

40 years waiting...



And then it's closed!

Christmas...



Trains, Toys and Teddy Bears

Or, How sport is finally using its greatest asset



Ian Nuttall @StadiumBusiness

The (historic) Business

WIN!



OR



DISCOUNT



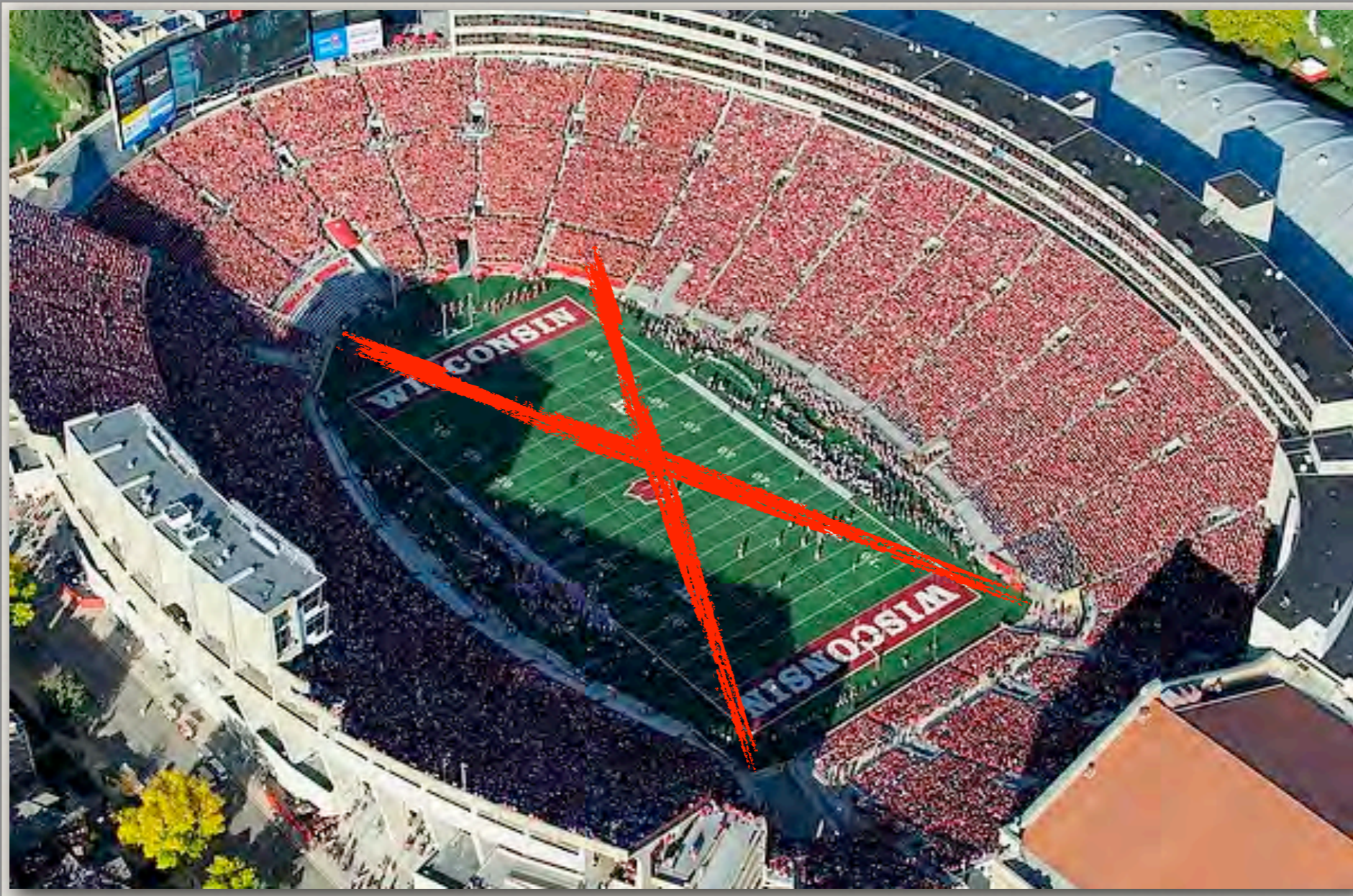
The (unsustainable) Business

KEEP DISCOUNTING



or KEEP WINNING ?

The (enlightened) Business



Focus on everything else

The (practical) Business



No control



Control

££££



The (future) Business...

has new experienced leaders from



~~SPORTS~~

RETAIL

TELECOMS

FMCG

ENTERTAINMENT

E-COMMERCE

... & the USA

The (former) Customer

Fan = fanatic



We used to watch TV not so long ago.

Now, we watch what we want to watch, when, where and how we want to watch it.

1950's



1990's



2000's



The (changing) Customer

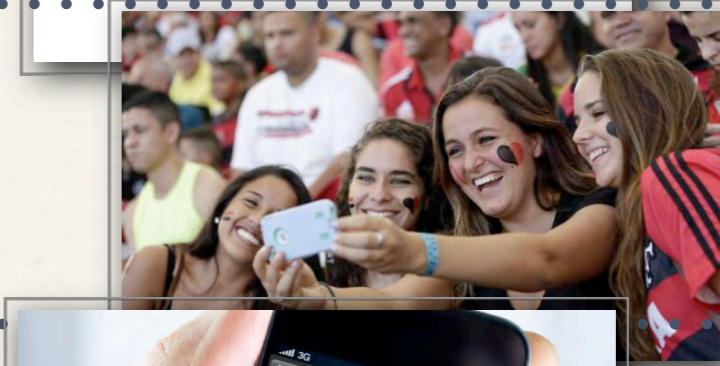
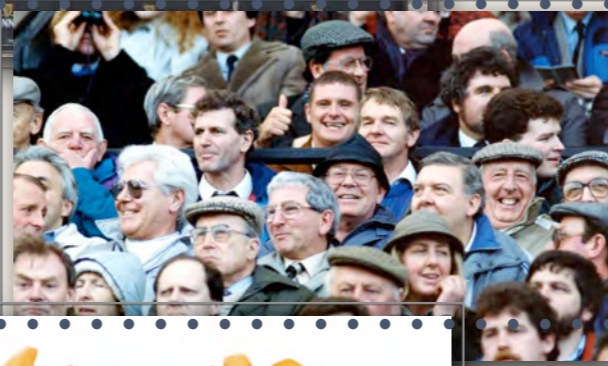
Old

New

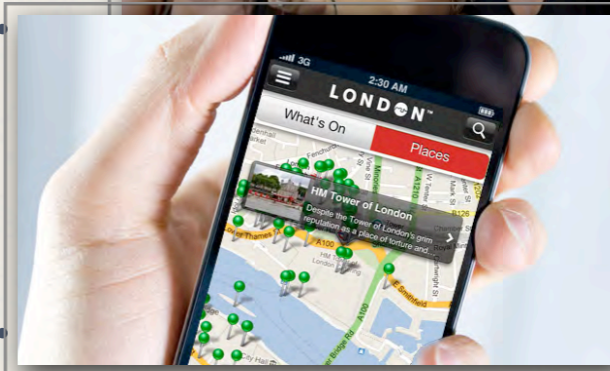
Pre-match



At the game



Post-match



Return

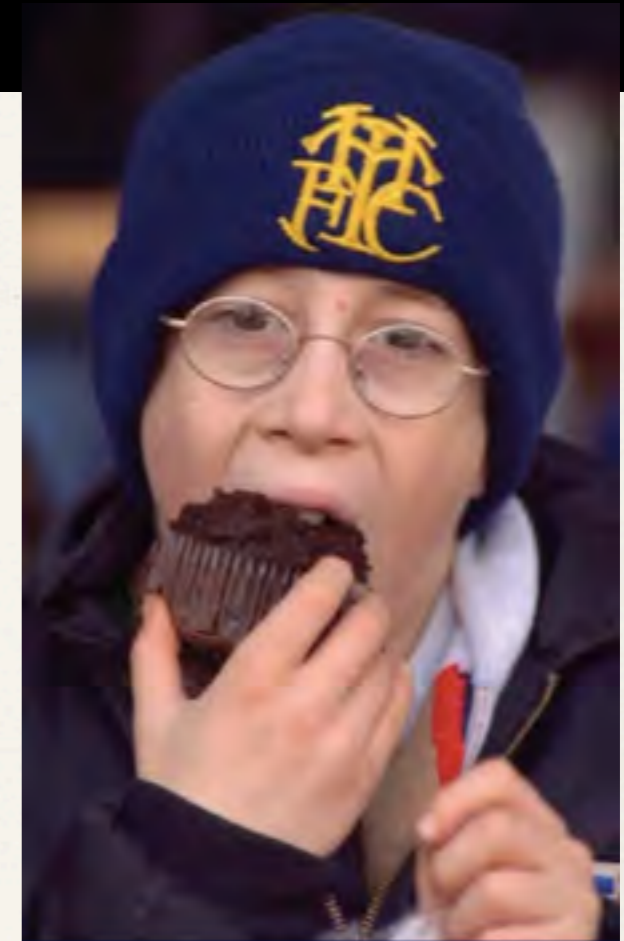
Next week

perhaps

HABITS



The (new) Customer

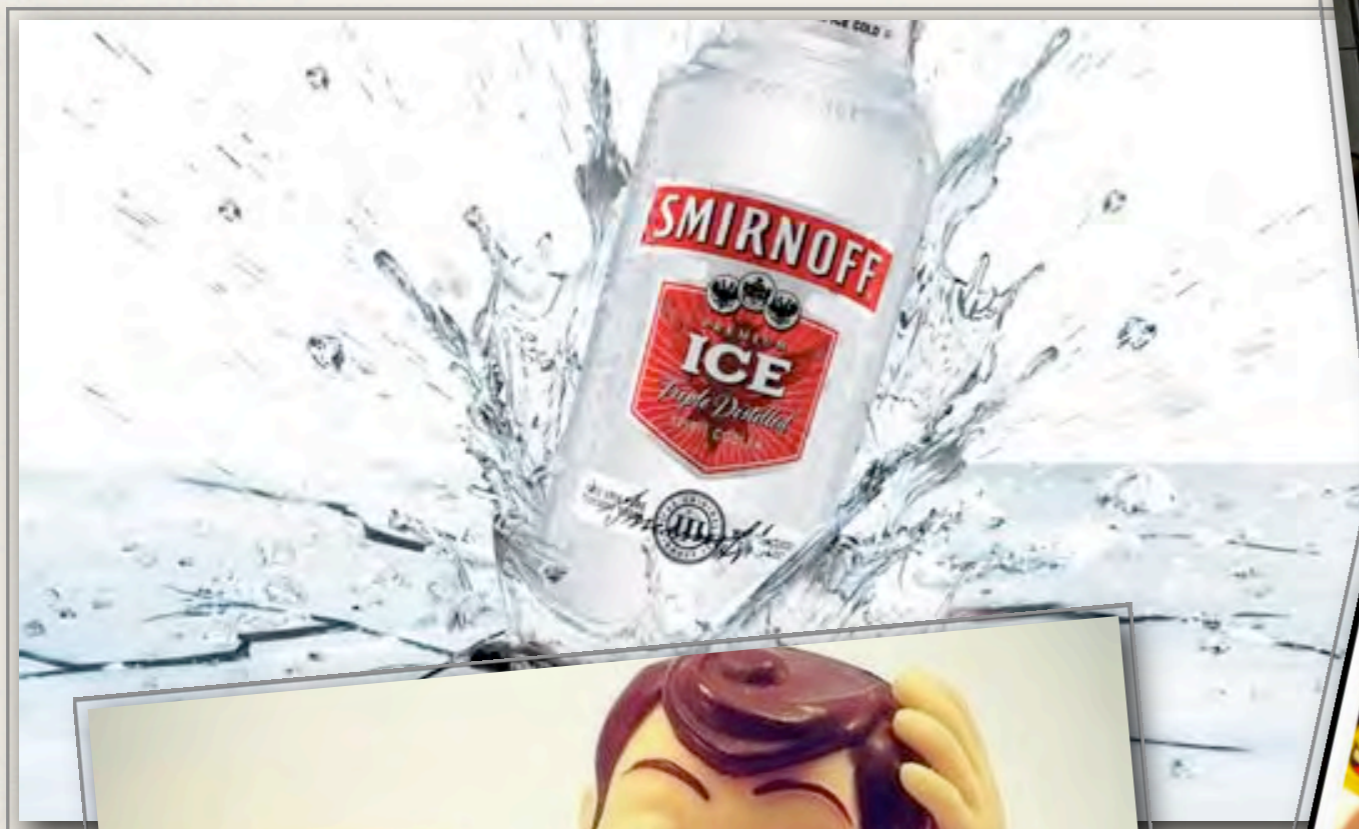


28%

28% of supporters with children buy food during half time (compared with 19% of all supporters)

The (new) Customer

#paparazzi or #poser



The Challenge

Nobody wants the same memories



The Challenge

If a sports venue is a factory
for memories...



...what are we doing to make
those memories unique,
precious and personal?
(And different every time!)

The Solution = Engagement

~~Technology~~

~~Apps~~

~~Data~~

~~Digital~~

~~Mobiles~~

~~Content~~

DO THE BASICS FIRST..

Great service...

Pre-arrival

Arrival

Pre-match

Match

Catering

Toilets

Post match

Club shop



Great service...

VisitFootball scheme

The VisitFootball scheme covers eight areas of the match experience for the 13.9 million fans who come through Premier League turnstiles during the 2013/14 season. These are:

Pre-arrival – telephone and email enquiries, website content and ticket purchasing;

Arrival – signage, approach to stadium, parking, stadium appearance;

Pre-match experience – stadium layout, stewarding, pre-match entertainment, programme content;

Match experience – quality of seating, information, stewarding, atmosphere, half-time entertainment;

Catering – appearance, food quality, service, food range, cleanliness;

Toilets – layout and numbers, maintenance, fixtures and fittings, ventilation, cleanliness;

Post-match – ease of exit, signage, crowd control;

Club shop – layout, range of merchandise, presentation, cleanliness.

For the VisitFootball initiative every club received two home visits during the 2013/14 season. Additionally, there were schemes looking at away support, accessibility for disabled people and hospitality.

Great service...

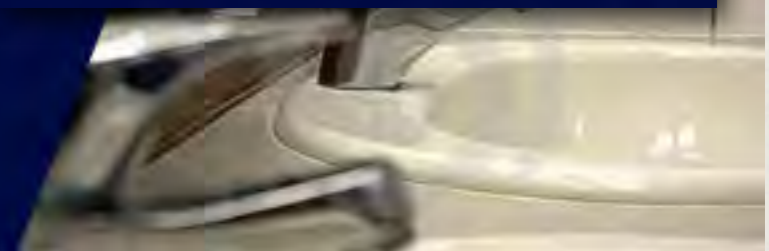


£193

Over the season, supporters with children spend more than the average fan on their club's merchandise (£193 compared with £126)

60%

60% of supporters rate their club's toilet facilities as very good or good



Today and everyday

THREE LEVELS OF FAN ENGAGEMENT

1st Stadium

(At-Stadium)

Sun Life Stadium



2nd Stadium

(At-Home)

Internet, Social Media, TV



3rd Stadium

(Out-of-Home)

Radio, Mobile



MIAMI DOLPHINS
RADIO NETWORK



Pre-match: FanZone

