City
- Catchment Analysis With Drive Time and Family Demographics
- Anchor Attraction Mix Matrix by Age Band and Dwell Time
- Mall Leisure Anchor Role and Footfall Sharing Model
- Current-State Centre Audit Using Footfall and Spend Data

Day 2: Play and Trampoline Safety Standards and Layout Design

- ASTM Trampoline Court Standard Requirements for Operation and Inspection
- ASTM Soft Contained Play Specification for Indoor Structures
- EN Playground Equipment and Impact Attenuating Surfacing Standards
- Inflatable Play Device Practice for Anchoring and Supervision
- Floor Plan Zoning With Sightlines, Age Separation and Exits

Day 3: Game Cards, Party Revenue and Daily Centre Operations

- Game-Card System Pricing With Bonus Credit and Expiry Rules
- Redemption Ticket Payout Ratio and Prize Counter Stock Control
- Birthday Party Package Design With Room Turn Schedule
- School Group, Membership and Off-Peak Promotion Calendar
- Attendant Staffing Roster Using Hourly Footfall Curves

Day 4: Incidents, Maintenance, Labour and Centre Profitability

- Trampoline Collision and Foam Pit Incident Investigation Method
- Court Monitor Ratio and Attendant Competence Sign-Off Records
- Preventive Maintenance Schedule for Play Structures and Arcade Machines
- Centre P&L With Revenue per Square Metre and Labour Ratio
- Lease, Turnover Rent and Attraction Refresh Capital Review

Day 5: Case Study and the FEC Operating and Revenue Plan

- Case Centre Review of Attraction Mix and Spend Data
 - Case Trampoline Court Inspection Findings and Corrective Actions
 - Game-Card and Party Revenue Uplift Scenarios for the Case
 - FEC KPI Scorecard With Dwell Time, Spend and Incidents
 - FEC Operating and Revenue Plan Completion for the Case Centre
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Skills You Will Gain:

- Catchment Analysis
- Attraction Mix Planning
- Trampoline Court Supervision
- Soft Play Inspection
- Game-Card Pricing
- Party Package Design
- Preventive Maintenance Planning
- FEC Profitability Analysis

Why Attend This Course:

- Deliver an FEC Operating and Revenue Plan for a case centre to the centre owner, the general manager and the mall leasing team
- Decide which attractions to add, refresh or remove, how to price game cards and how many court monitors each session needs
- Avoid trampoline injuries, inspection gaps, machine downtime and empty party rooms that drain revenue and reputation
- Share court rules, inspection checklists, party scripts and roster templates with attendants, technicians and sales staff

Conclusion:

Back at work, the participant gives the centre owner, the general manager and the mall leasing team an FEC Operating and Revenue Plan that sets the attraction mix, safety and inspection routines, game-card and party pricing, staffing levels, maintenance windows and a centre P&L. Owners use it to approve attraction refresh spending, pricing changes and staffing budgets, while managers track the KPI scorecard each week. After the first school holiday peak, the centre should compare dwell time, spend per visitor, incidents and party bookings with the plan and adjust where results fall short.

Frequently Asked Questions FAQ:

What should participants know before the family entertainment centre management course?

Participants should already run, supervise or develop an indoor play, trampoline, arcade or edutainment venue and read basic centre accounts. Bringing anonymised floor plans, game-card reports or incident logs helps them apply the case study to their own centre.

How does family entertainment centre management differ from a theme park or attraction management course?

It covers compact indoor venues in malls: attraction mix for families, trampoline and soft play safety, game cards, parties and centre profitability. Theme park courses focus on large outdoor rides, ride capacity and queues, and zoo courses focus on animal care.

Why do trampoline courts matter in family entertainment centre management?

Trampoline courts draw strong repeat visits but carry serious injury exposure. Collisions between jumpers, untrained somersaults and too few court monitors cause many incidents, so court rules, monitor ratios and inspection records decide both safety and reputation.

What do participants take back from the family entertainment centre management course?

Participants take back an FEC Operating and Revenue Plan for a case centre, with an attraction mix matrix, a court inspection checklist, game-card and party pricing, a staffing roster, a maintenance schedule and a KPI scorecard to adapt to their own venue.
