

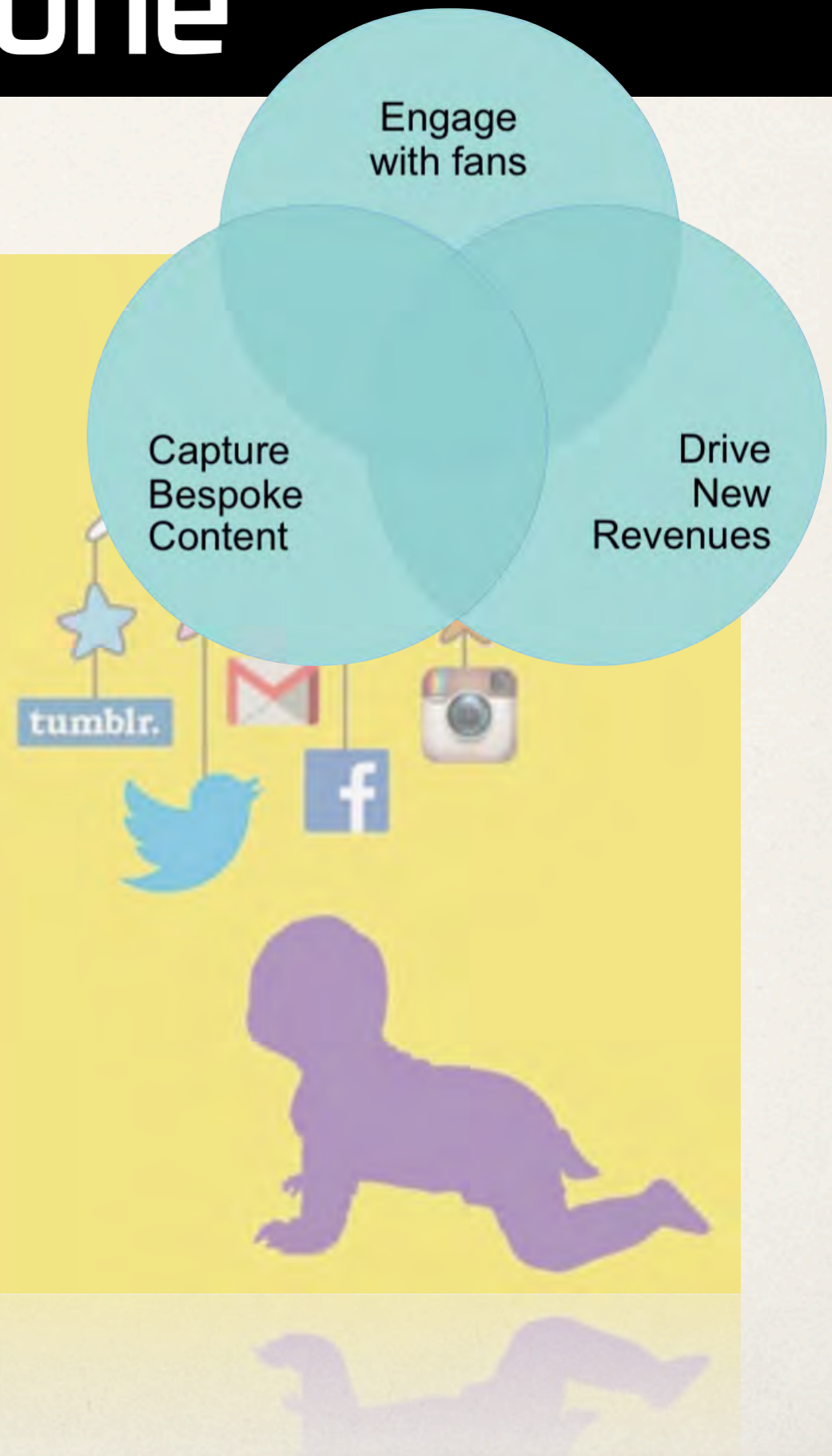


A FANZONE
WITHOUT FANS
IS JUST A CAR PARK

Pre-match: FanZone

68% of consumers view content.

78% of marketers consider content to be essential to the future of marketing.



Do it in the off-season

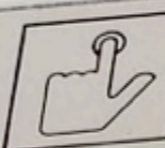


Diverse offers



WORLD DRYER
Airstyle

MANUFACTURED BY WORLD DRYER CORP., BERKELEY, IL 60183, U.S.A.
1-800-323-6701, IN ILL. 1-708-418-8910



Model:
Serial No:
NO Hz AC:
Including 2A Motor
Patent Nos. 200848
©197738
Other Patents Pending
Listed E10880 2538

Diverse offers



Diverse offers

Rising Quality

“Ten years ago, most Vasaloppet skiers would sleep in school gymnasiums, or simple chalets, and eat basic dinners. Today, people want three-course dinners with a glass of wine”

Away fans are customers too...



“Thank you for travelling 280 miles to be here today..”

Reward loyalty





HOW TO EARN POINTS:

ATTENDANCE:

- Marquee Matches = 10 points
- Weekend League Matches = 30 points
- Weeknight Matches = 50 points

BONUS POINTS:

- Union Home Win Bonus = 10 points per seat in attendance
- Early Entrance Bonus = 20 points per seat that entered the stadium more than 30 minutes before kickoff

ADDITIONAL BONUS POINTS AWARDED IN 2011:

- Rain Bonus – 10 points
- Inconvenience Bonus – 10 points
- Everton Open Practice Session Bonus – 10 points
- Supporters Summit Bonus – 10 points
- Away Trip Bonus – 10 points
- Renewal Bonus – 20 points per seat renewed before the renewal deadline

Loyalty Reward Levels



Loyalty Point Prize Structure

- The season ticket holder seating relocation order for 2013 will be based off of your loyalty points from 2012.
- Overall winner will be recognized at the 2013 home opener as the 2012 Fan of the Year, and receive a framed team-signed jersey as well as two complimentary room nights at Harrah's Atlantic City.



Make it easy

SNAKES & LADDERS
The ticket buying experience

Player 1

Player 2

Can you rise to the challenge of buying a ticket for a Premier League match? Pit your wits against our sales prevention systems and see if you can be a lucky winner!

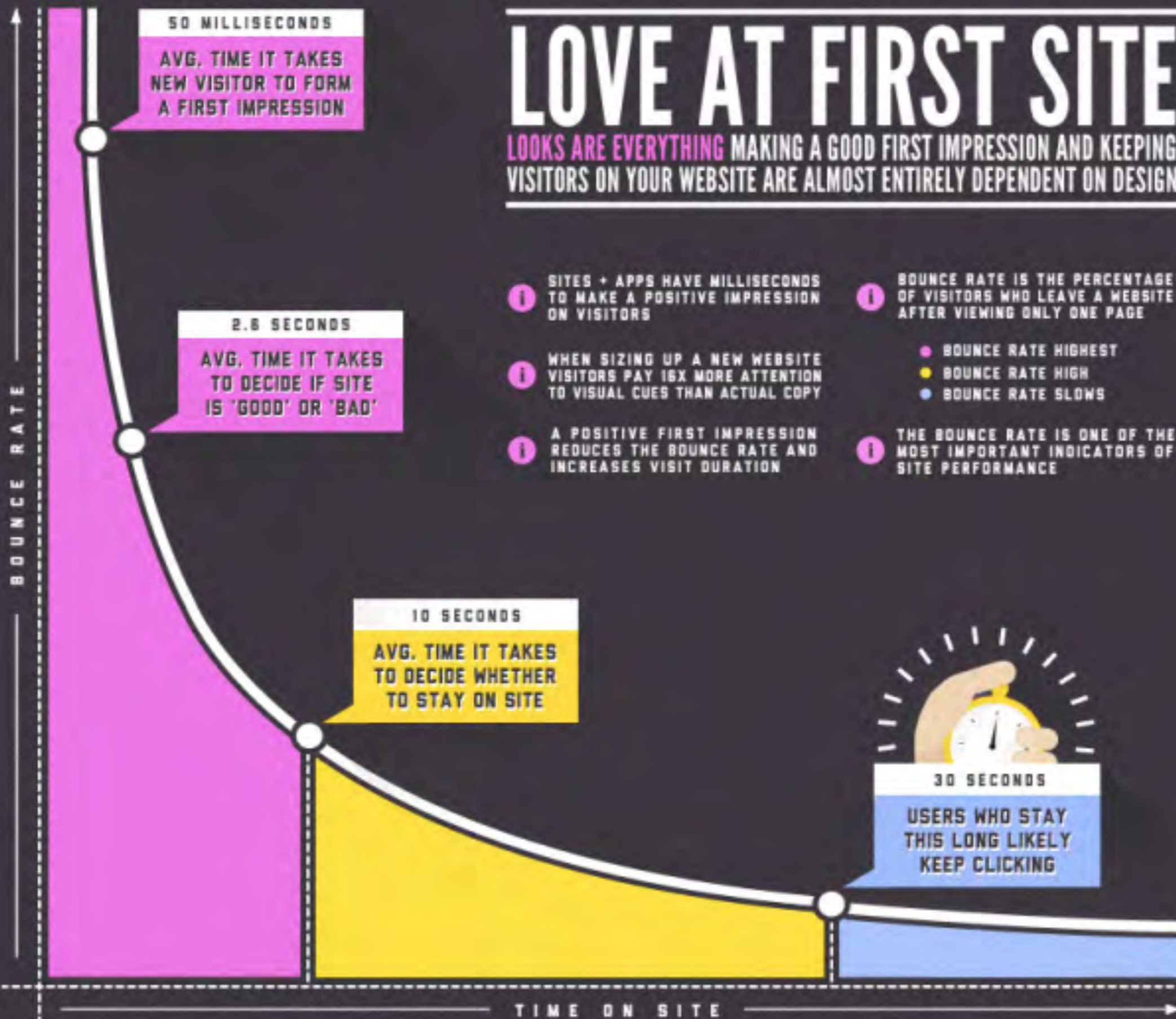
Roll the dice

100 99 98 97 96 95 94 93 92 91
81 82 83 84 85 86 87 88 89 90
80 79 78 77 76 75 74 73 72 71
61 62 63 64 65 66 67 68 69 70
52 51
49 50
32 31
21 22 23 24 25 26 27 28 29 30
20 19 18 17 16 15 14 13 12 11
1 2 3 4 5 6 7 8 9 10

Player 1

LOVE AT FIRST SITE

LOOKS ARE EVERYTHING MAKING A GOOD FIRST IMPRESSION AND KEEPING VISITORS ON YOUR WEBSITE ARE ALMOST ENTIRELY DEPENDENT ON DESIGN



- i** SITES + APPS HAVE MILLISECONDS TO MAKE A POSITIVE IMPRESSION ON VISITORS
- i** BOUNCE RATE IS THE PERCENTAGE OF VISITORS WHO LEAVE A WEBSITE AFTER VIEWING ONLY ONE PAGE
- i** WHEN SIZING UP A NEW WEBSITE VISITORS PAY 16X MORE ATTENTION TO VISUAL CUES THAN ACTUAL COPY
- i** BOUNCE RATE HIGHEST
- i** A POSITIVE FIRST IMPRESSION REDUCES THE BOUNCE RATE AND INCREASES VISIT DURATION
- i** BOUNCE RATE HIGH
- i** THE BOUNCE RATE IS ONE OF THE MOST IMPORTANT INDICATORS OF SITE PERFORMANCE
- i** BOUNCE RATE SLOWS



If you get it wrong



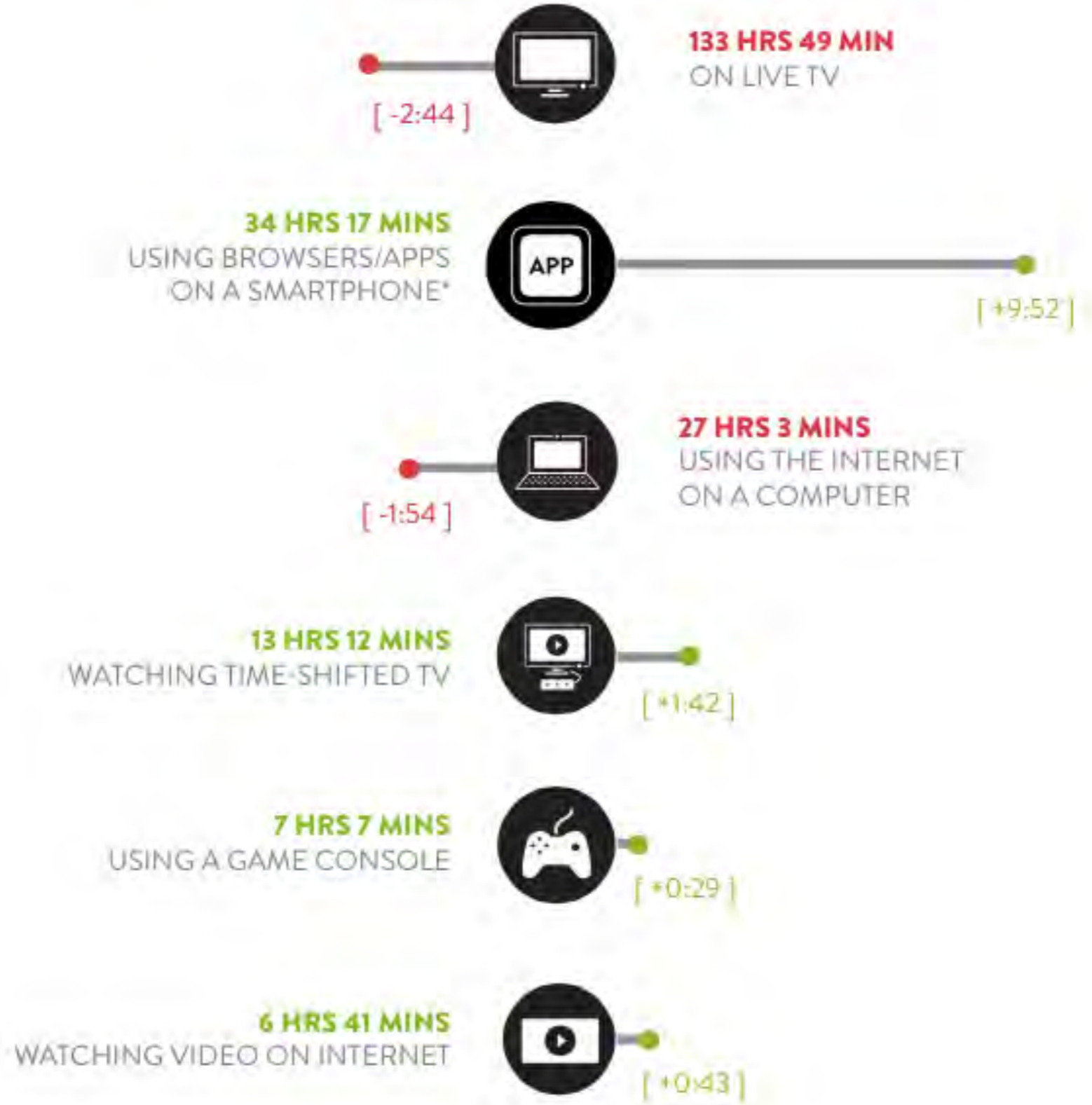
5 Tech trends for stadiums

1. Wifi + Screens + Apps + Content
2. The rise of the geek... CIO, CTO, CEO, CDO;
3. Real-time operations: pricing, offers, screens, participation;
4. Partnerships... on everything;
5. Fans will have neck problems...

@stadiumbusiness

HOW CONSUMERS SPEND MEDIA TIME (HH:MM) EACH MONTH

+ CHANGE SINCE 2012 - CHANGE SINCE 2012



MOST TWEETED PROGRAM TYPES, 2013



TWEETS

492M	SPORTS EVENT
338M	SERIES
106M	SPECIAL
42M	FEATURE FILM
29M	OTHER**



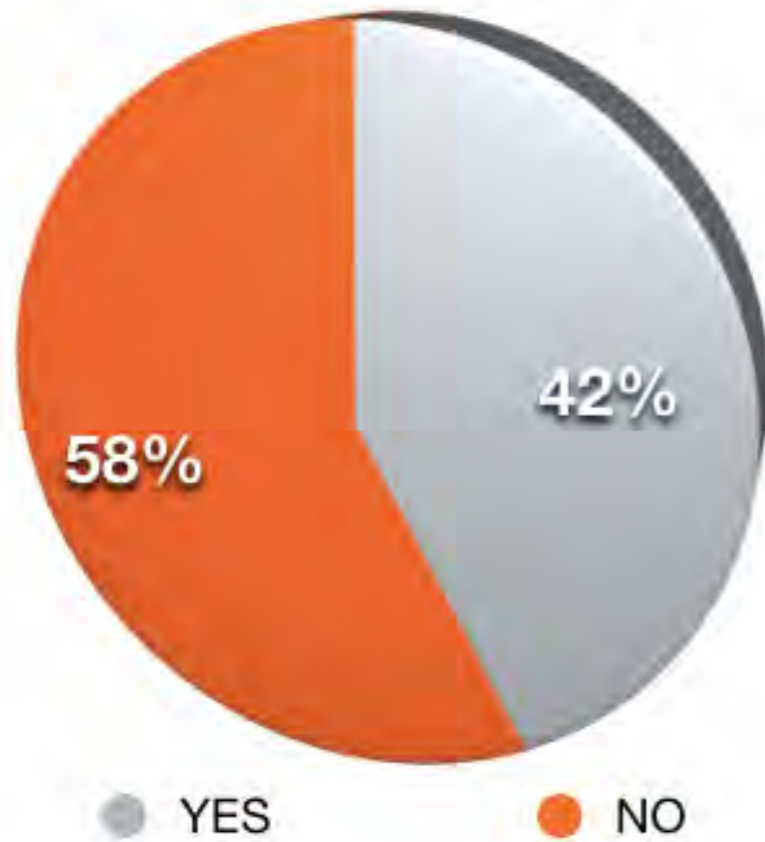
SURVEY: Fan Experience & Technology

200 sports teams,
arenas and
stadiums
in Europe &
North America



FAN EXPERIENCE **FORUM** 2015 • 9 JUNE 2015 • BARCELONA

Is there a need for an **event-specific** social media platform?



1/3

...say that **Content Presentation** is their biggest challenge!

Vine *Snapshot*
Facebook *Google Plus*
Youtube *Twitter*
LinkedIn
Instagram

Twitter, Facebook and Instagram are the most popular social media channels...

94.9%
...of clubs and teams use Twitter!

WiFi:



...of clubs and teams use Twitter

How do clubs and teams use social/digital media to engage fans?



- Exclusive Content
- Live Scores
- Player Interviews
- Live Commentary
- Social Rewards
- Games/Fantasy Sports

WiFi

...poor Internet Coverage has the biggest impact on the Fan Experience!

50%

...said that new technologies are very important to their fans!



How much do you think new technologies can impact the fan experience and increase spend per head? 1
 Star = Low Impact 5 Star = High Impact

	1	2	3	4	5	Responses	Weighted Average
Social Media/User-generated content sharing	1 (2.04%)	8 (16.33%)	10 (20.41%)	18 (36.73%)	12 (24.49%)	49	3.65 / 5
Social ticketing	4 (8.16%)	6 (12.24%)	13 (26.53%)	18 (36.73%)	8 (16.33%)	49	3.41 / 5
Next generation mobile apps	3 (6.12%)	8 (16.33%)	15 (30.61%)	14 (28.57%)	9 (18.37%)	49	3.37 / 5
Mobile food, beverage and concession purchasing (optional with on-seat delivery)	7 (14.58%)	9 (18.75%)	9 (18.75%)	16 (33.33%)	7 (14.58%)	48	3.15 / 5
Beacons	13 (27.08%)	7 (14.58%)	19 (39.58%)	6 (12.50%)	3 (6.25%)	48	2.56 / 5
Near Field Communication	3 (6.25%)	9 (18.75%)	21 (43.75%)	12 (25.00%)	3 (6.25%)	48	3.06 / 5
Wearables	7 (14.58%)	14 (29.17%)	18 (37.50%)	8 (16.67%)	1 (2.08%)	48	2.63 / 5
Marketing Automation	4 (8.16%)	6 (12.24%)	20 (40.82%)	13 (26.53%)	6 (12.24%)	49	3.22 / 5
Big Data/Analytics	1 (2.13%)	4 (8.51%)	8 (17.02%)	21 (44.68%)	13 (27.66%)	47	3.87 / 5

People will forget what you said.
People will forget what you did.
**But people will never forget
how you made them feel**

Maya Angelou

The advertisement features a yellow background with blue accents. At the top, there are two quote boxes. The first box contains a quote from Ceri Gravenor: "CARDIFF CITY ——— IT'S IN THE BLOOD !!!" CERI GRAVENOR. The second box contains a quote from Tony Ridgeway: "The Club is a family; we have had lows and highs, and we have grown together with a sense of belonging... Still as beautiful as we grow old together, we're in a new home, making new friends every year. Old friends remain faithful and true like a brother or sister, Bluebirds I love you as much as my wife." TONY RIDGEWAY. In the center, there is an illustration of a group of people celebrating, with one person in the foreground holding a flag. To the left of this illustration, a banner reads "Memories Start From As Little As £329". To the right, another banner reads "Call Us On 0845 345 1400". At the bottom, the text "CARDIFF CITY FC SEASON TICKETS 2012-13" is displayed in large, bold letters, with the Cardiff City FC crest to the right.

people, but that doesn't matter, because of the shared love of Cardiff City FC we are one.

"CARDIFF CITY ——— IT'S IN THE BLOOD !!!" CERI GRAVENOR

"The Club is a family; we have had lows and highs, and we have grown together with a sense of belonging... Still as beautiful as we grow old together, we're in a new home, making new friends every year. Old friends remain faithful and true like a brother or sister, Bluebirds I love you as much as my wife." TONY RIDGEWAY

Memories Start From As Little As £329


Call Us On 0845 345 1400

CARDIFF CITY FC SEASON TICKETS 2012-13

“Memories start from as little as £329...”

Teddy bears and trains?



First  **Great Western**
Best fares online





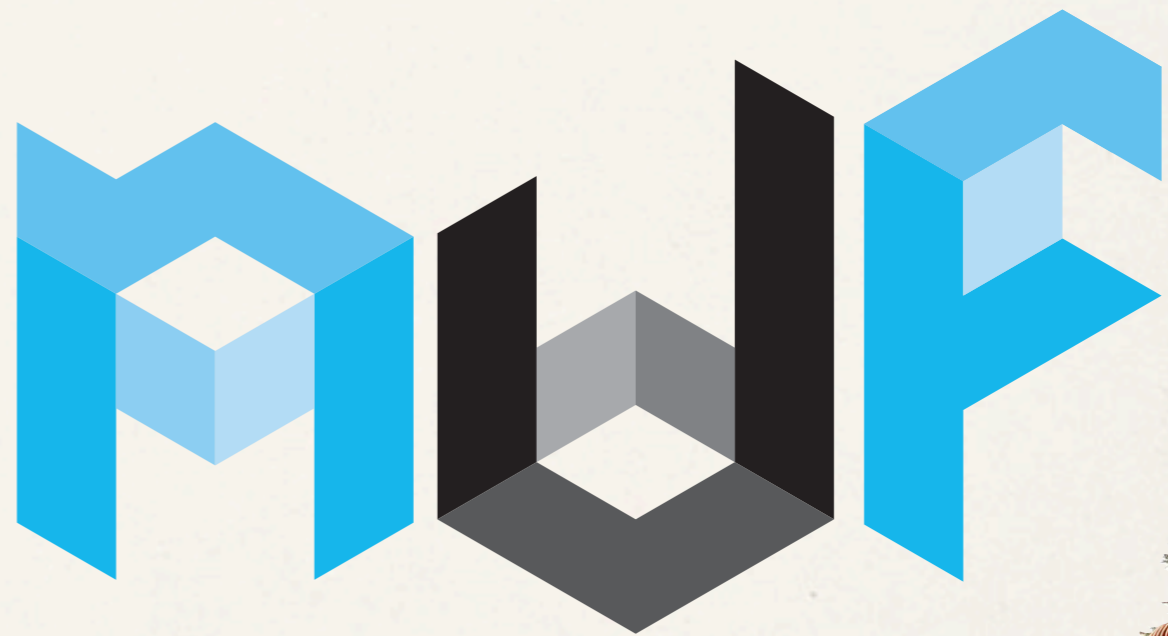
**Give your fans
the opportunity
to create their
own memories**



Nordic Venue Forum 2015

14-15 April, Århus

www.nordicvenueforum.com



Merry Christmas

