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

Wednesday, 26 November 14
KEEP DISCOUNTING

or KEEP WINNING?

Wednesday, 26 November 14
The (enlightened) Business

Focus on everything else
The (future) Business...

has new experienced leaders from

SPORTS
RETAIL
TELECOMS
FMCG
ENTERTAINMENT
E-COMMERCE

... & the USA

Wednesday, 26 November 14
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.
The (changing) Customer

Old

Pre-match

At the game

Post-match

Return

New

Next week

HABITS

perhaps

Wednesday, 26 November 14
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
Data
Mobiles
Apps
Digital
Content

DO THE BASICS FIRST...
Great service...

| Pre-arrival | Arrival | Pre-match | Match | Catering | Toilets | Post match | Club shop |

enjoyEngland.com

QUALITY ASSURED STADIUM

VISITFOOTBALL QUALITY ASSURED STADIUM SCHEME

Wednesday, 26 November 14
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...

RAISE YOUR GAME
Welcoming families to football

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

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

Wednesday, 26 November 14
Pre-match: FanZone