

4FRONT x SPORTS ETA – SPORTS TOURISM INNOVATION CERTIFICATE

Session 3: An Art + Science Approach to Next-Gen Partnerships

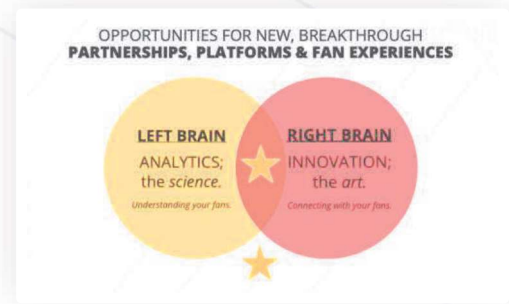
Left & Right Brain Approach

Left Brain

- Facts
- Logic
- Linear Thinking
- Mathematics

Right Brain

- Imagination
- Intuition
- Holistic Thinking
- Arts



Cultivating a Data-First Approach

Data-First Approach:

Knowing what data is in your toolbox plus how to use it to:

- Make smarter/more strategic business decisions
- Resonate more effectively with your audiences
- Generate more revenue

What Data Do You Have Available?

- CRM data (email list, past donors, ticket buyers)
- Website visitors (pixel, google tag manager)
- Surveys (online, in-person)
- Other (Census data, city information)

Utilizing “The Why”

Before

- What fan insights / buying behaviors support your “Reason for the Call”?
- What data supports alignment between your event / property & a partner?

During

- How are you collecting data on attendees?
- What checks & balances do you have to identify issues during the experience?
- What is your process for correcting any problem areas?

After

- Are you identifying the R.O.I. and communicating back to partners?
- What is your reach-out to attendees and is there an opportunity for data collection?

Connecting Insights with Creativity

Align Brand Objectives w/ Platforms:

#1 think like a fan

#2 create moments of truth

#3 find the extraordinary In the ordinary

Key Recommendations

SCIENCE – Utilize Data to Know As Much As Possible

- Audience Insights
- Key Media Channels
- Event Logistics
- Activations and Potential Prospects

ART – Connect Your Insights w/ Breakthrough, Creative Solutions

- Brainstorm Effectively
- Welcome Collaboration & Creativity
- Think Art + Science

