



Innovative Changes Driving the Fan Experience for Sports & Entertainment

Today's sports and entertainment fans expect more than great action on the stage, field, or court. Today's fans expect a truly immersive, connected, and social experience that starts with the spectator journey the moment they leave their home and ends when they return home. This fan experience is affected by every aspect of the venue's environment, from tailgating areas with amenities, health safety monitoring, professional security, clean and sanitary restrooms, ease of movement, activities on the concourse, the comfort and accessibility of seating, and the on-site hospitality properties, including the variety and quality of concessions, restaurants and bars, and merchandise shops.

To meet fan expectations throughout their journey to and from the event, sports and entertainment organizations seek to increase revenue and sponsorship, improve in-venue experiences, monetize all areas of their business, employ new business models, and enhance the overall health, safety, security, and service infrastructure. In addition to these strategies, Sports and Entertainment organizations are faced with challenges posed by transitioning from pandemic conditions to innovative new operations. These challenges have implications for safety and security when reopening, budgeting, operational costs, qualified workforce, and competition from in-home experiences.

The Innovation Institute for Fan Experience will host an international conference, **"Innovative Changes Driving the Fan Experience in the Sports & Entertainment Industry", May 24-26, 2022, at Caesars Palace, Las Vegas.** The focus of the conference is to explore ways to create opportunities for success to help sports and entertainment organizations complete their mission, achieve their objectives, and build resilience by focusing on:

Taking A "FANCENTRIC" Approach to Presenting Events

- A better understanding of the ways our industry engages with guests
- Leveraging the significant role of sports & entertainment in the life of fans
- Re-defining relationships with fans (betting, esports, fan districts, amenities, and in-stadium infrastructure improvements)
- Technology solutions for Live Event World
- Immersive fan experience and operational efficiencies
- Predictive forecasts



Changes To Safety, Health, and Security Risk, Threat, And Vulnerability Profiles for Venues & Events

- Transitioning from Pandemic to Innovative New Operations
- Data driven decisions in operations and security
- Mitigation strategies to address risks, threats, and vulnerabilities
- Enhancing collaborative partnerships
- Lest We Forget: Updating policies and procedures

The Post-Pandemic Labor Force - Recruiting / Hiring / Training / Retaining People

- A new workforce with new expectations vs. old models that no longer work
- Recruit and retain a professional workforce
- Enabling workers to develop new skills for in-demand roles and upward professional mobility
- Provide workers greater opportunities to develop transferable, highly marketable skills
- Make the right technologies fully inclusive and expand digital readiness

New Business Models

- Sports teams are investing \$10 billion in stadium construction by 2030
- How the business of gaming is growing and evolving
- Venues building eSports and entertainment complexes
- New stadiums and arenas are made for more than sports

This new paradigm requires a realignment of, or new investment in **people**, **technology**, **business models**, and **processes** to drive new value for organizations and their customers and workforce to effectively compete in an ever-changing digital economy.

Sports and entertainment organizations have a unique opportunity to reinvent themselves as FANCENTRIC organizations by leveraging the digital toolbox to create valuable and efficient programs and offerings for today's fans.



Be among the top professional decision makers in the industry as they share the wisdom executives, managers, supervisors, and staff need to ask hard questions about their organization and determine whether their structure, plans, policies, and people are ready for the INNOVATIVE CHANGES the future requires and fans expect.

Don't miss this valuable opportunity to glean wisdom from the collective knowledge of experts and advanced practitioners from across critical business functions in the sports & entertainment industry.