

GAMEDAY EXPERIENCE

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

The Innovation Group has developed a comprehensive approach to improving the facilities where 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.

STAKEHOLDER SUMMIT

We kick off the project by meeting with internal leaders to align on specific objectives and to build a collaborative project plan. We also tour the site and experience gameday firsthand.

COMPETITIVE ANALYSIS

We visit other venues to understand the full competitive landscape and identify best practices.

FOCUS GROUPS

We target the "voice of the customer," carefully listening to the feedback of each fan segment.

BUSINESS PLAN

We assess the operating plan, training, logistics, amenities, marketing, sponsorships, and activation opportunities to develop revised revenue and expense forecasts.

WE CREATE A 360° VIEW OF GAMEDAY, THE VENUE, & THE FANS.

QUANTITATIVE SURVEY

We conduct a quantitative survey to enable a robust statistical analysis of what truly drives fan engagement and satisfaction.

CAPITAL IMPROVEMENTS

Our development team guides physical facility modifications, reconfiguration of VIP spaces, renovation and upgrades to amenities, and property expansion and redevelopment plans.

INFORMATION, NOT JUST DATA

We translate, interpret, and summarize all of the data to provide detailed and actionable takeaways to help the client.

COMPREHENSIVE REPORT

We summarize all of the work in a formal yet user-friendly report that highlights the process, the data, and the relevant, actionable, and impactful recommendations.

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



SOCIAL MEDIA



FOOD & BEVERAGE



INGRESS / EGRESS



PARKING



PREGAME / ARRIVAL



VIP



CAPEX



RETAIL



SOUND & MUSIC



ENTERTAINMENT



TICKETING



CONNECTIVITY



GUEST SERVICE



SECURITY

OUR EXPERIENCE

Over the past 30 years, The Innovation Group has brought many of the world's largest entertainment and hospitality brands to life, collaborating with clients to navigate the long, complex and often tricky road from vision to fruition. Our reputation for accuracy, objectivity and reliability spans the globe. The Innovation Group also has completed multiple studies for collegiate and professional sports organizations, as follows:

- Texas A&M University: Gameday Experience analysis and strategic recommendations for redevelopment of Kyle Field
- Tampa Bay Buccaneers: Financial assessment of Bucs Island tailgating experience
- PGA Mylan Classic: Marketing strategy, operating program and financial analysis
- Tulane University: Access planning for Yulman Stadium and surrounding activities
- Savannah State University: Marketing plan for the grand opening of T.A. Wright Stadium
- Alabama State University: Marketing and fundraising strategy for athletics department
- Pittsburgh Stadium Zone: Gameday operational coordination
- New Orleans Fairgrounds: Event day advisory for multiple festivals and productions
- Project work with gameday and F&B operators Delaware North, Sodexo and Comcast Spectacor



From day one, The Innovation Group understood the challenge of holistically measuring the amount of resources and passion that drive game days in Aggieland. Their expertise and customized analysis, combined with a willingness to immerse themselves in the experience and collaborate with a diverse group of stakeholders, drove meaningful results.

- Michael Solomon, Senior Vice President of Annual Fund and Donor Services, 12th Man Foundation, Texas A&M University

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. But what we do cuts deeper than all of that. We understand that fan experience isn't academic. It's about people. Family. 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 evaluate every aspect of the gameday experience. 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 consultants, we understand that 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.



**THE
INNOVATION
GROUP**

DENVER

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