



7 MINUTES TO A LASTING IMPRESSION: A PRACTICAL HOSPITALITY AUDIT

Creating a warm, welcoming environment is crucial to making a positive first impression on guests. Studies show that visitors decide within the first seven minutes whether they will return to a church. This simple audit will help you take those seven minutes and evaluate key areas from the parking lot to the pew, ensuring that every guest feels valued and comfortable.

PARKING LOT & EXTERIOR

- ☐ **Clear Signage:** Make sure signs point guests to the main entrance and kids' check-in. Add portable signs if regular ones are hard to spot.
- ☐ **Parking Lot Cleanliness:** Check for trash and make sure sidewalks are swept.
- ☐ **Volunteer Presence:** Have greeters outside with smiles and helpful attitudes.
- ☐ **Exterior Ambiance:** Keep landscaping neat and add a welcoming touch, like flowers.

ENTRY & LOBBY

- ☐ **Warm Welcome:** Greet each person as they enter with a smile and eye contact.
- ☐ **Clear Indoor Signage:** Point guests to key areas like the auditorium, kids' check-in, and restrooms.
- ☐ **Aroma & Ambiance:** Make the space smell pleasant and feel inviting.
- ☐ **Comfortable Seating:** Have a few cozy seating spots for those waiting or chatting.



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KIDS AREA

- ☐ **Safety & Security:** Clearly mark the kids' check-in area and follow safety protocols.
- ☐ **Cleanliness:** Wipe down toys, tables, and frequently touched surfaces.
- ☐ **Welcoming Environment:** Decorate with bright, playful colors and friendly signs.
- ☐ **Volunteer Engagement:** Greet families warmly and help them feel at ease.

AUDITORIUM & SEATING

- ☐ **Seating Readiness:** Make sure chairs are clean, aligned, and accessible.
- ☐ **Stage Visibility & Sound:** Check lighting and sound levels before the service starts.
- ☐ **Temperature Comfort:** Keep the room at a comfortable temperature.

RESTROOMS

- ☐ **Clean and Stocked:** Make sure restrooms are spotless and fully stocked.
Pro tip: Add a hospitality basket with mints, tissues, and hygiene items.
- ☐ **Odor-Free:** Use subtle air fresheners to maintain a clean scent.

HOSPITALITY & CONNECTION

- ☐ **Hospitality Table:** Display connection cards, small gifts, and church info.
- ☐ **Friendly Atmosphere:** Encourage guests to linger and chat after the service.
- ☐ **Follow-Up:** Ensure a smooth process for gathering guest info and following up later.



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FINAL REFLECTIONS

Personal Experience:

Did you feel welcomed, comfortable, and guided throughout your visit?

Immediate Fixes:

Note anything that needs a quick fix or adjustment.

Positive Moments:

Highlight what went well to encourage your team.

