

CASE STUDY

LAS VEGAS GRAND PRIX GUEST SERVICES

DATE: November 2023

LOCATION: Las Vegas, NV

CLIENT: Formula 1 Las Vegas Grand Prix

EVENT SUMMARY:

Kilowatt Events was hired by the Las Vegas Grand Prix to design and execute a comprehensive guest services program for the inaugural race. The team hired a local workforce of 1,200+ staff, comprised of ushers, ambassadors, and four tiers of supervisors.

Guest Services supported site operations, security, and ticketing on the ground.



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RESULTS:

Our team managed local recruitment and received over 5,000 applications. All staff were trained virtually and on-site in wayfinding, event services and conflict resolution.

Ambassadors who completed their shift assignments were entered into our Recognition program and received autographed memorabilia as a thank you for working with us to help foster retention and morale. Over 90% of staff indicated interest in returning for year 2.

"Thank you for all the work and dedication that the red army put into the event. Your team was out in force with smiles on faces and making an impact. [We] appreciate everything that Kilowatt did to help make this event a success."

– Vanessa Anthes, SVP Ops Las Vegas Grand Prix

CHALLENGES:

The inaugural event welcomed 100,000+ guests across 5 ticketed zones. Each zone was managed independently, requiring devoted staffing and bespoke training to aid guests in an array of services ranging from grandstand seating and premium hospitality shuttle direction to crowd flow support, info booths and more.

