

Student Notes Guide

Unit 10: Fan Experience

OVERVIEW

Unit ten discusses the importance of game operations and game entertainment. The fundamental concept of game operations and entertainment is the way “breaks” in an event or game (half-time, time-outs etc.) are perceived by sports marketer as “opportunities”. The game operations process begins before any of the games are played when sports marketers identify the additional entertainment that will be added to the event to keep the audience involved and entertained.

KEY TERMS

Fan Experience

Game Attractiveness

Game Operations

OBJECTIVES

1. Describe the concept of the fan/spectator experience
2. Define the term game operations
3. Identify five elements of game entertainment
4. Explain what is meant by “game attractiveness” and how it influences attendance
5. Explain why game operations are important to a sports organization
6. Describe the relationship between game operations and other functions of the organization

LESSONS

[LESSON 10.1](#) [Fan Experience](#)

[LESSON 10.2](#) [Game Operation](#)

[LESSON 10.3](#) [Role of Game Operations in Sports Marketing](#)

LESSON 10.1

Fan Experience

What is fan experience?

How important is the fan experience?

When does the spectator or fan experience begin?

What are factors that influence the fan experience?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

What are three ways organizations manage, control and enhance the fan experience?

- 1.
- 2.
- 3.

What are five examples of ways technology can help improve the fan experience?

- 1.
- 2.
- 3.
- 4.

5.

How can an app impact the fan experience?

What is biometric technology?

What is a contactless experience?

What is one example of a stadium amenity that impacts the fan experience?

What is one example of in-seat technology that has helped to improve the fan experience?

How can technology help to improve fan health and safety at games and events?

Why is that important?

What is one example of how an organization can proactively control the environment?

Why is it important to communicate expectations for fan behavior?

How has the pandemic impacted the way sports and entertainment business professionals approach the fan experience?

LESSON 10.2

Game Operation

Define game operations:

When does the game operations process begin?

What are some of the elements of game entertainment?

Successful game operations can help the organization achieve its goals by:

- 1.
- 2.
- 3.

True or false: To execute and implement each element of the game operations plan, an organization typically has a game day staff in place.

Define **game attractiveness**:

What are some event variables that contribute to game attractiveness?

- 1.
- 2.
- 3.

LESSON 10.3

Role of Game Operations in Sports Marketing

What are four key areas where successful game operations strategies can assist the business?

- 1.
- 2.
- 3.
- 4.

How can game operations impact ticket sales and attendance?

How can game operations impact sponsorship?

How can game operations help to generate publicity?

How can game operations impact customer service?

Additional Notes
