

**INSTRUCTIONS**

The spectator or fan experience refers to the overall impression made on the sports or entertainment consumer while attending an event. That event could include a movie at the local cinema, a school play or an international soccer match. The overall experience the fan has in attending the event will likely determine whether the spectator or fan will become a repeat customer.

Before a sports or entertainment marketing professional can determine a plan for enhancing the fan experience, they must first understand what the experience entails. For example, when does the spectator or fan experience begin? When does it end? How is the fan's experience influenced throughout the event?

As a group, you are to determine those factors that influence the spectator/fan experience. In the spaces below, list as many factors that may impact the experience as possible. Discuss how each impacts the fan's experience and consider what the sports/entertainment marketing professional can do to manage that experience.

**FACTORS INFLUENCING THE SPECTATOR / FAN EXPERIENCE**

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_____	_____
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