

GAMEDAY EXPERIENCE

EVALUATING & IMPROVING THE PLACE, THE PROGRAM, AND THE FAN EXPERIENCE

The Innovation Group has developed a comprehensive approach to improving the places games are played and the energy and excitement they maintain. Through a careful analysis of the offerings and experiences at stadiums and arenas in combination with fan-based customer research, The Innovation Group creates lasting impacts for teams and fans alike.



OUR APPROACH IS COMPREHENSIVE, TOUCHING ALL AREAS OF THE FAN EXPERIENCE, INCLUDING:



SOCIAL MEDIA



FOOD & BEVERAGE



INGRESS / EGRESS



PARKING



PREGAME / ARRIVAL



VIP



CAPEX



RETAIL



SOUND & MUSIC



ENTERTAINMENT



TICKETING



CONNECTIVITY



GUEST SERVICE



SECURITY

Over the past 30 years, The Innovation Group has brought many of the world's largest entertainment and hospitality brands to life. Our visionary thinkers generate pie-in-the-sky ideas, from razor-sharp analysts who provide actionable and provable strategies, to expert operators who help keep businesses running efficiently. Our reputation for accuracy, objectivity, and reliability spans the globe. The Innovation Group collaborates with clients to navigate the long, complex, and often tricky road from vision to fruition, developing the strategies that lead to enduring success.



OUR EXPERIENCE

The Innovation Group has completed multiple studies for collegiate and professional sports organizations. Examples of the breadth include:

- Performed Gameday Experience analysis for Texas A&M's 12th Man Foundation that led to numerous operational enhancements driven by the fan voice
- Completed a financial assessment for NFL's Tampa Bay Buccaneers' Bucs Island tailgating experience
- Provided strategic and feasibility support to Texas A&M University for the redevelopment of Kyle Field
- Crafted a marketing plan for the grand opening of T.A. Wright Stadium at Savannah State University
- Developed a marketing and fundraising strategy for Alabama State University's athletics department
- Led the marketing strategy, programming, financial forecasting, budgeting, and operations plan for the PGA's Nationwide Tour event, The Mylan Classic

We've also worked with companies like Delaware North and Sodexo along with our myriad gaming, tribal, and financial clients. A more extensive list can be found at theinnovationgroup.com.

THE INNOVATION GROUP DIFFERENCE



WE GET IT. WE'RE FANS, TOO.

We've got PhD's to make the data, market research, and analytics come to life. We've got economists and Wall Street ex-pats. And we've got decades of experience in hospitality, guest service, marketing, gaming, and sports. But what we do cuts deeper than all of that. We're fans. And as fans, we understand that fan experience isn't academic. It's about people. It's about family. It's about tradition. And in today's economy more than ever, it's about making every dollar spent at the stadium count.



WE LISTEN. THEN WE DIVE DEEPER.

Our approach to fan experience involves getting face-to-face with fans, asking the right questions, and listening hard to what they say. Then we go out and experience it all ourselves. We visit your stadium and others, and we evaluate every aspect of the gameday experience. We aren't wonks who think our ideas are great. We know our ideas are great because they come from the fans, and we use surveys and statistical methods to make sure that our recommendations reflect what fans value.



HOSPITALITY, LOYALTY, GUEST SERVICE. IT'S OUR PASSION. IT'S OUR BUSINESS.

As a hospitality consultancy, guest experience is paramount. We work with a Who's Who of hospitality on their digital and database marketing, loyalty programs, and guest satisfaction. We measure the financial and experiential impacts of changes. Our backgrounds in hospitality bridge technology, data analytics, marketing, finance, and guest experience.

CURIOS ABOUT SPORTS BETTING? Our sports betting advisory team has worked in over 15 states with operators, legislators, lotteries, and other entities looking to position themselves as sports betting becomes legal across the country. We help clients navigate the process from pre-legislation through feasibility, development, integration, partnerships, and marketing.

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