

## Summary Report from Virtual Conference Calls – Spring 2020

### **SOLUTIONS AND BEST PRACTICES TO STAY CONNECTED TO SEASON TICKET HOLDERS DURING COVID:**

#### **Challenges:**

- Live events have been postponed
- Inability to connect face to face
- Uncertainty with regards to when and how fan engagement will be impacted in the future
- The impact and perceived economic impact from COVID

#### **Solutions: Connecting to fans thru email, mail, phone and Web services like Zoom make up some our best discovered solutions.**

- Checking in on fans well-being via email or a phone message that's not sales related
- Creating unique team update content exclusive to Season Ticket Holders via email
- Focusing on high touch point, low-cost gifting that's accessible due to greater player and management access
- Web interaction Q&A sessions with the front office and players
- Web interaction with coaches breaking down game film for opponent or past game
- Cooking webinars by players and fitness classes run by team trainers
- Handwritten notes from account reps to Season Ticket Holders checking in on wellness
- Mailing out inexpensive comfort gifts like puzzles, pizza coupons, etc.
- Deferring payments
- Fans sharing great team related memories or highlighting their "Man/Women Caves" to win team prizes
- Birthday shout outs
- Allowing reps to personalize communication message with Season Ticket Holders
- Build a Season Ticket Holder Directory to encourage fellow STH's to support each other's businesses or place of work during COVID

#### **For more information on Virtual Discussions, contact Chris Kelly:**

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