

Premium Fan Experience & Sports Venue Summit

Day One:

8:45 am: Registration and Welcome Coffee

- Greeting attendees and facilitating networking opportunities.

9:10 am: Opening Remarks

- Introduction to the summit's theme, focusing on premium fan experiences and sports hospitality.
- Setting the stage for a day of insightful discussions and interactive sessions.

Crafting Unforgettable Sponsor Experiences

9:15 am: Delivering Elite Experiences for Sponsors

- Strategies and practices behind delivering top-tier VIP experiences to sponsors
- Comprehensive Premium Sponsor Experiences: Offering sponsors an all-inclusive VIP package encompassing luxury accommodation, private transportation to and from games, exclusive access to premium seating and hospitality areas, personalised services, and unique behind-the-scenes experiences, ensuring an elite and unforgettable engagement with the event.
- Execution of Premium Partnerships: Insightful discussions on how these high-value collaborations are executed, focusing on the nuances of catering to sponsor needs while maintaining brand alignment..
- Outcomes and Impact: Exploration of the outcomes of these partnerships, including sponsor satisfaction, brand exposure, and enhanced prestige.

9:40 am: Panel: Enhancing Brand Impact through Tailored Fan Experiences

- Maximising Sponsorship Value through Tailored Fan Experiences: Exploring strategies for sports organisations to collaborate with brands in designing premium experiences that resonate with the brand's target audience, thereby enhancing the value of the sponsorship.
- Aligning Experiences with Brand Identity: Discussing how to create VIP experiences that not only cater to fans but also align seamlessly with the brand's identity and values, ensuring a cohesive and impactful presence at sports events.
- Brand Manager Insights: Gaining insights from brand managers on the key elements of successful partnerships, focusing on how sports properties can effectively deliver on brand expectations while creating memorable experiences for fans.
- Addressing the mutual benefits of these partnerships, emphasising how tailored fan experiences can elevate both the brand's engagement and the overall prestige of the sports event.

10:20 am: Enhancing VIP and Fan Experiences through Brand Partnerships

- Examining the dual role of brand partnerships in creating exclusive experiences for VIP sponsors and engaging fan experiences.
- Case studies highlighting successful integrations and VIP treatments in sports events.
- Future trends and innovative approaches in brand partnerships for premium experiences.

10:45 am: Networking

Optimising Venue Operations for Enhanced Fan Experiences

11:15am: Panel: Elevating In-Venue Fan Experiences: Operational Excellence in Sports Venues

- Operational Synergy for Enhanced Experiences: Discussing the integration of various operational aspects, from ticketing to in-venue services, for a seamless fan journey.
- Maximising Commercial Opportunities with Visiting Fans: Focusing on strategies to enhance the in-venue experience for fans, thereby increasing spending and loyalty, and exploring how this contributes to a positive fan experience and brand loyalty.
- Operational considerations - *Innovative Catering and Hospitality Solutions*: Exploring advancements in in-game catering and hospitality services to offer fans premium and convenient options. *Streamlining Spectator Traffic Management*: Strategies for efficient movement of fans within the venue to enhance overall experience and safety.

12:00pm: Ticket Sales and Fan Experience: A Holistic Approach

- Seamless Integration: Aligning ticket sales strategies with broader goals to enhance the overall fan experience.
- Streamlining Ticketing: Employing technology to simplify and expedite the ticket purchasing process.
- Beyond Just a Ticket: Elevating the ticket-buying process as an integral part of the fan engagement journey.
- Loyalty and Incentives: Implementing loyalty programs and incentives to reward and encourage repeat attendance.

12:25pm: Driving Fan Loyalty for Future Products

- Building Communities: Fostering a sense of community among fans to strengthen loyalty and engagement.
- Enhancing In-Game Catering and Hospitality: Improving game day experiences through superior catering and hospitality services.
- Off-Season Engagement: Engaging with fans about off-season events to keep the excitement alive year-round.
- Future Product Promotions: Strategies for promoting upcoming events and products to maintain and grow the fan base.

12:50pm: Lunch

Breakout Roundtable Sessions

13:45 pm: The Future of Sponsor and Fan Experiences

- Personalisation in Sponsorship Packages: Discussing strategies for creating highly personalised sponsor packages that cater to the specific needs and preferences of each brand partner.
- Integrating Sponsor Brands into Fan Experiences: Exploring ways to seamlessly integrate sponsor brands into the fan experience, ensuring that sponsorships feel organic and add value to the fan's experience. This includes strategies for co-branding experiences, activations, and leveraging sponsor assets in a way that enhances the overall event.
- Measuring and Delivering ROI for Sponsors: Delving into effective methods for measuring and delivering return on investment for sponsors. Discussions would focus on setting clear KPIs, using data-driven approaches to track engagement and impact, and ensuring that sponsors receive tangible benefits from their

partnership.

- Innovative Package Offerings and Experiences: Examining new and innovative types of sponsor packages and experiences that are being developed. This includes exclusive access, unique engagement opportunities, and creative ways to connect sponsors with fans, both in-person and digitally.

14:15 pm: Sustainability and Eco-Friendly Practices

- How sustainability should play a central role in sports venue operations.
- Discussing the importance of collaborative efforts in sustainability, involving sponsors, fans, and the local community. For example, Highlighting how sponsorships can be used as a platform to demonstrate a brand's commitment to environmental responsibility. This includes case studies of sponsors who have successfully integrated their brand values with the venue's sustainability efforts, creating a positive impact and enhancing brand image.

14:45 pm: Networking

The Guest Journey: Data Management Platforms to Support Engagement and Experiences

15:15 pm: Leveraging CRM Platforms to Enhance Fan Journeys

- Understanding CRM's Role in Sports Hospitality: Discussing how CRM platforms are essential tools for organising fan data and preferences.
- Personalising Fan Experiences: Strategies for using CRM data to personalise fan interactions and experiences.
- Seamless Data Integration: Exploring how CRM systems integrate with other digital platforms for a unified view of fan interactions.
- Case Studies: Real-world examples of sports organisations successfully using CRM platforms to enhance fan engagement and satisfaction.

15:40 pm: Panel: Crafting Unforgettable Fan Experiences: From Data to Delivery

- Holistic View of the Fan Journey: Discussing how every touchpoint, from ticketing to in-venue experiences, contributes to the overall fan journey.
- Role of Technology in Fan Experience: Panellists share insights on how various technologies, including CRM and ticketing platforms, play a pivotal role in crafting fan experiences.
- Challenges in Fan Journey Optimization: Addressing common challenges and how to overcome them, including issues related to data privacy, integration, and customization.
- Future Trends in Fan Engagement: Exploring upcoming trends and innovations in technology that are set to redefine the fan experience in sports hospitality.

16:20 pm: Closing Remarks

16:30 pm: End of Day One

Day Two:

9:15 am: Registration and Welcome Coffee

- Greeting attendees and facilitating networking opportunities.

9:45 am: Opening Remarks

- Introduction to the summit's theme, focusing on premium fan experiences and sports hospitality.
- Setting the stage for a day of insightful discussions and interactive sessions.

Unlocking Revenue Opportunities in Sports Venues

9:50 am: Redefining Sports Venues as Entertainment Hubs

- Broadening Venue Utilisation: Strategies for transforming sports venues into year-round entertainment and event hubs.
- Attracting Diverse Events: How to make sports venues appealing for various events, from concerts to corporate gatherings.
- Venue Branding and Marketing: Tactics for marketing sports venues as premier locations for diverse events.
- Success Stories: Case studies of sports venues that have successfully diversified their event portfolio to boost revenue.

10:15 am: Panel: Optimising Sports Venues for Maximum Revenue Generation

- Diverse Revenue Streams: Discussing the various revenue opportunities available to sports venues, including non-sporting events and digital initiatives.
- Challenges in Venue Management: Addressing common challenges in managing multifunctional sports venues, including logistical, operational, and staffing issues.
- Emerging Trends in Venue Utilisation: Exploring new trends in venue management and how they can be harnessed for revenue growth.
- Future Outlook: Predictions on the evolution of sports venues and how they can adapt to changing market demands and fan expectations.

11:00 am: Networking

From Game Day to Year Round Entertainment Destinations

11:30 am: Envisioning Sports Venues as Dynamic Entertainment Hubs

- Creating a 365-Day Entertainment Calendar: Strategies for maintaining a year-round calendar filled with diverse events. This involves programming considerations, attracting different types of events (e.g., cultural, musical, community), and managing the logistics of a constantly active venue
- Enhancing Visitor Experience Beyond Sports: Delving into how sports venues can offer a unique visitor experience that goes beyond traditional sporting events. This includes integrating retail, dining, and entertainment zones, and offering immersive experiences that appeal to a wider audience demographic.
- Community Integration and Inclusivity: Discussing the role of sports venues in the local community and strategies to make these venues inclusive and accessible to various community groups. This involves community engagement programs, hosting local events, and ensuring that the venue serves as a community landmark.

- Leveraging Digital Platforms for Enhanced Engagement: Examining the role of digital platforms in transforming sports venues into modern entertainment hubs. This includes virtual event capabilities, digital marketing strategies, and interactive fan engagement tools.

11:55 am: Panel: Elevating the Visitor Experiences

- Enhance the overall visitor experience at sports venues. This involves integrating additional attractions like retail outlets, dining areas, and various entertainment zones, as well as creating immersive experiences that cater to different demographics, thereby broadening the venue's appeal.
- Retail and Merchandising Innovations: Exploring innovative retail experiences within sports venues, such as pop-up stores, branded merchandise collaborations, and interactive shopping experiences.
- Diverse Dining Options: Addressing the integration of diverse dining options, including gourmet food stalls, local cuisine, healthy and dietary-specific offerings, and upscale dining experiences.
- Fan Engagement Apps and Mobile Integration: Discussing the development and use of fan engagement apps and mobile platforms. This includes features for mobile ticketing, in-seat ordering and mobile purchases, real-time updates, interactive venue maps, and exclusive content. Highlighting how these technologies can enhance the convenience and engagement of visitors, offering a more personalised and seamless experience at the venue.

12:40 pm: Networking Lunch

Innovating Fan Experiences: Staying Ahead of the Curve

13:40 pm: Roundtable: The Next Frontier in Venue Operations and Fan Engagement

- Technological Integration in Venue Management: Delving deeper into the role of emerging technologies in streamlining venue operations and enhancing fan engagement.
- Building an Ecosystem for Continuous Improvement: Discussing the importance of creating an ecosystem that supports continuous improvement in fan experiences. This includes fostering partnerships with technology providers, engaging in community feedback loops, and establishing agile operational models to adapt to changing fan needs.
- Group discussion on where the industry prioritises are in terms of operational excellence and fan experience innovation.

14:10 pm: Tech-Driven Efficiency in Venue Operations

- Innovative Solutions for Operational Challenges: Exploring the latest technological solutions to streamline venue operations, including automation and AI-driven tools.
- Managing Large-Scale Events: Techniques for using technology to manage large-scale events and handle peak visitor cycles smoothly.
- Sustainability through Technology: Discussing how advanced tech can aid in creating more sustainable venue operations, from energy management to waste reduction.
- Real-Life Implementations: Showcasing examples where technology has significantly improved operational efficiency in sports venues

14:35 pm: Leveraging Sponsorships and Partnerships for Venue Revenue

- Maximising Sponsorship Opportunities: Innovative approaches to attract and retain sponsors for venue-related activities.
- Creative Partnership Models: Exploring new partnership models that extend beyond traditional sports sponsorships.
- Integrating Sponsors into the Fan Experience: Strategies for incorporating sponsors in a way that enhances, rather than disrupts, the fan experience.
- Measuring and Demonstrating ROI to Sponsors: Using data and analytics to track sponsorship performance and provide value to partners.

15:00 pm: Networking

Innovating Fan Experiences: Staying Ahead of the Curve

15:30 pm: Personalised Fan Journeys

- The shift from one-size-fits-all engagement strategies to individualised interactions tailored to each fan's preferences and behaviours.
- The commercial opportunities from how fans interact with sports venues and events.
- The value of integrating tools such as AI and machine learning. For example, AI-driven content personalization, machine learning algorithms for predicting fan preferences, and the use of AI in creating dynamic, responsive fan interactions.

15:55 pm: Panel: Strategies and Innovative Approaches to Diversifying Revenue Streams for Sports Venues

- Expanding Beyond Traditional Sporting Events: Delving into how sports venues can broaden their event portfolio to include concerts, conferences, cultural events, and other non-sporting activities. This approach helps to maximise the use of the venue and attract different demographics.
- Leveraging Digital Technologies for New Revenue: Discussing the role of digital platforms in creating new revenue streams, such as virtual events, streaming services, and digital advertising. Highlighting how these technologies can be used to reach a wider audience and generate additional income.
- Innovative Sponsorship and Partnership Models: Exploring creative and mutually beneficial sponsorship and partnership models that go beyond traditional advertising. This includes integrating sponsors into the fan experience in unique ways, co-branding opportunities, and exploring long-term strategic partnerships.

16:40 pm: Closing Remarks

16:45 pm: End of Conference