ANALYTICS CERTIFICATE

Sports Tourism Learning Institute

Course Description

This five-part Sports Tourism Analytics Certificate will serve as a virtual learning opportunity for participants to think strategically about utilizing analytics to accelerate their business and solve challenges in 2020 and beyond. It is an opportunity for every participant to build their confidence and knowledge of data and analytics through a friendly, collaborative discussion that breaks down barriers of intimidation and inspires with actionable next steps.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 5 sessions - approx. 4 total hours

Sports ETA Member Price: $399

Non-Sports ETA Member Price: $499

Meet the Industry Experts Leading this Course

Founded in 2008, Legends is a premium experiences company with six divisions operating worldwide – Global Planning, Global Sales, Global Partnerships, Hospitality, Global Merchandise, and Global Technology Solutions – offering clients and partners a 360-degree data and analytics fueled service solution platform to elevate their brand and execute their vision. Currently, Legends works with marquee clients across business verticals, including professional sports, collegiate attractions, entertainment, and conventions and leisure. We are the industry leaders in designing, planning, and realizing exceptional experiences in sports and entertainment. For more information, visit www.Legends.net and follow us on Facebook, Twitter, and Instagram @TheLegendsWay.

Bill Nielsen, VP, Partner Solutions at Legends

Bill is responsible for new business development efforts across diverse sectors in the world of sports and entertainment. This includes management of a sales team as well as close coordination with the leaders of the company's five core competencies - Analytics, Digital media, Innovation, Partnership sales and Technologies. 4FRONT partners include the UFC, Professional Bull Riders, NCAA, Michigan International Speedway, Hendrick Motorsports, Las Vegas Raiders, Minnesota Twins, Detroit Red Wings, Indiana Pacers, etc.

in www.linkedin.com/in/bill-nielsen-1sport2/

Billy Nayden, (Former) Sr. Manager, at 4FRONT

Billy graduated from SMU with a bachelor's of business administration in marketing and a Master of Science in Data Science program. Nayden began his career in data analysis working in basketball but has a wide range of experience in soccer, baseball, martial arts, and numerous other projects. He has also served in numerous data science roles across the corporate space in the fields of real estate, manufacturing, and marketing. He recently worked as a data scientist in the sports marketing space, primarily analyzing data for digital advertising campaigns.

in www.linkedin.com/in/billynayden/

Katie LaCroix, Manager, Innovation at Legends

Katie LaCroix joined the team in June 2018 and currently works to bridge marketing and analytics as an Account Executive on the Innovation team. As part of her role, Katie analyzes real-time data to develop actionable fan insights to drive decisions, better understand consumers and develop strategic recommendations for partners, including the Detroit Red Wings, Minnesota Twins, City of Denver, Big Bash League, and Minor League Baseball. Katie graduated from the University of Iowa, where she received her BBA with a double major in Marketing and Business Analytics.

in www.linkedin.com/in/katie-lacroix/

A.J. Stoner, Director, Analytics & Business Intelligence at Legends

In his role with Legends, A.J. leads the charge of an analytics group dedicated to helping properties better understand their fans/consumers or demonstrating the value of their sponsorships. His role includes managing a team of sports marketing storytellers, leading the development of new products, and working closely with the Partner Solutions team to close new business opportunities. Clients that A.J. has worked closely with over the course of his tenure include the Las Vegas Raiders, Miami Marlins, Hendrick Motorsports, Chicago Cubs, Detroit Red Wings and Minnesota Twins, among others.

www.linkedin.com/in/alexanderjstoner/

Brian Gainor, VP, Innovation at Legends

As Vice President of Innovation, Brian Gainor leads one of the most trusted sports advisories in the world. Brian and the team specialize in helping professional sports teams, leagues, brands, and organizations across the world solve business challenges and drive revenue and fan engagement through creativity and innovation. Brian is based in Chicago, IL, and advises teams & leagues across the NFL, NBA, MLB, NHL, MiLB, UFC, non-profit sector (RMHC), esports, tennis and more.

www.linkedin.com/in/briangainor/

Course Learning Outcomes

After completing this course, you will be able to:

- Analyze how sports and entertainment organizations use data, insights, and sponsorship analytics to reach their consumers in this modern digital era efficiently.
- Identify opportunities for data-driven business decisions and apply leading-edge data tactics and strategies for maximum impact.
- Using various data sources, develop actionable insights and strategies specific to the DNA of your stakeholders to more effectively reach, engage, and communicate with them.
- Use data to improve sponsorship measurement approaches at your organization.
- Apply industry-leading analytics strategies for marketing and sponsorships to enhance business success.

Course Content

This is a fully online, self-paced course consisting of five sessions. Each course session includes an informative video lecture and a printable PDF resource page. This course takes approximately four hours to complete.

Session 1

An Introduction to the World of Sponsorship Analytics in a Digital Era, *with Bill Nielsen*
Session 1 kicks off by diving into how sport & entertainment organizations are using data and insights to speak to their consumers and specifically dive into the landscape of sponsorship analytics in the modern digital era.

Session 2

Best-in-Class Data Collection Tactics and Strategy, *with Billy Nayden*
In Session 2, Billy will lead a discussion around data terminology, data collection, and key opportunity areas for maximizing the impact of data on business decision making.

Session 3

Insights 101: The Power of Understanding the DNA, *with Katie LaCroix*
Session 3 features Katie discussing how to turn data into actionable insights, with a focus on understanding the DNA of your stakeholders to improve your ability to reach, communicate and engage them in authentic ways.

Session 4

The Role of Data in Sponsorship Measurement, *with A.J. Stoner*
In Session 4, A.J. will lead a session centered around the importance of sponsorship valuations and impact studies – sharing specific best practices and thought-starters for using data to create these outputs for sponsors.

Session 5

Breakthrough Analytics Applications for Marketing & Sponsorship, *with Brian Gainor*
Brian's Analytics Session 5 will lead a session sharing some of the most breakthrough analytics applications for marketing and sponsorships and how participants can take steps tomorrow to bettering their business overall.

Upon Completion

Successful completion of the course materials will earn you a Certificate of Achievement from the Sports Tourism Learning Institute and four credits towards your [Sports Tourism Strategist Designation](#).

Having completed this course, you will also gain a deeper understanding of the topic, real-world application strategies, and numerous professional resources and connections to reference during your career.

Questions?

If at any time you have questions about this course or any of our other courses, please contact us at info@sportseta.org. Because this course is self-paced, please do not try to contact the course content providers (instructors) with your questions.

If you need technical help with the course, please email us at support@sportseta.org.