

Game On

Winning at the Business of Sports

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PR News Digital PR & Marketing Conference, Miami

Case Study: Silo-Busting and Collaboration in Digital Communications Success
4:00 p.m. - 4:30 p.m., June 7, 2016

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Collaboration for Communications Success

This presentation will demonstrate a case study where communications, specifically digital communications, had to work across various organizational departments to achieve a “winning” business objective and outcome. The case study will feature:

- The Game Plan
- The Team
- The Plays
- The Performance
- The WIN

IBM Sports

An Experienced Team is a Win for You

IBM and Sports...a long history

Fan Engagement



Team Performance



Off the playing surface



On the playing surface

Venue Optimization



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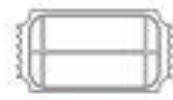


The Game Plan

A Business of Many Businesses



Venue



Tickets



Concessions/
Hospitality



Merchandise



Sponsorship



Integrated
Media

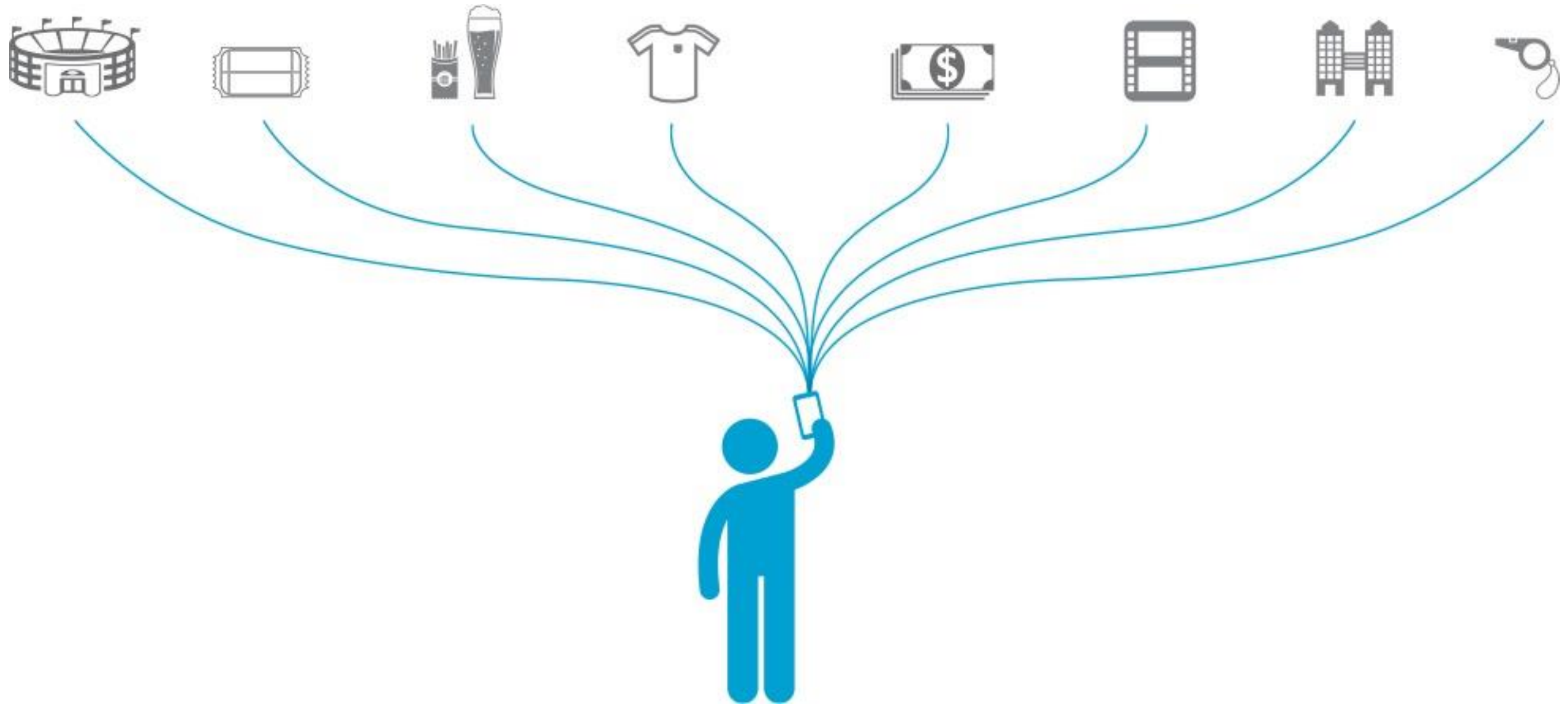


Live, Work,
Play Real-Estate
Complex



Talent
Management

Anchor Tenant(s)	General and Premium Session Membership	Game Day General	Owned & Operated Venue	Exclusive & Non-Exclusive - League	Print Local, National, International	Owned & Operated On-Premise	Players – Amateur, Developmental, Professional
Multi-Day/ Week Run Events	Mini-Plans	Game Day Premium	Owned & Operated Commerce	Exclusive & Non-Exclusive - Team	Radio Local, National, International	Owned & Operated Off-Premise	Coaches – Amateur, Developmental, Professional
Single Run Events	Group	Game Day Hospitality Event	3rd Party Retail Venue	Exclusive & Non-Exclusive - Venue	Television Local, National, International	Licensed On-Premise	Front Office
Off-Site Events	Single Game	Game Day 3rd Party	3rd Party Retail eCommerce	Activation Game Day, Non-Game Day, Off-Season	Digital Local, National, International	Licensed Off-Premise	Team Operations
	Primary and Secondary Markets	Non-Game Day Hospitality Event	Licensed Venue	Activation At Venue	Social Local, National, International	3rd Party Management On-Premise	Training/ Medical
			Licensed eCommerce	Activation In-IP Market Trading Area	Mobile Local, National, International	3rd Party Management Off-Premise	Scouting Development/Advance
			Licensed Brick & Mortar	Activation thru Integrated Media	Outdoor Local, National, International		



Gain a Single View of Your Sports Enterprise



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The right experience in the right context at the right time **turns fans into customers**



The Business Objective

Connectivity is Everything

Today's fans are no longer satisfied to attend events without the seamless connectivity that they enjoy at home and being assured of extraordinary venue experiences. At the same time, many venues aren't able to provide even basic connectivity. Fewer still have the infrastructure, data analytics, mobile support or personalized commerce to immerse fans securely and year-round, on game day and on the go.

The Global Consortium

IBM Global Technology Services designed the IBM Sports & Entertainment Global Consortium that goes beyond the IT needs and covers the physical stadium infrastructure to include vision, design, technology and data. This consortium is made up of architects, designers, construction firms, telecommunications firms, network infrastructure and various software companies to deliver a system of integrated, personalized fan experiences at sports and entertainment venues around the world. Members of the consortium will come together with IBM to co-develop solutions, exchange intellectual property and share global deal opportunities.

Meet Team IBM

A Unified Team is a Win for Everyone



IBM Design Thinking

Parallel with your visioning

Fusion of design, strategy, technology and data

Driven by future state

Action oriented



One IBM

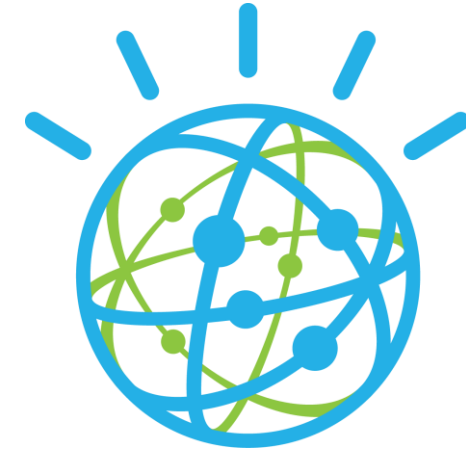
Caters to all business needs

Comprehensive and integrated solution suite

Single point of contact

Local and global execution

Skills and expertise



The Cognitive Business Journey

Understand and analyze quantum of unstructured data

Sports consumer's personality characteristics & attitudes

Relevant content and news

Improved player health

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One IBM Team



PERFORMANCE

- IBM's Sports and Entertainment solutions and services span the breadth and depth of our company:
 - Analytics
 - MobileFirst
 - Watson
 - Security
 - Global Business Services
 - Global Technology Services
 - Industry Solutions
 - CHQ
- Communications for this project involved:
 - Communications/PR (internal and external)
 - Marketing
 - Digital (web and mobile)
 - Consultants
 - -- Sales Teams
 - Technical Architects
 - Business Partners
 - Engineers
 - IT Security Professionals

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Making Plays

Play Call: Silo Busting Best Practices

❑ Apply the C.A.R.S. Method

-- COMMUNICATIONS

Avoid wasting time on calls and communications. Collaborate effectively.

Everyone is busy and active on a daily basis. As you work on a project across various departments, avoid electronic clutter. Make communications clear, concise and to the point as to what is needed and should be accomplished assigning a timeline of deliverables.

-- AGENDA

Why are we all here? What are we working towards? What's the business objective? Make sure everyone involved in the project understands not only the project but their role in making the project a success.

-- RESEARCH

Data, Data and oh yeah, more data. Research is the foundation to any successful PR campaign. Your internal departments and internal processes are no different. Make sure you research what the other department's role is in the project and some of their challenges and opportunities. Ask yourself, what information do you or the PR department have that might be useful to others not in your department?

-- SKILLS

Each member of the team brings some valuable skill set to the table. Social media strategies, design thinking, technical expertise, graphic design, writing, PowerPoint ninja. Everyone has a role to play on the team. Capitalize on the collective intelligence and wisdom of the team to ensure success. You might even pick up a new skill!



PERFORMANCE

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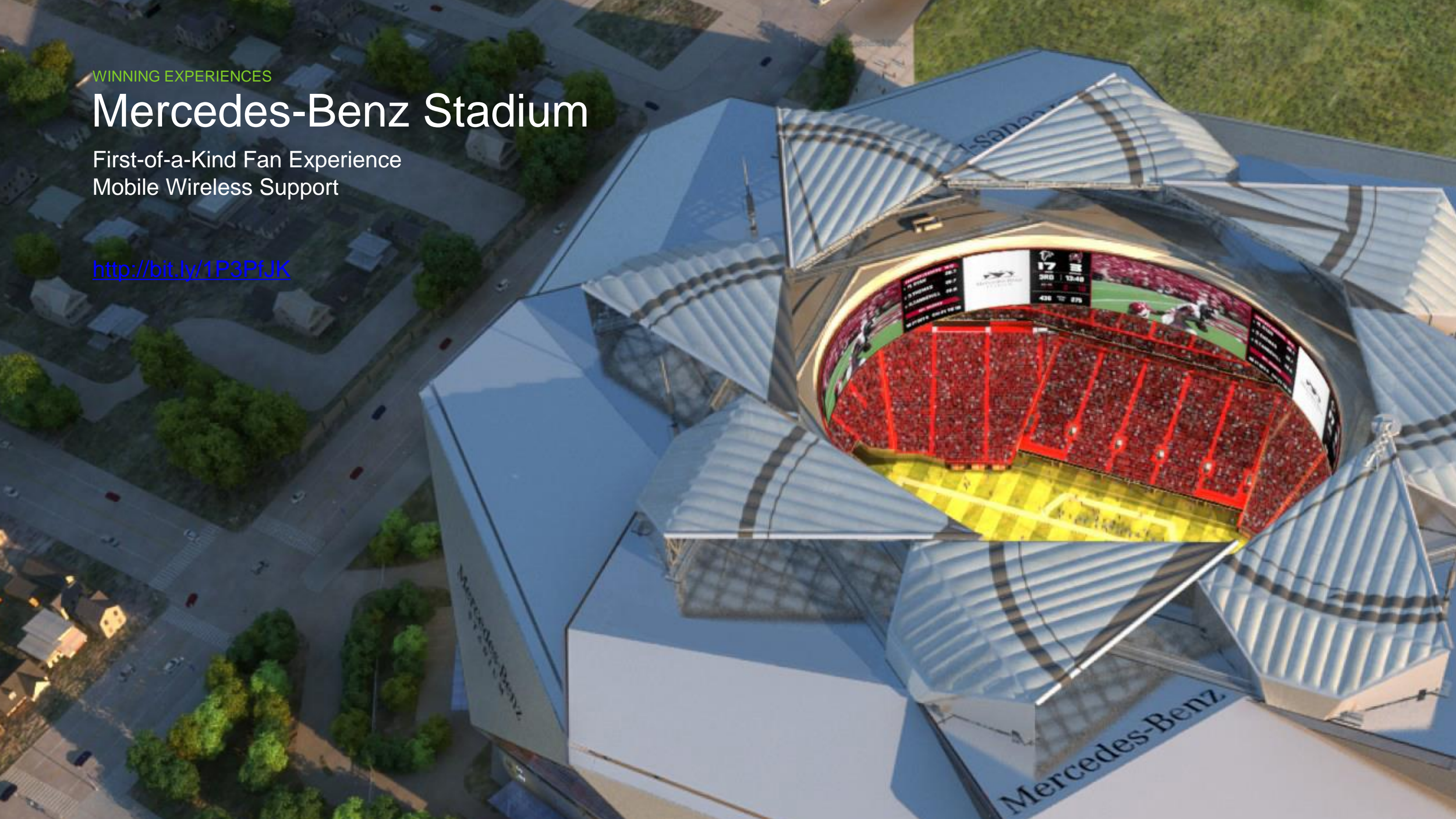
Team Performance

WINNING EXPERIENCES

Mercedes-Benz Stadium

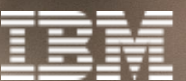
First-of-a-Kind Fan Experience
Mobile Wireless Support

<http://bit.ly/1P3PfJK>



The IBM Difference

IBM's end-to-end technology capabilities and design thinking help you transform your sports enterprise. When you gain a single view of your sports enterprise, you're ready to go the distance.



Winning Is Everything

Everything impacts your bottom line



Let's Get Out There and Win. Join Me.

Twitter: @thinkbluepr

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- For more information about IBM Sports or the Global Consortium check out these resources:
- www.ibm.com/services/sports
- Video on Atlanta Falcons Stadium: <http://bit.ly/1P3PfJK>
- Press release on the Consortium: <http://ibm.co/1NSbEJw>
- Discover the Potential Infographic: <http://ibm.co/27Vrp9f>

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Thank You