



Data Analytics & Your Fair

IAFE CONVENTION TRAINING CORRAL WORKSHOP

PRESENTED BY

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OMAR MAWJEE

Omar joined Eventcorp in April 2015, as owner and CEO. Prior to acquiring Eventcorp, he worked with the Seattle Seahawks, spending 10 years as the Managing Director of the Canadian Office, responsible for growing the Canadian fan base, corporate partnerships, working with NFL International, and developing Canadian broadcast partners. It was during his time with the Seahawks, that Omar engaged Eventcorp to develop a profile of Canadian Seahawks and NFL fans.



ZAHEERA VALANI

Zaheera is a Senior Manager at Tableau Software, a pioneer in interactive data visualization products that focus on business intelligence. Prior to joining Tableau, Zaheera was the Director of Engineering at Caradigm – a GE/Microsoft Joint Venture in the Healthcare Analytics Space. She started her career in technology at Microsoft working on the Excel, Windows, and Windows Mobile teams during the span of her 9 year career there. Zaheera has been a Technical Advisor to Eventcorp since 2015.





OVERVIEW

1. Beyond the Buzz: What is Data & Analytics
2. How can they help you improve your Fair?
3. What to ask?
4. How to ask it?
5. How to share it, and with who?
6. Emerging Platforms: See Your Data in 3D
7. Dashboard Demo
8. Questions

DATA & ANALYTICS:

TWO NEW(ISH)
BUZZ WORDS
YOU NEED TO KNOW



According to Technopedia,

*“Data analytics refers to **qualitative** and **quantitative techniques** and processes used to **enhance productivity** and **business gain**. Data is extracted and categorized to identify and analyze behavioral data and patterns, and techniques vary according to organizational requirements.”*

Today businesses, sports teams, leagues, event producers-including Fairs, all collect more and more info than ever before. They rely on analytics tools to help wade through the data they collect, and deliver strategic insights to help grow their businesses.

Data sources usually fall into **two categories**:



TRANSACTIONAL



SENTIMENTAL

DATA & ANALYTICS:

UNDERSTAND YOUR CUSTOMER



*For the purposes of today's workshop we will be focusing on collecting and analyzing **sentimental data**.*

Understanding how your customers feel about various attractions, the interactions with front line customer service staff, who they are attending with, factors that influence their attendance, and sponsor awareness, are vital to keeping your customers happy, ensuring they will continue to support your event.

By understanding the **demographic** of your customer you can also be tactical in finding new customers.



WHAT TO ASK?

KEY INSIGHTS



The order of what you ask, how many questions you ask can have a big impact on the success of your research study.

Eventcorp has developed an algorithm that can suggest the optimal survey duration time based on the type of event. For fairs we recommend the survey be between **2.5 and 3 minutes**. Depending upon the types of questions (ratings vs. open ended), that supports **20-30 questions**.

By using branch logic, you can setup a survey to ask certain questions to certain people – **i.e. visitors, vendors, or even age specific topics**.

In some cases if the **sample size is large enough** you can deploy **randomization**.



WHAT TO ASK?

KEY INSIGHTS



***Industry Insight:** A Major Golf Championship asks over 175 questions, touching on a wide range of areas.*

These areas include: broadcast enjoyment, member services, sponsor awareness, golf participation insights, to specific enjoyment/experience ratings from a wide range of premium hospitality areas.

By **randomizing** parts of the questionnaire, they are able to collect a **sufficient enough sample size** for each question to still achieve +/- 5% margin of error.



KEY TAKE AWAYS

*The order you ask questions matters, group them by **topic** or by **type of rating**.*

*To keep your audience engaged, ask **relevant questions**.*

*Be cognizant of the **engagement time**, try not to frustrate respondent by asking too many questions.*

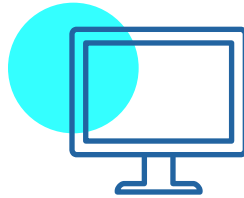
***Randomization can be a powerful tool** to collect a more data – but only if you have consistent completions.*

NOT ALL DATA IS CREATED EQUAL:

QUALITY & QUANTITY



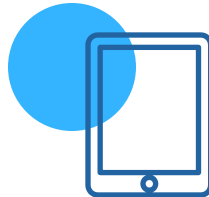
Fairs have a **wide range of tools and platforms** to collect data, to better understand their attendees. Some of the **most common ones include:**



- Online surveys
(deployed through email to ticket buyers,
or posted on social media platforms)



- Focus Groups
- Interpersonal or Intercept Surveys



- App or Beacon Based Surveys
- Passive Kiosks

INDUSTRY CASE STUDY

PROFESSIONAL HOCKEY TEAM



BACKGROUND:

A Pro Hockey Team, invested heavily in new concessions and food/beverage options to improve the fan experience. The Team and League subscribes to an online survey platform, and despite the investments, they saw very little increase in F&B ratings.

ISSUES UNCOVERED:

Survey was sent 24-48 hours post event/game. It was possible that external factors (i.e. media coverage, team performance, and other post event interactions) may have negatively influenced or biased ratings. Survey link was only sent to a sample of ticket buyers, not guests, those who purchased on re-sale sites or other sources, excluding a large portion of the team's actual attendees.

SOLUTION:

Point of experience surveys were deployed through unmanned kiosks. The fan ratings for F&B were measurably higher. The team was able to compare ratings for long time season ticketholders, walk up ticket buyers, as well as premium hospitality buyers. Verbatim inputs also allowed for fans to request items not served in the stadium.

KEY TAKE AWAYS

Capturing data at the **point of experience**, or as close to when the attendee experiences your event, **minimizes biases**.

Not all data is created equal. Make sure the data is not compromised. Test your methodology and expand your sample wherever possible.

To achieve 95% confidence, **minimum of 400 responses** required.

SHARING DATA:

WHAT TO SHARE
HOW TO SHARE &
WITH WHO



When creating a survey or collecting data, try to **cast a broad net**, so that you uncover **strategic insights** that can help benefit various business functions of your Fair or Fairgrounds.

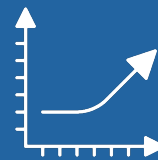
Demographics, ratings, and attendance motivators can often be used by different departments within your organization.

MAPPING OUT YOUR FAIR ATTENDEE CAN HELP:

- Share with existing or new partners – who have a similar customer profile or want to reach new customers that fit your profile
- Determine where to spend your advertising dollars, seek out platforms that can help you reach new attendees and not over-index to existing groups
- Profiles can help determine what type of programming or entertainment may resonate with key constituents within your attendee profile



INDUSTRY CASE STUDY



FAIR RATINGS SHARED TO IMPROVE CUSTOMER SERVICE

BACKGROUND:

A large Fair noticed that their front line customer service levels consistently dropped off after the first two weeks of their Fair. The earlier days consistently rated significantly higher, across the board (ride attendants, parking, ticket takers etc.). This resulted in a correlating reduction in guest enjoyment ratings.

ISSUES UNCOVERED:

- Front line customer service staff morale seemed to drop after first two weeks of Fair, staff didn't realize the impact on attendee experience, or were not motivated to keep service levels high for duration of Fair.

SOLUTION:

- Fair Executives worked to develop a topline report that showed daily customer service ratings for all major service areas. They shared these with front line managers within 3 hours of the fair closing each night, and created incentives for managers from each area. Front line managers engaged front line staff and referenced the prior days' rating during morning staff meetings. This engagement created a friendly competition within service groups to achieve the highest rating and resulted in an increase in measured ratings across all service levels. When compared year over year, by sharing the report and ratings, the Fair was able to see a 30+% increase in customer service ratings for the middle and latter weeks of the Fair.

INDUSTRY CASE STUDY



RUSSELL WILSON & ENDORSEMENT MANAGEMENT

BACKGROUND:

- Alaska Airlines and Delta Airlines are competing for business in the rapidly expanding Seattle/Tacoma market. Alaska Airlines the incumbent has marketing partnerships with the University of Washington, Seattle Mariners and Seattle QB Russell Wilson. Delta has marketing partnerships with the Seattle Seahawks and Seattle Sounders.

ISSUES UNCOVERED:

- How could Russell Wilson and his team try to measure the impact of his partnership with Alaska Airlines among Seahawks fans?

SOLUTION:

- The Russell Wilson Passing Academy hosts youth football camps across the Pacific Northwest. The camps are often attended by over 1,000 kids and hundreds of parents, relatives and spectators. The organizers of RWPA committed to deploying a passive kiosk point of experience survey for their camps in Seattle, Vancouver, and Anchorage. The multi-year research study concluded that 90% of respondents felt that Alaska Airlines was the official airline of the Seattle Seahawks. Of those who attended a minimum of four Seahawks home games (and thereby being exposed to the Delta Airlines in-stadium branding), the number was still 82%. This helped arm Russell Wilson's marketing team with some valuable data on the success of their partnership reaching Seattle football fans.

CAMP RATINGS (RATED OUT OF 5)



OVERALL VALUE
FOR REGISTRATION

4.26



QUALITY OF
COACHING

4.33



OVERALL
ENJOYMENT

4.61

ATTENDEE CHARACTERISTICS



89%

CONCERNED ABOUT
CONCUSSIONS IN
FOOTBALL



36%

HAVE ATTENDED AT LEAST ONE
HAWKS GAME IN THE PAST YEAR

SPONSORSHIP METRICS



91%

CONSIDER ALASKA AIRLINES TO BE
THE OFFICIAL AIRLINE OF
FOOTBALL IN SEATTLE



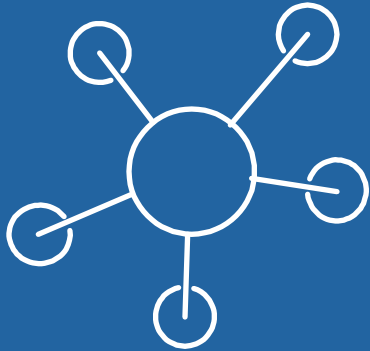
84%

WOULD CONSIDER BUYING A
WILSON FOOTBALL BECAUSE IT IS
THE OFFICIAL BALL OF THE NFL



NEW PLATFORMS:

SEE YOUR DATA IN 3D



DASHBOARD CASE STUDY

QUESTIONS?

DOWNLOAD THE PRESENTATION

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