

## TURNING HIGH-FIVES INTO HANDSHAKES

### 6 WAYS TO DESIGN EVENTS THAT CREATE LASTING CONNECTIONS

Sports have the power to move us. To bridge gaps, to define moments, and to forge lasting bonds that can foster new partnerships, spark fresh ideas, and nurture growth. Your clients trust you to create unforgettable events that change the game for their business while maintaining flawless planning, organization, and execution so the only thing they have to focus on is getting ready for game time. But sports can be unpredictable and sometimes you have to deal with challenges that come from left field, so we put together some tips to keep at top of mind to help you ensure the athletic experience of your client's dreams.

#### 1. HAVE A DEEP UNDERSTANDING OF YOUR CLIENT'S BUSINESS GOALS

Sure, they want to see the big game/match but what are their business objectives? Do they want to reward employees, or foster new partnerships? Ask the right questions to get thorough insights.

#### 2. GIVE AMPLE NETWORKING OPPORTUNITIES

Provide time before and after the game where guests can give their full attention to each other and not be distracted by the action. It's all about building relationships-make it easy!

#### 3. GET CREATIVE!

Often, sleeping room inventory will be limited and/or very expensive. Can't get a 5 star hotel room next to the stadium? No problem! Spruce up a 3 star hotel room by replacing amenities with high end products, upgrading bedding and adding unique décor.

#### 4. PLAN AHEAD

For many major sporting events, cities have to commit upward of 85% of their hotel inventory to the host organizations to win the business. By the time a host city is officially announced, you are already behind. Connect with cities and leagues in advance to understand when decisions are being made and who you need to be in contact with to ensure you get what you need for your group.



## **5. UTILIZE TECHNOLOGY**

Enhance the experience by providing an app that encourages clients and their guests to stay connected before, during and after the big game. After all this is supposed to be fun!

## **6. ARRANGE PRIORITY ACCESS**

When it comes to major sporting events, it has never been more important for your guests to have priority access to as much as possible. If the Uber driver can't drop you off at the main entrance door, ask about arranging a golf cart!

