



WHERE EXPERIENCES

COME ALIVE

COMPANY · MISSION · VISION · VALUES · BEHAVIORS



THIS IS OUR

COMPANY

Southern Screams is a live entertainment company specializing in immersive, story-driven events and experiences.

THIS IS OUR

MISSION

Deliver unforgettable, immersive entertainment that amazes guests while prioritizing safety, professionalism, and storytelling excellence.

THIS IS OUR

VISION

To become the Southeast's premier destination for immersive entertainment, known for innovation, inclusion, creativity, and unmatched guest experience.



THESE ARE OUR

VALUES

Six values shape every decision we make, from the first nail in the build to the last guest out the door. Together, they spell our SCRIPT.

S

Safety First

Above all, we ensure our guests and team are safe in every aspect of our operations, from set construction to guest interactions.

IN PRACTICE Know your exits, report hazards fast, and stop anything unsafe.

C

Creativity & Innovation

We embrace imagination and bold ideas, constantly seeking new ways to frighten, surprise, and entertain.

IN PRACTICE Bring ideas to your leader, and keep finding new ways to make the moment land.

R

Respect

We treat every guest, teammate, and leader with kindness and dignity, regardless of role, background, or experience.

IN PRACTICE Disagree respectfully, listen first, and never demean anyone.

I

Inclusivity

We believe everyone deserves a place in the Southern Screams family, and we celebrate diversity in all forms.

IN PRACTICE Welcome everyone as they are, and speak up when someone is left out.

P

Professionalism

We show up on time and prepared, own our work and our mistakes, and represent Southern Screams well wherever we are.

IN PRACTICE On time, show-ready, and owning the result, every shift.

T

Team Spirit

We value collaboration and support. Every role, on stage or behind the scenes, is essential. Teamwork makes the screams work!

IN PRACTICE Help a teammate before you are asked, and celebrate each other's wins.



THESE ARE OUR

BEHAVIORS

Our values, in action. Ten things we expect from every team member, every night, at every event.

01 Prioritize Safety in Every Action

Whether you are moving equipment, setting up props, or monitoring the crowd, safety is everyone's responsibility.

06 Keep It Professional

Maintain appropriate behavior, language, and appearance, on and off duty, while representing Southern Screams.

02 Lead with Respect

Listen first, speak kindly, and handle disagreements privately, never in front of guests or the team.

07 Practice Inclusion & Positivity

Cultivate an environment where everyone feels safe, valued, and empowered to be themselves.

03 Be Reliable

Follow through on commitments, show up prepared, and communicate early if issues arise.

08 Communicate with Clarity

Ask questions, give updates, and share concerns openly, always with respect and professionalism.

04 Take Initiative

If you see something that needs doing, do it. Be proactive, resourceful, and solution-focused.

09 Embrace Feedback

See feedback as an opportunity to grow. Be open to coaching, and give constructive input when asked.

05 Be Guest-Obsessed

Go the extra mile to make sure every guest feels welcomed and wowed.

10 Own Our Mission

Understand why we are here, to deliver safe, immersive, unforgettable entertainment, and let that guide your actions every night.



THIS IS HOW IT

FITS TOGETHER

Our mission is why we exist. Our values are what we believe. Our behaviors are how we show it, one shift at a time.

MISSION

WHY WE EXIST

Deliver unforgettable, immersive entertainment, safely and professionally, with storytelling excellence.

VALUES

WHAT WE BELIEVE

Our SCRIPT: Safety First · Creativity & Innovation · Respect · Inclusivity · Professionalism · Team Spirit

BEHAVIORS

HOW WE ACT

Ten everyday behaviors, from prioritizing safety to owning our mission, that every team member brings to every shift.

— TEAMWORK MAKES THE —
SCREAMS WORK