

BAR STAFF ENGAGEMENT

After speaking to many of our customers about keeping bar staff engaged, a lot of feedback offered by publicans has centred around a few key points:

- Don't go silent: stay in regular contact with your staff
- Give your staff the opportunity to ask questions: the COVID-19 situation continues to change at a rapid pace and this will help your staff avoid second-guessing what you're thinking
- Put a team together to help manage the weekly interactions: as long as you give the direction, it doesn't all have to fall on your shoulders

Take this opportunity to help your staff upskill during this time. Stay tuned to Pub Hub, where Heineken Ireland will be providing online resources for staff training and engagement.

The benefit of taking this proactive approach is that your staff are staying well-informed, supported, and feel connected to your business.

Examples:

Example One: Brickyard Gastropub (Dublin 16) are holding weekly staff meetings for business updates on Zoom, allowing staff to ask questions and share ideas in preparation for reopening

Example Two: As well as weekly Zoom business catch-ups, 101 O'Connell Street (Limerick) are holding weekly social catch-ups in order to lift staff spirits

Example Three: Costigan's (Cork) are going one step further by live streaming snippets of their Zoom staff meetings on their FB page, to update their pub regulars on how their favourite staff members are doing.

Group Video Call options:

Zoom: Up to 100 participants, screen sharing, group chatting. However, using Basic/Free version, meetings end after 40 minutes

Skype: Up to 50 people can participate in a group call, compatible on all devices.

Google Duo: basic video calls include up to 12 people, but not as popular as other apps

More info here: <https://www.avg.com/en/signal/pros-and-cons-of-video-chat-apps>