

Power 5 – Learfield IMG College Ticket Solutions/Administration Conference Call Notes

AJ Arem, Ticket Solutions: Thank you for joining the call to come together to share some ideas and best practices. We constantly leverage the power of our network across the country as a company day to day. We want administration and school staff to be able to utilize these best practices. If there is more of this (outside of these unprecedented times) that you are looking for – always let us know. We always want to be there for you and our partnerships.

I wanted to say how grateful we are for the leadership from our partners on campus and appreciate the patience, teamwork and decision making you have done during this time. We want to continue to work on our goals together. It has been so awesome to see how we have been able to adapt together.

Featured Administration:

- **Patrick Nowlin, Oklahoma- Associate AD Revenue Generation and Ticketing**
- **Art Chase, Duke-Senior Associate AD of Athletics/External Affairs**
- **Matt Biggers, Colorado-Chief Marketing Officer**
- **Chris Grosse, Penn State-Assistant Athletic Director of Marketing**

QUESTIONS

1) How has the current world situation made you change its messaging to fans?

- **Patrick Nowlin, Oklahoma:**
 - Obviously, this situation is nothing anyone could plan/prepare for
 - The way we have changed our message:
 - We have always been sales and service focused
 - We have been focusing on SERVICE
 - Formulated a message that everyone could use (all departments)
 - “Together as One”
 - Instead of “we want you to buy season tickets” – the message changes to “we are here for you and with you”
 - We are still taking payments, but we are doing it under the service umbrella
 - Offering payment plans for individuals
- **Art Chase, Duke:**
 - Very similar to Oklahoma
 - We have tried to get our hands around the message
 - You have to take a step back and think big picture
 - We all love the sales-driven side of things
 - Create that revenue stream – BUT this is not the time to be full throttle
 - Biggest Takeaway:
 - Still be active
 - We have to create a sense that we are all in this together

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- It is so much more than Duke, Oklahoma, Penn State athletics, etc.
- It would be great if we could say July 1st
 - But we can't
 - You don't even have to have a slogan but keeping that family, togetherness
- On the phone
 - Video, family atmosphere, caring atmosphere, be sensitive

2) What are some of the most consistent questions being asked by fans?

• Ross Nigro, Colorado GM:

- Proactive
 - Service over sales
 - Reaching out – asking about family, making things as normal it can be
- Business
 - Receiving 95% same question
 - If there is not a football season – what is the plan of attack? Refunds? Credits? Pro-rating?
 - We are responding – this is fluid
 - Letting them know – we have 6 people trying to make this as normal and easy as possible
 - Provide info before people control their own narrative

○ Matt Biggers, CU

- Coach Dorrell – video sent out through BuffBlast
 - Trying to predict some of the questions we have been hearing
 - Proactively answer these
- I think it is OKAY to not have the answers
 - Empathy and flexibility
 - OK to say “I not have all the answers” and we are still working through
 - People will be understanding – we are still here to help you but we may not have all the answers today

• Joe Rood, Pitt GM:

- Similar to Ross and CU, we are focusing on being Empathetic
- Steering the conversation to customer service – looking ahead to the fall
 - When we are back in college football
- Past our renewal deadline
 - Two weeks ago
 - Being understanding & flexible with this
- Calling past season ticket holders
 - A little more receptive
- Some short conversations – cannot think about that right now; but not negative

- People are at home – a good number of people are enjoying the opportunity to discuss for 10-15 min and just make small talk etc.
- Not a ton of transactions at this time – but building up interest list
 - Each rep has about 15 people in the last week and a half

3) What are some of the key marketing initiatives you're utilizing currently or planning to deploy in the coming weeks to still drive revenue and ticket sales?

- **Matt Biggers, Colorado:**
 - Marketing side
 - All about engagement, not directly asking people for money
 - Currently we have to operate in digital & social ONLY—we cannot do events/face to face
 - Window of Opportunity
 - People at home – on their computers, phones
 - More content on social channels for this time of year more than ever before
 - Increasing communication between staff
 - Almost coming together more than before
 - Becoming creative
 - People are wanting normalcy
 - How do we do that and provide that now?
 - Interact
 - Send messages, send videos
 - We have no idea when these marketing plans are going to activate, be we are planning
 - At some point this is going to end... and we have to be prepared to run 100 mph
 - What can we do NOW?
- **Chris Grosse, Penn State:**
 - Worked extensively together, collaborating and communicating more than ever
 - Make sure everyone is on the same page
 - Only message to fans has been an email from AD
 - We have let people come to us for relief and distraction rather than pushing out
 - Paused all Digital/Social Advertising for time being – we are normally big in this
 - Regrouped – worked with ad agency – how can we support Ticket Sales & Service team
 - There is going to come a time where we will be needing to sell more tickets
 - Search Advertising
 - It's not in your face – not a post in social media
 - It only hits people who are searching for tickets
 - Altering our normal creative
 - Normally “Join the 100k family” donate, etc. – our slogan
 - Not a good selling point at this time, so we are fine tuning this

4) How are you dealing with cancellation of spring sports? Or people not being able to commit to football?

- **Patrick Nowlin, OU:**
 - Once spring sports went down – we gathered as a group
 - We want be able to take care of these people
 - We also want to be able to keep this money...
 - Looked at what other teams were doing, pro sports and secondary markets
 - SPRING SPORTS: Fans – Three Options
 - 1. We will refund you
 - 2. If you keep your money with us – we will give you 110% credit for next year (Borrowed this idea from StubHub)
 - We have been able to keep more money in
 - 3. Donating to capital campaign for building a softball & baseball facility
 - If you don't want to refund – you can donate it to the building cost – has generated \$5,000-6,000 to development
 - Football: Fans – I cannot make the payments right now
 - Message is if you want to drop your seats – drop your seats but recommending to fans, let's hold off until June 1 – re-check in at that time
 - Everybody is different
 - Some people that this is hitting harder, some people are still making payments
 - Conversations have gone great doing this – we are there for them
 - If they cannot make payments this time
 - They will come back in the fold in coming years when they can
- **Matt Biggers, Colorado:**
 - Football Renewal Deadline Options
 - Deadline was: March 15th
 - Immediately pushed back to May 1st
 - Got messaging out to those who have not renewed
 - 68% renewals at that point
 - 21% on payment plans
 - Sales team reaching out to people so they knew that we pushed it back
 - Good feedback – Mostly “I plan on renewing”
 - Our goal has shifted to having them pay before we play games

5) How often are you and your team engaging with team and/or one on one calls/videos?

- **James Grecco, Penn State GM:**
 - One check in call with all the reps
 - Asking how they are doing and about life too
 - Video calls with the sales team that have been very productive
 - Share ideas – what they are hearing

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- More for the reps – communicating and having the same message
- Give them updates
- Virtual Team Happy Hour
- Try to keep it twice per week – personal calls
- Chat constantly on Microsoft Teams
 - Great tool for us
- Automated reports from CRM
 - All of them doing their job
 - Sending me who they are reaching out
- **Marcus Madlock, OU GM:**
 - Zoom call: Every day 30-45 min call
 - Start the call asking everyone how they are doing
 - Success stories from the day before
 - Share the scoreboard
 - Sense of optimism
 - Educating admin on how we are working
 - Season Ticket Holder
 - Leads conversation
 - Our team has been there to answer questions
 - Friday
 - Crazy t-shirt day
 - Making it fun
 - On Microsoft Teams all day
 - Sharing best practices, sharing files
- **Casey Van Sickle, WSU GM:**
 - Teamed up with SMU and Oregon for a sales call contest
 - “Game of Phones”
 - Fun way to get people engaged

6) What are your other external units doing to keep communication strong between each unit?

- **Art Chase, Duke:**
 - Similar to the sales teams
 - Trying to set up video calls with different units
 - A lot of cross units
 - One on one conversations – make sure we are in the people business first
 - This situation is a learning situation/lesson
 - We are going to come out better than ever
 - We are in the people business!!!
 - Force the hands of the people that report to us

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- Ask questions. Give us feedback.
- We have to pull out of everyone – how are you feeling? Are you okay?
- **Chris Grosse, Penn State:**
 - Leadership has been very great with keeping us together
 - We talk daily
 - They have been extremely open – information they are receiving from the conference and university
 - Utilizing Microsoft Teams
 - Stay in contact with each other, stay up to date
 - Content Team – talk everyday
 - Come up with direction, processes and trickle it down to our staff
 - Communication has been great
 - Football synergy meeting every week
 - Will likely keep this going moving forward
 - 20 or so people – all things football
 - James Grecco (Ticket Solutions GM) has a presence here
 - Very collaborative

7) How are you preparing for the possibility of football season being pushed back?

- **Patrick Nowlin, OU:**
 - Working together as a group
 - What this would look like – financially
 - Different scenarios
 - Starting in October, No season, etc.
 - We REALLY do not know what this will look like
 - Reassuring fans we will take care of you
 - Like baseball and softball
 - Internally – how does this affect budgets?
 - Even basketball – when does practice start? When does the season start?
 - Planning for the worst and hoping for the best
 - Communication and organization is KEY
 - Everyone needs to be on the same page

Closing Thoughts:

- **AJ Arem, Ticket Solutions:** Keeping Coaches Engaged
 - They are sitting around, not much to do compared to normal work schedule
 - How do we get coaches or admin or AD's involved in the sales team calls?
 - No one better to hear from at this time
 - Proactive outreach to the fans
 - Coach Fulmer at Tennessee joined our sales team on daily check in call

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- Further motivated them
- Team loved it

- **Alex Reed, Oregon:**
 - Monday – Tuesday of last week at the beginning
 - Reps were having trouble on the phones
 - Last two days
 - A ton of positivity
 - Push through
 - Not fun all the time but more positivity in past week

- **Ross Nigro, Colorado:**
 - First couple of days were rocky
 - Zoom Meetings 3 times a day
 - Moral is up now this week
 - Very lighthearted
 - Zoom happy hour on Friday
 - Day to day process improved this Monday

THANK YOU! LET US KNOW HOW WE CAN HELP!!