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Enhancing the Fan Experience in the Sport Industry

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ABSTRACT

Much attention has been given lately to the term “fan experience”, often in the context of improved Wi-Fi connectivity, larger video boards, game-day smartphone apps, and entertainment during every stoppage of play (Muret, 2014; Kaplan, 2014). What is often overlooked in this focus on technology is the human element; namely, how game-day staff and team personnel interact with guests. These interactions can include security checkpoints, providing accurate information, crowd management, parking control, access control, and all other guest touchpoints. When staff members work in a culture of service, these guest interactions will reflect positively on your venue.

The purpose of this study is to share distinct yet related strategies required for developing and maintaining a strong culture of service at a sport venue, and the marketing message required to convey that message. These include:

- Ongoing professional development
- Creating core values
- Developing engaging and memorable training
- Inspiring staff
- Soliciting and utilizing feedback

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ABOUT THE AUTHORS

Chris Croft is a Visiting Assistant Professor of Sport Management in the College of Business at the University of Southern Mississippi. Croft received his Ed.D. from the University of Texas El Paso, and is a former intercollegiate athletics' administrator and coach for over twenty years including with member institutions in the Big 12 Conference, PAC 10 Conference, and the Big Ten Conference.

Dennis Phillips earned a P.E.D. at Springfield College and has been an Assistant Director of the School of HP&R, and now Sport Management Coordinator in the College of Business at The University of Southern Mississippi for the past 23 years. Dr. Phillips has been the Faculty Athletic Representative (FAR) for the past ten years, and has taught a Sport Global Studies class in London and Edinburgh five times.

R. Brian Crow, MBA, Ed. D, is Professor of Sport Management at Slippery Rock University, was the Editor-in-Chief of the Sport Marketing Quarterly, was the President of the North American Society for Sport Management, and is the Founding Principal of GameDay Consulting.

