

New Economy New Rules: How Sports Teams Fill Seats And Engage Fans

DATE

March 6, 2015

Digital marketing changed the game for sports teams. With a variety of audience platforms offering fans deeply personal connections and analytics tracking their every move, sports marketers have been at the forefront of trends in social media, content marketing, big data and more for years. It's not just about getting "butts in seats" as the saying goes, but about generating revenue streams by giving passionate fans and sponsors new ways to connect with one another and their favorite teams and players.

Join us on Friday, March 6, for a fun look behind the scenes at the technology that helps drive engagement, ticket sales and more at your favorite local sports franchises.

Speakers:

- Tom Dunmore of Indy Eleven
- Rob Laycock of Indiana Pacers
- Dan Plumlee of Indianapolis Colts

When: March 6

Time: 8 - 8:30 a.m. (Eastern) Registration | 8:30 - 9:30 a.m. Presentation

Where: Barnes & Thornburg | 5th Floor Auditorium | 11 S. Meridian Street, Indianapolis

Other Barnes & Thornburg offices in Atlanta, Chicago, Grand Rapids, Minneapolis, and Washington DC.

Also cooperating facilities in Evansville, Kokomo, Merrillville, and Scottsburg.

Registration: btrsvp@btlaw.com

If you register and become unable to attend, please email jodie.daugherty@btlaw.com.

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