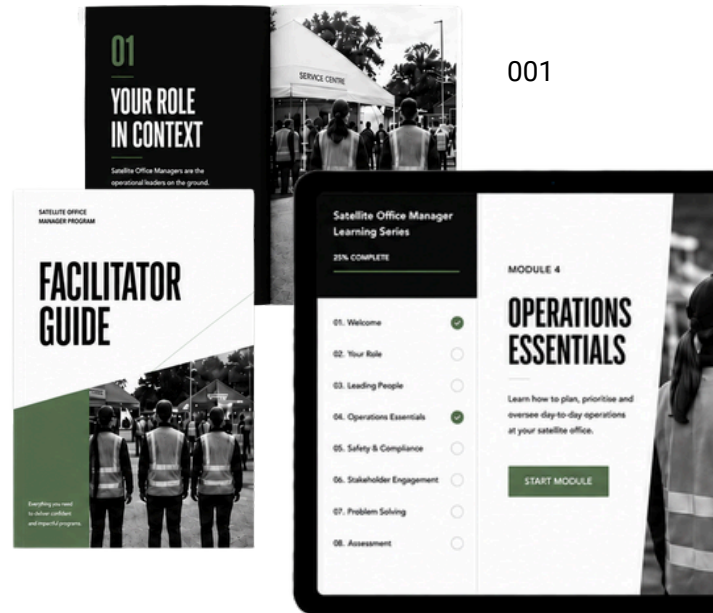


# CASE STUDY 2

## Pop-Up Service Centre Manager Program

Client: State government agency responsible for a major legislated civic event



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### Background

A state government agency needed to prepare managers of temporary pop-up service centres to lead high-volume frontline operations across dispersed sites during a large-scale legislated civic event. The roles were logistically complex and time-critical, requiring managers to be fully operational from day one with minimal margin for error.

The audience ranged from first-timers to returning managers. As legislation changed with each event cycle, the requirement to ensure returning managers were briefed on critical updates added a further layer of design complexity.

### Approach

We designed a structured, role-specific learning system focused on clarity, readiness, and real-world application. The program was built around a deliberate constraint that the entire suite be completable in under two hours, recognising that most participants were casual staff who held other jobs. This included:

- adopting a **train-the-trainer model** to reach managers at scale, equipping a network of senior managers with a comprehensive facilitator guide to deliver hands-on, scenario-based sessions to their teams in the days prior to the event
- a **modular eLearning suite** of three modules, one covering the manager role and two covering key staff roles, ensuring managers understood the full picture of what every member of their team was expected to do
- a comprehensive **operational handbook** structured around the key phases of the event, from pre-event setup through to close, with practical guidance for common challenges and how to resolve them.

Plain language, scenario-based design, and representation of diverse customers, ensured the training was accessible to a broad workforce.

### Outcome

Managers across hundreds of sites were equipped to lead from day one, setting up unfamiliar venues, onboarding staff, and managing a long, scrutiny-heavy event with confidence. The training delivered clarity at scale, with consistent guidance available at every phase of delivery. Updated requirements were woven throughout to ensure returning managers did not overlook critical changes, while new managers built full operational confidence from scratch.