

# ARE YOU READY FOR HAUNT SEASON?

## A HAUNTPAY CHECKLIST



*Haunt Season will be here before you know it. Check everything off this list to make sure you're ready to reopen.*

### PHYSICAL SETUP

#### TEST EQUIPMENT

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- ANIMATRONIC PROPS
- HYDRAULIC & NEUMATIC EFFECTS
- SMALL ELECTRONICS
- EXTERIOR LIGHTING
- INTERIOR LIGHTING

### PHYSICAL SETUP

#### PREPARE FOR SOCIAL DISTANCING

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- COMPLETE COVID-19 READINESS PLAN
- CREATE PROTOCOLS TO ENCOURAGE SOCIAL DISTANCING AMONG GUESTS
- PRINT SIGNAGE OR OTHER NOTICES
- SECURE PPE FOR STAFF
- SECURE CLEANING & SANITIZING SUPPLIES
- TRAIN STAFF ON NEW PROTOCOLS

### TICKETING

#### SET UP YOUR TICKETING & QUEUES

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- ONLINE TICKETING
- IN-PERSON TICKETING
- SET UP TIMED TICKETING
- SET UP VIRTUAL QUEUES
- PREPARE VIRTUAL ACCESS OPTIONS

### MARKETING STRATEGY

#### MARKETING & ADVERTISING

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- UPDATE PRINTED & DIGITAL MATERIALS
- REACH OUT TO PAST CUSTOMERS
- REVAMP LAST YEAR'S ADVERTISING CAMPAIGNS
- PREPARE SOCIAL MEDIA STRATEGY
- REACH OUT TO LOCAL MEDIA
- SET UP EMAIL MARKETING CAMPAIGNS & AUTOMATIONS