

# 20 years in the fan's shoes

Fan Experience & Attendance Growth





- 'Inconvenience Stores: One Year in UK Customer Service' (2005)
- 'Retail of the Unexpected' (2008)
- Former lead assessor for UK Service Excellence Awards
- The Fan Experience Company (2005 - )
- FC Barcelona Innovation Hub 'Certificate in Fan Engagement' Course (2021)





**EFL**

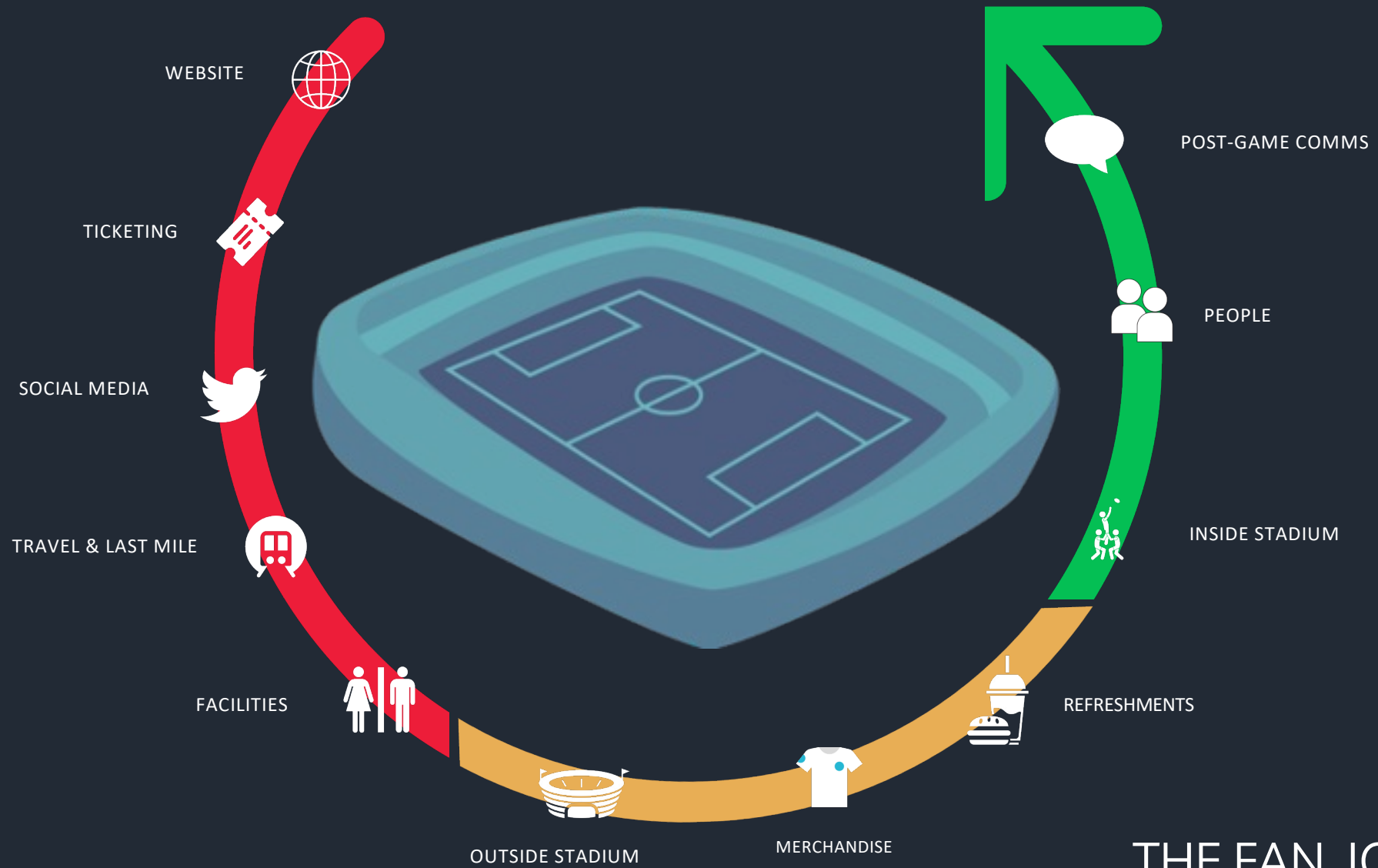
# JUNIOR SEASON TICKET SALES 2004-2023



04/05

06/07

22/23







**DETRACTORS**

**PASSIVE**

**PROMOTERS**

TALK NEGATIVELY  
STAY AWAY  
SPEND LESS  
COMPLAIN

TALK POSITIVELY  
ATTEND MORE GAMES  
SPEND MORE  
RECOMMEND TO OTHERS



TICKETS



HOSPITALITY



SCHEDULE



EVENT



FAN ZONE



GETTING HERE



SEARCH



BACK

# First-timer's guide to the Grand Prix™

21/03/23

Making your first visit to Albert Park to see F1® in the flesh for the first time? Here's how to get the best out of your Grand Prix™ experience.

If you're like [Oscar Piastri](#) – making your home F1® debut this year at the FORMULA 1 ROLEX AUSTRALIAN GRAND PRIX 2023 – keep this guide handy. Because there's so much to experience at Albert Park that it's hard to know what to see and do first. We're here to help ...

A bit like any F1® race, attending a Grand Prix™ is all about the preparation beforehand, what you do when you're at the circuit, and





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# SARACENS MEN V NORTHAMPTON SAINTS - SEMI-FINAL

Sat 13 May 2023, 15:30 • StoneX Stadium

[Event Information](#)

Delivery, payment and/or admin fees may apply to your order ⓘ

Don't want to use the map? [Find seats for Me](#)

Qty

Price ⓘ (in £)

Select Seat Attribute(s)

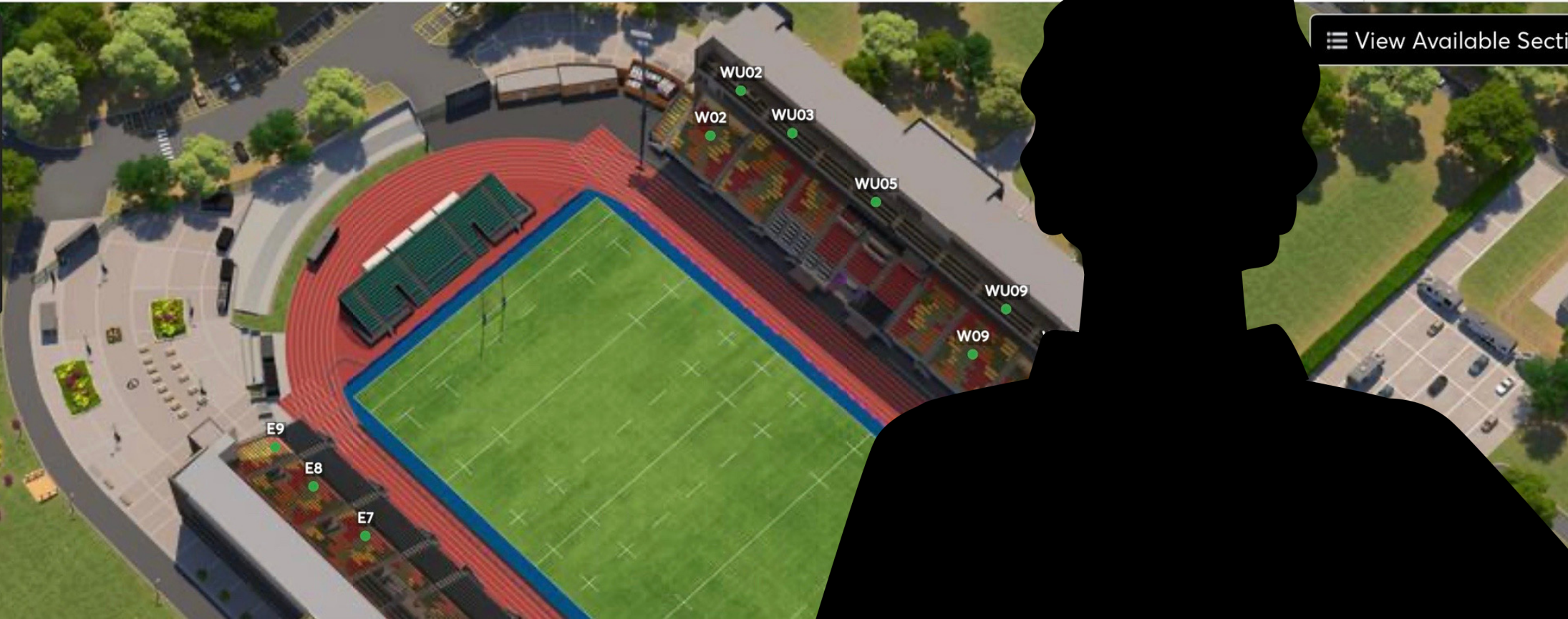


[Set Filters](#)

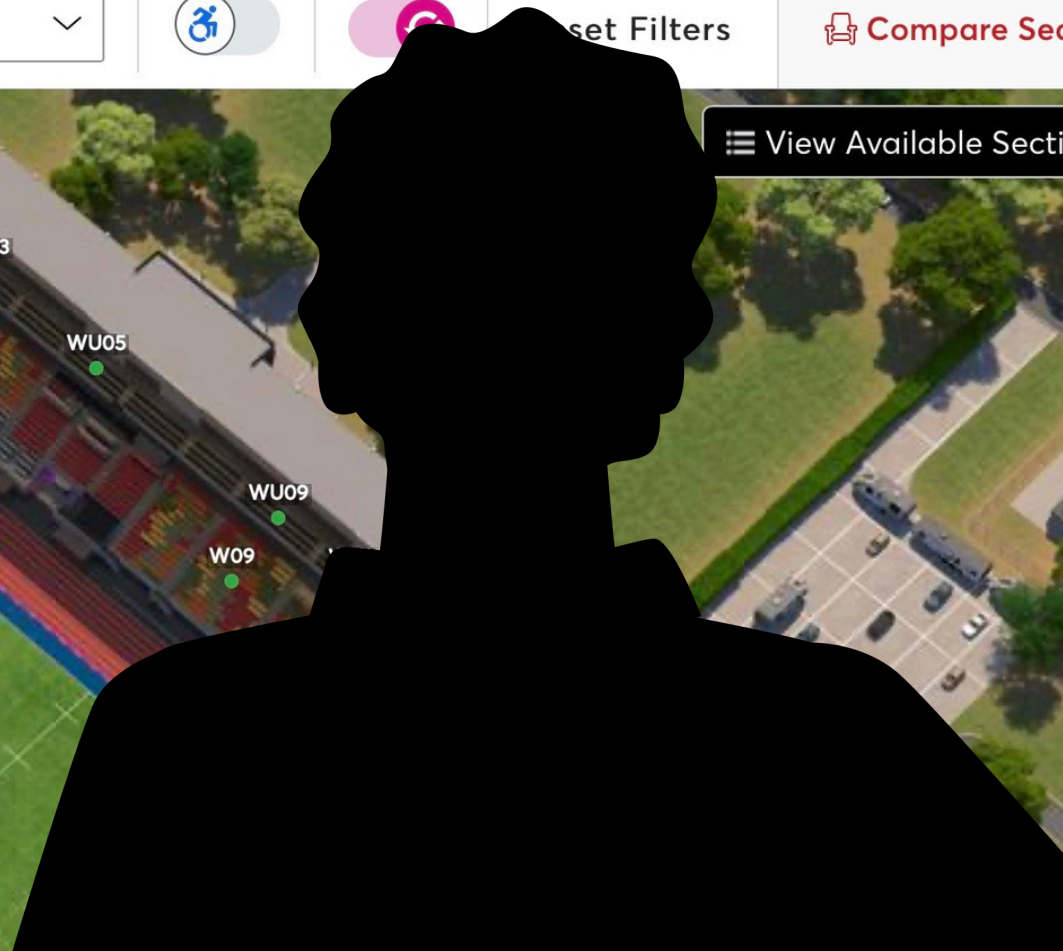
[Compare Seats](#)

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**NorthEast**



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# SoFi Stadium PARKING ZONES



GREEN ZONE (Lots A, B)	BROWN ZONE (Lots C, D)	ORANGE ZONE (Lots E, F, G, H)	PINK ZONE (Lots I, J, P, Q)	PURPLE ZONE (Lots K, L, M, N)
YELLOW ZONE (Lots 1E, 1W, 1SW, 2SW)	PLATINUM ZONE (Lots 1E, 1W, 1SW, 2SW)	RETAIL ZONE (Lots 1, 2, 3, 4, 5)	PS-1	PS-2
RIDESHARE/TAXI (Drop Off/Pick Up)	STADIUM ENTRIES			



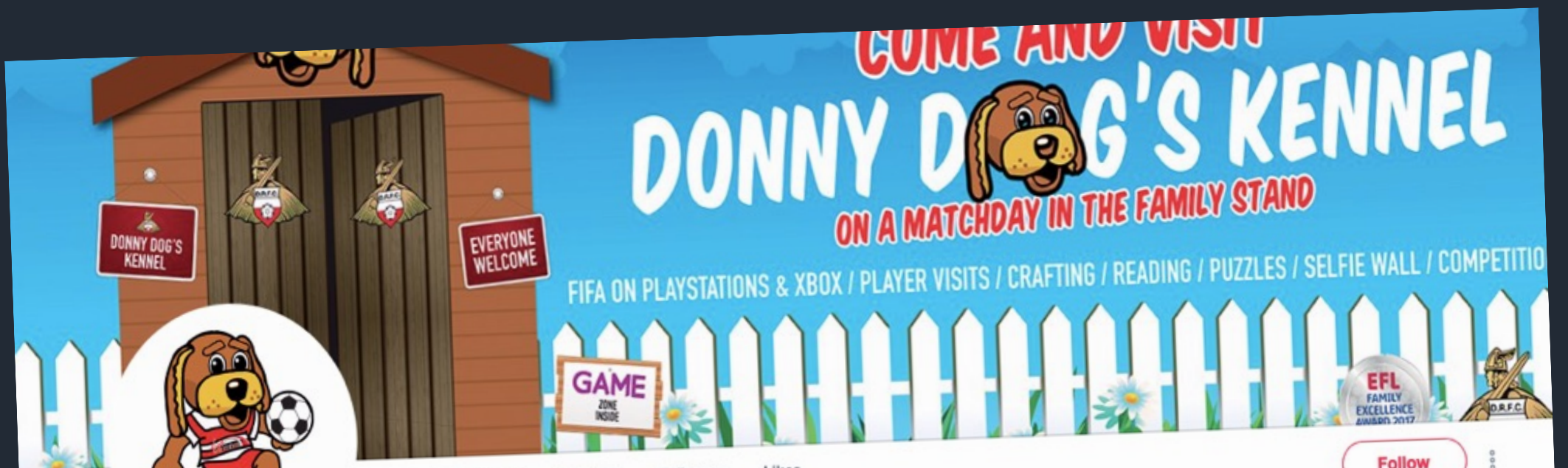
AS Roma English 

@ASRomaEN

Happy Independence Day to Tacha, DJ Spinall, Roma Pidgin Admin, Sade, our partners the NFF & Super Eagles, Sadiq Umar, Chinedu from Enugu, Burna Boy, Nura Abdullahi, Super Falcons, Jide from Lagos, Davido, Ebuka, Frank Donga, Mark Otorbor, Wizkid, Okocha, Kanu & Aminu from Kano

**HAPPY  
INDEPENDENCE DAY**





Tweets **822**   Following 59   Followers 644   Likes 217

Follow

**Donny Dog**

@Donny\_Dog\_DRFC

Official mascot of @drfc\_official, I live in Donny Dog's Kennel in the @clubdfoundation Family Stand. Come along on and join me on matchday. #DDTV coming soon!

Tweets   **Tweets & replies**   Media

Donny Dog Retweeted

**Jack Vickery** @Jackvickery\_ · 23h

A huge thank you to @coachtonymee for this squad signed @drfc\_official shirt. I'm auctioning it off for the @as9foundation. Please reply with a bid or DM me. Auction ends Friday 8PM. All RT's appreciated 🙌 #DRFC

myself and my brother Tom are going to run

**Trends for you** · Change

- #MondayBlogs
- #MondayMotivation  
Lincoln City FC is Tweeting about this
- #WorldBeeDay  
14.1K Tweets
- #GameOfThonesFinale



Station  
Narva

21-23 СЕНТЯБРЯ, ФЕСТИВАЛЬ МУЗЫКИ И ГОРОДСКОЙ КУЛЬТУРЫ  
СОХРАНИ И ПРЕДЪЯВИ ЭТОТ БИЛЕТ И  
ПОЛУЧИ СКИДКУ НА БИЛЕТ ФЕСТИВАЛЯ



Station  
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21-23 СЕНТЯБРЯ, ФЕСТИВАЛЬ МУЗЫКИ И ГОРОДСКОЙ КУЛЬТУРЫ  
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**NARVA TRANS V TARTU TAMMEKA**  
TEISIPÄEV / ВТОРНИК  
**18.09.18 20:30**

JÄRGMINE PL MÄNG NARVAS / СЛЕДУЮЩИЙ МАТЧ ПРЕМИУМ ЛИГИ В НАРВЕ:  
28.09.2018 19:30 JK NARVA TRANS V FC KURESSAARE  
NARVA KALEV-FAMA STAADION



**#KÕIKMÄNGU**

PREMIUM LIIGA. 28. VOOR

СКАНИРУЙ QR КОД И ЧИТАЙ  
НОВОСТИ КЛУБА NARVA TRANS:  
SCAN AND READ CLUB NEWS:



**NARVA TRANS V TARTU TAMMEKA**  
TEISIPÄEV / ВТОРНИК  
**18.09.18 20:30**

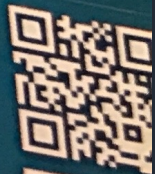
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**#KÕIKMÄNGU**

PREMIUM LIIGA. 28. VOOR

СКАНИРУЙ QR КОД И ЧИТАЙ  
НОВОСТИ КЛУБА NARVA TRANS:  
SCAN AND READ CLUB NEWS:



#JK  
#KÕIKMÄNGU NARVA





REC

VELKOMMEN TIL BRØNDBY IF

# FANZONE



BILLETTER



3POINT.DK

































DJ WARMING UP THE CROWD IN THE FAMILY  
STAND | FCK V FCM 25.11.18



# 20 years in the fan's shoes

Fan Experience & Attendance Growth

- Every fan is different
- 'You only get one first game'
- Two-way
- Improvement
- Magic moments
- Values & Identity





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