A FANZONE WITHOUT FANS IS JUST A CAR PARK
68% of consumers view content.

78% of marketers consider content to be essential to the future of marketing.
Do it in the off-season
Do it in the off-season

Das harmony.fm-Autokino
Am 15. Juni beim Stadionsommer in der Commerzbank Arena Frankfurt
Diverse offers
Diverse offers
Ten years ago, most Vasaalopponents skiers would sleep in school gyms and eat simple chalets, or go downhill. 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

Top 100 Seats
With the most points will be invited to play a pick-up game on the field at PPL Park following the 2012 season!

1,000 Points
Be invited to an exclusive Meet the Team event (Time and Date TBD)

900 Points
Receive a price level upgrade for the 2013 season (based on seat availability)

700 Points
Be invited to an exclusive behind the scenes tour at PPL Park, featuring visits to the suites, press box, interview room, locker room, and more. Fans will also be able to take a photo on the field, receive discounted food and merchandise, and be able to watch the Union away game on the PPL Park video board (Time and Date TBD)

450 Points
Receive a one-time coupon for a 20% discount in the Union Shop at PPL Park (one per account)

150 Points (By May 14th)
Attend an open practice at PPL Park (Time and Date TBD)

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.
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!
LOVE AT FIRST SITE
LOOKS ARE EVERYTHING. MAKING A GOOD FIRST IMPRESSION AND KEEPING VISITORS ON YOUR WEBSITE ARE ALMOST ENTIRELY DEPENDENT ON DESIGN.

50 MILISECONDS
AVG. TIME IT TAKES NEW VISITOR TO FORM A FIRST IMPRESSION

2.6 SECONDS
AVG. TIME IT TAKES TO DECIDE IF SITE IS ‘GOOD’ OR ‘BAD’

10 SECONDS
AVG. TIME IT TAKES TO DECIDE WHETHER TO STAY ON SITE

Bounce rate is the percentage of visitors who leave a website after viewing only one page.
- Bounce rate highest
- Bounce rate high
- Bounce rate slow

A positive first impression reduces the bounce rate and increases visit duration.

Users who stay this long likely keep clicking.

Sites + apps have milliseconds to make a positive impression on visitors.

When sizing up a new website, visitors pay 16x more attention to visual cues than actual copy.
If you get it wrong

Ian Nuttall,
You have a new follower on Twitter.

@rottenwifi
@rottenwifi

Public WiFi & 3G/4G Watchdog. We enable people to fight poor internet connection Worldwide.
Global · http://about.me/rottenwifi

Wednesday, 26 November 14
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

133 HRS 49 MIN
ON LIVE TV

[ -2:44 ]

34 HRS 17 MINS
USING BROWSERS/APPs
ON A SMARTPHONE

[ +9:52 ]

27 HRS 3 MINS
USING THE INTERNET
ON A COMPUTER

[ -1:54 ]

13 HRS 12 MINS
WATCHING TIME-SHIFTED TV

[ +1:42 ]

7 HRS 7 MINS
USING A GAME CONSOLE

[ +0:29 ]

6 HRS 41 MINS
WATCHING VIDEO ON INTERNET

[ +0:43 ]
MOST TWEETED PROGRAM TYPES, 2013

TWEETS

492M   SPORTS EVENT
338M   SERIES
106M   SPECIAL
42M    FEATURE FILM
29M    OTHER**
Is there a need for an event-specific social media platform?

1/3

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

94.9%

...of clubs and teams use Twitter!

Twitter, Facebook and Instagram are the most popular social media channels...
How do clubs and teams use social/digital media to engage fans?

- 23% Exclusive Content
- 23% Live Scores
- 19% Player Interviews
- 18% Live Commentary
- 9% Social Rewards
- 8% Games/Fantasy Sports

50% said that new technologies are very important to their fans!

Poor Internet Coverage has the biggest impact on the Fan Experience!
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

<table>
<thead>
<tr>
<th>Technology</th>
<th>1</th>
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<th>4</th>
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<th>Responses</th>
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<td>Mobile food, beverage and concession purchasing (optional with on-seat delivery)</td>
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People will forget what you said. People will forget what you did. But people will never forget how you made them feel.

Maya Angelou
“Memories start from as little as £329...
Teddy bears and trains?
Give your fans the opportunity to create their own memories