

Learfield IMG College Ticket Solutions/Administration Conference Call Notes

Scott Tester/Intro:

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.

Obviously we're in an extremely challenging and unique time and wishing all of your families, staffs and student-athletes the best health as we get through this together. Wanted to say again how grateful we have been for your leadership on campus and appreciate your patience, teamwork, communication and quick decision-making with our sales teams on campus, we are lucky to have great partners that approach our partnership in such a collaborative way. It has been amazing to see everyone rise to the occasion and come together to find ways to adapt and over-communicate and continue working towards our goals and objectives together during this unprecedented time.

So, with the unique situation of COVID-19 and its impact on our daily sales processes, we wanted to provide an opportunity to hear from one another as it relates to sales strategies, timelines, fan outreach and other relevant topics.

Featured Administration:

- **Alexis Williams, Houston-Associate AD, Ticket Sales & Operations**
- **Andrew Horton, Chattanooga- Senior Associate AD of External Operations**
- **Kurt Pottkotter, SMU-Deputy AD**
- **Ryan Ivey, Stephen F. Austin- AD**

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

- **Alexis Williams, Houston:** we are in the middle of football renewal campaigns and preparing to launch basketball season renewals
 - We have changed our message a little bit – calling more for check-ins
 - Season ticket holders and donors
 - Checking in on them and their families, do they have any questions
 - Hand-written thank you notes – to those who have renewed already
 - Well received so far
 - As we check in – if they (the fan) bring up they want to renew/ buy – we will help them
- **Brandon Evans, GM Houston**
 - Echo what Alexis said; we are actually having a good number of people renewing during this time even if we only have our reps checking in

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- **Ryan Ivey, SFA:**
 - Hope is important
 - Sports have always been an outlet for America
 - We are getting people to think about the fall – emphasize getting out to events
 - Having conversations about getting excited for the future
 - Having coaches and AD involved with messaging
- **Kurt Pottkotter, SMU:**
 - Echoing Ryan - we have emphasized the hope part
 - More than ever – external positions have to have an optimistic sentiment
 - Annual Fund donors
 - Surprising some people/ making people's day
 - Emphasizing we look forward to welcoming our fans back

2) 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?

- **Andrew Horton, Chattanooga:** We are trying to plan for a 3-month outlook
 - How will we approach this when we get back and after it strong?
 - Things may look different when you come back the way you went in
 - In this moment – how do we show that we are trying to give back
 - Communicate that Athletics is still here, we are still part of the community
 - What part do we play?
 - Video Messaging
 - Sponsored videos for our partners
 - Social media – how do we maintain the relevancy of our brand?
 - Watch parties, throwbacks, how do we provide sponsors content
 - Maintaining our brand
- **AJ Lewis, Chattanooga GM:**
 - Social Media
 - Watch party – couple hundred people attended
 - We had some current basketball players in the watch party
 - Interaction – current season ticket holders and players
 - “Chat room”
 - Outlet for both parties
- **Kurt Pottkotter, SMU:**
 - Social Media
 - We are reaching out to people that are already following us
 - Right now we are reaching a broader audience than ever before with everyone at home
 - In your talking points mention to people to follow the communications we are pushing out as we have updates

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- **Marcus Madlock, Oklahoma GM:**
 - When we post the throwbacks / replay content on our official athletics site, we have a link to capture fan's data at the bottom who raise their hand
 - We are still receiving form submit requests from people each day signing up to receive information on season tickets
 - For those that actually read and digest the information – they are still filling out interest forms
 - That is how we are making outbound efforts from a new sales standpoint; targeting folks that have raised their hand and asked for info
- **Ross Nigro, Colorado GM:**
 - Talking points on phone: asking people to follow our social
 - Keep up to date with what is going on
 - Our channels - Almost an emotional outlet & distraction for our fans
 - Unique content for this time, more personal examples
 - Strength and conditioning coach: is posting at home workout daily
 - Coloring books/sheets – of past plays from Buffs games
 - We are trying to be a family-oriented/fun/optimistic outlet
- **Alex Butier, TCU GM:**
 - Has anyone worked with their education department?
 - To help with the “home-school” that everyone is dealing with right now
 - Create worksheets, books, sport-fun games (Educational)
 - Great idea
- **Andrew Horton, Chattanooga:**
 - Every kid is on Zoom
 - Backgrounds with branding?
 - Thinking about?
 - Great idea
- **Hailee Codiga, NAU:**
 - Launching this week
 - Yard signs in the community
 - Getting a ton of stuff printed
 - We struggle at times being involved with the community
 - Think this is an opportunity for us to become more relevant and intertwined with the community
 - Kids Club Poster Creating Contest
 - Send out via social, email
 - Kids send it in
 - We choose a winner, etc.

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

- **Kurt Potkoter, SMU:**
 - All trying to stay in touch with people in the most personal way
 - Phone calls, video calls
 - Messaging is similar to our season ticket/donors:
 - Business side: How do we take advantage of this time?
 - Personal side: How is your family doing?
 - Optimism / hope
 - Let's take advantage of this time to think differently
 - Marketing
 - We may not be able to do things the way we have always done them when we return
 - Revenue disruption
 - How are we investing wisely?
 - Make sure what we are doing will produce some yield for us – whenever that resumes
 - Sales Team is focused on lead generation

- **Calleagh Darby, SMU GM:**
 - Social media and spike in screen time
 - Taking a little bit of step back – check in calls rather than selling
 - Lead generation ads on social
 - “Ghost ads”
 - Not to purchase tickets
 - Able to fill out a form with more information
 - Building pipeline without having to make inappropriate calls
 - Collect these leads & make calls when it makes sense
 - Unless someone has a specific question – we are here for them
 - Different call to action
 - Creating a pipeline and opportunities
 - Elongate the sales process – but not at a STANDSTILL

- **Scott Tester:**
 - Important to be in lockstep with Sales Team and Athletics Dept. talking points
 - Make sure our internal communications are all staying on the same page
 - How is everyone making sure that messaging is consistent?

- **Ryan Ivey, SFA:**
 - From our standpoint:
 - Constant communication and accountability
 - Zoom – bi-weekly admin video conferences

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- Sent out information to all of our departments
 - Make measurable goals and plans for this time
- TIME
 - We now have time – which we rarely have in sports
 - Structure – matching structure
 - All of our departments
 - Provide to each other

4) How often are you and your team engaging with team and 1 on 1 calls/videos?

- **Drew Maulsby, SFA GM:**

- Internally – we stay motivated
- Communication has not dampened – only got stronger
- Microsoft teams, texting

- **Calleagh Darby, SMU:**

- Microsoft Teams
 - 8:30am & 5pm – Video Chat with team every day
 - Group chat on teams going constantly
 - Sales updates
 - Positive conversations they have had
 - Group text we utilize before Teams
- Not just sales talk with my team
 - How is life? What are you watching? How is your family?
- Contests
 - Competition with Oregon, NAU, WSU
 - Games of Phones
 - Separate chat in Teams for this
 - Lunch delivered to winners

- **AJ Arem, Ticket Solutions:**

- Ryan mentioned this – coaches sitting around (own worst enemies)
- Getting a coach /head coach/ AD (Figure head status)
 - Joining our sales staff on a call
 - Doesn't have to be daily or weekly
 - Not only engage with fans – but with our sales team
 - Could give some morale booster to our teams

- **Calleagh Darby, SMU:**

- Who has sent an email out to the field about payment plans?
 - We do not typically announce that we have payment plans... so how do I communicate this effectively?

- **Scott Tester, Ticket Solutions**

- Especially if you don't have a lot of fans that have enrolled in payment plans in the past, this is a good opportunity for you to rollout and highlight understanding & flexibility
 - Good time to deliver this message

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

- **Alexis Williams, Houston:** We are preparing to have these discussions
- **Alex Reed, Oregon GM:**
 - We are able to talk with our fans – similar to baseball /softball
 - Anyone trying to jump off ship – we are not panicking
 - If people are in different circumstances – we are making exceptions
- **Casey Van Sickle, WSU GM:**
 - Forecasts/budgets – worst case scenario vs best case scenario
 - We have this laid out
 - Looking at pricing
 - Do we need to adjust?
- **Ryan Ivey, SFA:**
 - In regard to football – is anyone planning for a shortened season?
 - If you are – how are you managing your price point?
 - **Ross Nigro, Colorado:**
 - How are we allotting each game based off value?
 - Instead of pro-rating out 3 games, value each game differently
 - The Oregon game has a higher value than Northern Colorado
 - E.g., if we miss out on N Colorado – take off \$15
 - **Andrew Horton, Chattanooga:**
 - Softball: putting fund towards another season ticket – basketball?
 - Putting it towards the school? (the extra money from prorated ticket)
 - For those who have already purchased
 - **Marcus Madlock, Oklahoma:**
 - Offer them the roll over or credit
 - Feel good touch point – season ticket holder touch points
 - We are giving 110% credit to anyone who goes the credit route
 - Suggesting they donate to our facility/capital campaigns, have had success here

6) What are you doing to help fans who are unable to renew their season tickets due to loss of work?

- a. **Casey Van Sickle, WSU GM:**
 - i. Working with each individual based on their circumstances
 - ii. Reaching out to them actively
 - iii. Letting them know that we understand the situation
 - iv. We want to extend
 - v. Bill-plan options
- **Hailee Codiga, NAU:**
 - We have sent an email to our field about renewals

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- We are still taking renewals
- We have not publicly announced a new date for renewals
- End of April – hoping for internally
- If it gets worse – we will push it back again/be flexible
- **Candice Vaughn, Houston:**
 - We do not have a deadline anymore
 - Payment plans
 - Some people still paying in full
 - Helping each individually

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