

Fan Engagement Envisioning Workshop

Redefining fan loyalty and engagement for the sports sector.

Fan engagement goes beyond selling tickets and merchandise, it's about creating unforgettable experiences that deepen the connection between fans and their favourite teams or players. In the competitive sports industry, meaningful engagement is critical for:

- Building connections that last: Turning casual fans into passionate advocates that will last through the generations.
- Driving revenue growth: Unlocking new monetisation opportunities through innovative engagement strategies.
- Enhancing the fan experience: Creating personalised, immersive interactions both online and in-person.

At OBT Live, we specialise in helping sports organisations reimagine fan engagement strategies, leveraging data-driven insights and behavioural science to deliver impactful results.

What You'll get:

Our Fan Engagement Envisioning Workshop is designed to help sports organisations craft actionable strategies that elevate the fan experience.

Define Your Goals

Identify key performance indicators (KPIs); fan retention, game-day participation or social media engagement. Pinpoint target fan segments from highly engaged to casual or unengaged fans and defining their desired behaviours.
Align engagement strategies with organisational objectives and diverse fan profiles.

Understand Member Motivations

Explore the emotional drivers of fan loyalty, including community, accomplishment, and identity.
Analyse fan behaviour patterns to design tailored engagement tactics.

Design the Member Journey

Map out an end-to-end fan journey that integrates digital and physical touchpoints.
Develop high-fidelity mock-ups and clear action plans to execute your engagement strategies.

Key Benefits of the Workshop



Insights:

Gain a comprehensive understanding of what drives fan behaviour and how to leverage it to create lasting loyalty.



Sport Specific:

Workshop content is tailored to address the unique challenges and opportunities within the sports industry.



Data Driven:

Enhance fan retention and drive revenue growth through measurable, data-backed strategies.

Workshop Deliverables

Strategy

A detailed report with actionable recommendations tailored to your fan base.

Mock-Ups

Visual examples of fan engagement touchpoints to inspire and guide implementation.

Roadmap

A step by step plan to deploying your engagement strategies effectively across digital and in-person channels.

Let's Elevate Fan Engagement Together

Contact us today to schedule your Fan Engagement Envisioning Workshop with OBT Live.

Email: Ellie@OBT.Live