

I am hoping the two of you can chat tomorrow about helping me write a textbook chapter on DIGITAL TECHNOLOGY AND MARKETING FOR SPORT TEAMS | FACILITIES: Considering websites, apps, social media, cloud computing, software, geolocation, robotics, artificial intelligence, chat boxes...etc.

I have generic questions for someone who represents (1) Marketing and Communications | (2) Promotions and Events (Fan Engagement) | and (3) Ticketing. There are likely a few follow up questions specific to each department - I am including just the General Questions all three can answer:

6 GENERAL QUESTIONS FOR 3 DEPARTMENTS:

1. What type of digital or mobile technology does your department use?
2. How has it impacted processes and people (employees/customers)?
3. What benefits have you experienced or seen?
4. What challenges does your office face w/ digital technology?
5. How has your department evolved from pre-digital technology to where it is now?
6. What do you envision in the future for your department and digital technology?

SURVEY ANALYSIS

I am also interested in an analysis of the 3 questions I highlighted from the survey that was sent out by the Hens/Walleye when the pandemic shut down sports. They pertain to how and what communication they would like to receive.

BRITTANI'S INVOLVEMENT

Brittani can access and analyze and write up a report of the datashe can conduct interviews and write a report - there is a lot of experience to be gained! I can also conduct the interviews or it can be done through email! OPTIONS EXIST!

I AM HOPING YOU TWO CAN CONNECT AND SOMEONE CAN PROVIDE SOME FEEDBACK THIS WEEK A TIMELINE CAN BE DRAFTED FOR A MID-JANUARY SUBMISSION OF THE TEXTBOOK CHAPTER! I THANK YOU BOTH!

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