



INNOVATION CERTIFICATE

Sports Tourism Learning Institute

Course Description

This four-part Sports Tourism Innovation Certificate will serve as a virtual learning opportunity for participants to think strategically, boldly, creatively, and differently about their organization's business. It is an opportunity for every participant to have a voice, take away inspirational ideas, continue to get better, and most importantly, have fun! Although designed with the sports events and tourism industry in mind, the principles of these sessions are universally applicable to any line of business.

STLI Certificate Playbook Course

STS Credits: 4

Format: Online, Self-Paced

Length: 4 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.





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 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/



Katie Foglia, (Former) Director, Innovation at Legends

Since May 2017, Katie Foglia has brought a disruptive approach to her role as Sr. Manager of Innovation, where she works alongside the innovation team to develop forward-thinking solutions for sports and entertainment properties to evolve their organizations, better engage fans & generate more revenue. Katie's portfolio of clients includes the Detroit Red Wings, Minor League Baseball, NBA, Netball New Zealand, Portland Trail Blazers, Ronald McDonald House Charities (RMHC), and USA Fencing. Katie received a Bachelor's of Science in Journalism and a Master of Sports Administration from Ohio University.



www.linkedin.com/in/ktfogs/



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.

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



Dan Migala, Co-President & Chief Revenue Officer, Global Technology Solutions @ Legends

Dan Migala has worked for or advised virtually every level of sports franchises, including organizations in MLB, NHL, NFL, NBA, NCAA, MLS, the LPGA, Cricket Australia, New Zealand Rugby and more on issues related to marketing, non-traditional revenue generation, sponsorship, technology, ticket sales and using analytics to drive revenue growth. A graduate of the University of Missouri School of Journalism, Migala has served as the Director of the Masters in Sports Administration Program at Northwestern University, where he designed a "Non-Traditional Revenue Strategies" course. He holds a Masters of Sports Administration from Ohio University.

 www.linkedin.com/in/migala/

Course Learning Outcomes

After completing this course, you will be able to:

- Identify how fundamental innovation principles and practices influence the culture of innovation in various settings and circumstances.
- Use leading-edge strategies to evolve your storytelling approach (and value proposition) to maximize value.
- Infuse creativity and innovation into partnership meetings and brainstorm how to transform data into actionable insights.
- Use proven strategies that drive innovation to successfully navigate new opportunities and challenges.



Course Content

This is a fully online, self-paced course consisting of four 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

Creating A Culture of Innovation (the Innovation Mindset), with Brian Gainor

In this session, Brian will focus on communication and collaboration. These are essential innovation practices aimed at helping participants take a step back, identify new ways to stand for something, take risks, tell a story, and own a moment in time.

Session 2

How To Effectively Tell Your Story (Thinking Like A Brand), with Katie Foglia

Katie will lead a discussion around how participants can evolve their storytelling approach (and value proposition) to maximize value. This includes re-imagining storytelling materials, 2020 vision for the bid process, and more.

Session 3

An Art + Science Approach to Next-Gen Partnerships, with Katie LaCroix

In this session, Katie will explain how to transform data into insights, with a focus on how to best run brainstorming & meetings (leading with the why). This session will showcase how to best use insights to drive creativity and innovation.

Session 4

Looking Ahead – 2020 & Beyond, with Dan Migala

Dan will lead this session looking ahead at some of the new, big opportunities and challenges participants can expect to encounter in the near future.

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.

