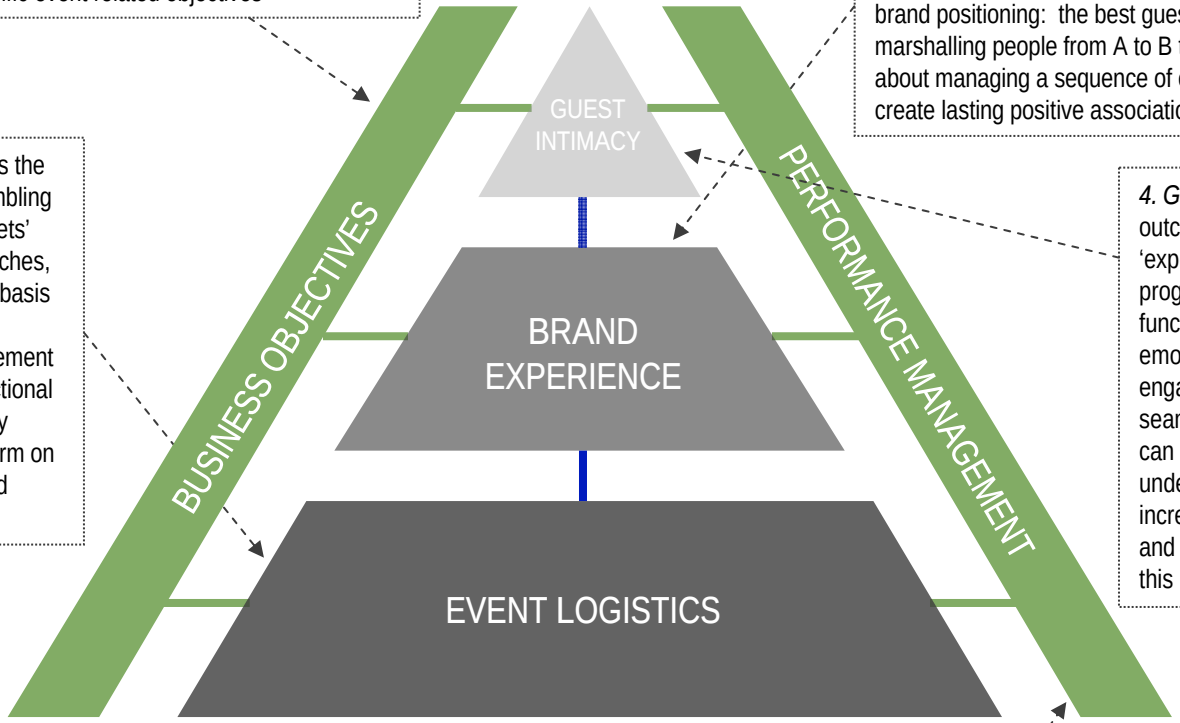
Sportsworld hospitality delivery model

1. Business objectives need to be understood and incorporated throughout the hospitality programme. Objectives might range from broad corporate goals to specific event related objectives

2. Event logistics encompass the operational activities of assembling and assigning hospitality 'assets' (e.g. tickets, hotel rooms, coaches, merchandise) which form the basis of all programmes. Contract negotiation, inventory management and client delivery are all functional pre-requisites in the hospitality sector and serve as the platform on which to build a distinctive and engaging brand experience



3. Brand experience lies at the heart of Sportsworld's hospitality delivery. Distinctive service levels and imaginative guest experiences within a hospitality context can reinforce brand positioning: the best guest experiences are less about marshalling people from A to B to watch an event, and more about managing a sequence of emotional engagements that create lasting positive associations

4. Guest intimacy is the natural outcome of an integrated 'experience-based' hospitality programme which combines the functional (logistics) with the emotional (brand). Creative brand engagement, underpinned by the seamless delivery of event logistics, can leave a 'legacy' of deeper understanding of brand values, increased sales conversion rates and customer lifetime value. We call this 'guest intimacy'

5. Performance management is the process by which success metrics are defined, customer data is collected and analysed, and management reports are created. The combined output is a set of qualitative and quantitative measures which support an assessment of overall ROI

+44 (0)1235 555844
sales@sportsworld.co.uk

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