

## 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.