

CONNECTED VENUE MEMBERSHIP

**INCLUDES INDIVIDUAL SUBSCRIPTIONS FOR UP TO
12 VENUE STAFF MEMBERS**

\$499 (\$41.56 per member)

Annual Investment

Recommend at least one representative (venue employee, third-party partner, vendor, etc.) from the following areas:

- Chief Executive/General Manager
- Event Operations
- Food and Beverage
- Guest Services
- Information Technology
- Marketing and Sponsorship
- Membership Services
- Parking and Transportation
- Premium Services (Suites & Clubs)
- Public Safety
- Revenue Generation
- Safety, Security, and Medical
- Ticketing
- Sustainability

General Benefits

- **Networking and Access**
 - Connect with key professionals in your **Community of Practice**.
 - **Communities of Practice:** Executive Officer/General Manager, Food and Beverage, Event Operations, Guest Services, Information Technology, Marketing and Sponsorships, Membership Services, Parking and Transportation, Premium Services (Suites & Clubs), Revenue Generation, Safety and Security, Ticketing and Sustainability
- **Industry News and Information**
 - Be the first to receive the latest industry news and information through our **IIFXtra** newsletter.
 - Access to IIFX publications

- **Town Hall Sessions**
 - Participate in virtual town hall events on topics of interest and current challenges.
 - Enjoy an IIFX members-only VIP session with panelists.
- Use of IIFX logo on your venue website and publications.
- Your venue listed in IIFX Programs and on the IIFX website.

Unique Connected Venue Membership Benefits

- **Sustainability**
 - **One-hour session** with a **GOAL Advisor** to identify and develop roadmap related your sustainability journey on fan engagement and other critical pathways at your venue.
 - Direct access to **Kristen Fulmer, IIFX Distinguished Fellow**, a sustainability expert with Oakview Group who specializes in sports and entertainment facilities and organizations.
- **Risk Management – Tier 1 – Bronze Level Benefit from Control Risks, a global risk consultancy.**
 - **One-hour risk presentation for your organization** from Control Risks on global and US-centric trends within the sports & entertainment industry
 - **One-hour virtual, interactive workplace violence training session for your organization**, led by Control Risks Crisis & Security Consulting team.
 - Access to the **2022 public health and risk assessment tool developed by Argonne National Laboratory** that enables your venue operations and risk management teams to continuously assess and improve current safety and security postures at your venue.
- **Fan Engagement Trends –** Stay abreast of current and emerging fan engagement and experience trends with quarterly updates from the **Kantar Group**.
- **Fan Journey Event Audit with Riptide Partners, a provider of customer experience feedback and business intelligence.**

- **One Fan Experience Feedback survey (single event)/year**
 - Survey with 20-40 key questions
 - Capture Key "moments of truth" metrics along the customer journey
 - Journey drivers
 - Prompted and unprompted text boxes to capture rich verbatim feedback that can be analyzed via a Text Analytics engine
- **Access to customer feedback**
 - Driver reports and analysis
 - Reports measuring satisfaction by segment (suites, sections, etc. where data is available)
 - Reports measuring satisfaction by ticket type
 - Correlation and Regression
 - Text analytics
- **Benchmarking**
 - Comparison of metrics across IIFX audits
 - Journey comparison across industry
- **Data exports**
 - Responses snapshot
 - Detractor reports for "Closing the loop" with guests
 - Health Metrics - open rate, completion rate, time to complete, abandonment, etc.