

SPORT FOR GOOD CONSULTING

**CREATING BETTER
PARTICIPANT EXPERIENCES
IN COMMUNITY SPORT**

**THANKS TO THE BRILLIANT, KATY RITCHIE, FOR HER
THOUGHTS ON THIS TOPIC**

FIRST QUESTION - THINK HOW YOU CAN ADD VALUE TO THE EXISTING

*It doesn't always have to be
something new.*

Understand the situation first.

THE LITTLE THINGS MATTER

*These either make, or
break, the experience.*

CUSTOMER INSIGHTS ARE KEY

*Know who your audience
are.*

*Understand what's going on
in their lives.*

OVER-MANAGE THE FIRST EXPERIENCE

*Make that first touch point
amazing.*

New member welcomer.

THINK ABOUT HOW YOU BUILD CONNECTIONS

*Facilitate and create
opportunities for
meaningful connection.*

Magic moments.

BIG BANG FINISHES

*Make the last experience
something they will talk about.*

*Referrals and word of mouth is
still the strongest marketing
tool.*

GET PEOPLE ON BOARD

Sell the dream and get buy-in.

The right person to deliver the experience – the coach or activator is crucial.

WHAT TO AVOID?

The reality not matching the marketing campaign.

The wrong person delivering the experience.

WHAT DOES THE FUTURE HOLD?

*How do we make your sport
more attractive to those that
aren't naturally 'sporty'?*

HOW DO YOU MAKE THEM FEEL?

*Overcome their initial
nervousness.*

*Feel welcome. Know their
name. Immediate introduction.*

DIGITALLY ENABLED

*Enable and enhance the
physical experience, rather
than replace it.*

ACCESSIBILITY

Holistic offer to meet wide range of needs.

Make it easy – one click to find.

Go to communities you don't traditionally go to.

SHARE BEST PRACTICE

*Clubs listen to other clubs.
It's relatable.*

*Facilitate the sharing of
ideas and experiences.*

WINDOW OF OPPORTUNITY

Kids start to rationalise their sports participation around 9-10 years.

Grab their imagination by then.

GO DISNEY!

Best in class experiences – magic moments.

Find your 'Tigger' – to enthuse people about your sport.

Personalise, continuous engagement, big finishes.

TRAIN YOUR STAFF

Understand the experience they should be creating.

Make them feel part of something.

Practical examples of how to overcome challenges.

TOP 3 TIPS FOR CLUBS

Audience immersion.

Digitally enable your offer.

Think Disney.