

Chicago Fire Fan Experience Learning Plan

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1. Objective: Learn the aspects that make up the Fan Experience department

Means: Enhancing the atmosphere around the stadium to give the fans the best possible chance of having a memorable experience at a Fire game.

- Knowledgeable of complaints/concerns of fans and identify trends throughout season.
- Making sure game day staff is fully equipped with improvements/changes regarding upcoming game.
- Communicating with Fan Services/Vendors to cover all possible angles that fan's experience and making sure we are improving.

Evaluation- Amount of complaints decrease game-to-game and asking fans during games how their experience has been with the Fire.

2. Objective: Form relationships with vendors and enhance their knowledge of our team

Means: Forming questions to ask employees during game days to inform so they can carry out any questions asked by fans and form working relationships with the employees.

- Compiling information and tidbits for newsletter to each of our vendors
- Forming questions for each vendor group based on information they should know
- Introducing myself and making a connection to remember them in future
- Tracking trends and improvement of data collected from employees.

Evaluation- Run Fans Really Matter Committee (FRMC), a meeting prior to game on game day with 2 regular workers from each vendor to make them feel important and recognize them for good work.

3. Objective: Learn what it takes to make it into the Ticket Sales field

Means: Gaining experience in how the Major League team runs their Inside Sales department.

- Listen to Season Ticket Services handle phone calls and exchange STH tickets.
- Shadow the manager of Inside Sales and receive a lecture of what prospective Inside Sales members receive upon being accepted to program.
- Learn intricacies of Arctics, the computer program used to hold database of everyone fans and season ticket holders.

Evaluation- Be able to recite the 6 keys to Inside Sales and have a basic understanding of Arctics