



CREATING WORLD-CLASS FAN EXPERIENCES SINCE 2005

OUR SERVICES | 2024/25

fanexperienceco.com



“I have worked with the Fan Experience Company for many years to improve the experiences and thinking around the fan journey and the added value required. The team understands the fan and they offer a wonderful, committed service in understanding the gap between what the club believes is a good experience and more importantly, what the fan wants. They will help you to keep them coming back for more.”

NOEL MOONEY, CHIEF EXECUTIVE, FAW

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“Our experience of working with Mark, Darren and the team is that they are genuine experts in Fan Engagement. This was so important for us, because they were able to help us in our quest to make Eredivisie clubs' stadiums more family friendly. We are confident that, as a result of the Fan Experience Company's help, we will continue to attract, engage and retain more fans across the country. On a personal note, it's a pleasure to work with the Fan Experience Company team as they are so enthusiastic, willing to help and a motivating presence among our clubs.”

AUKJE GEUBBELS, EREDIVISIE

INTRODUCTION

For 20 years, the Fan Experience Company has inspired innovation in sports fan experience, created a revolution in the quality of provision and helped clubs and leagues to set new attendance records - all the while demonstrating the commercial value of putting fans first. Our EFL programme is now approaching its third decade while our support for women's football began when the WSL first appeared in 2011.

Our work has led to millions of extra fans, especially the youngest ones, going to games. It has led to unparalleled improvements in the experience that fans enjoy in the build-up to, during, and after games.

But we are not simply an agency to call upon when the fan experience needs fixing. We take the holistic approach.

Our fan experience assessment services highlight opportunities for improvement and create the catalyst for action. Our research and consultation services help you to hear the fan and to use that voice to inform and to shape your work. Our leadership facilitation skills challenge flaws in current thinking and inspire innovative action and our people development skills will free up your people and unleash their talent too.

And right now, in the aftermath of the failed European Super League plans and at a time when fan engagement is being debated in parliaments, we've never been more in demand.

This newly-updated brochure explains exactly how we can help you. Read on and let's unleash the power of fan engagement.

SPECIAL INTRODUCTORY OFFER

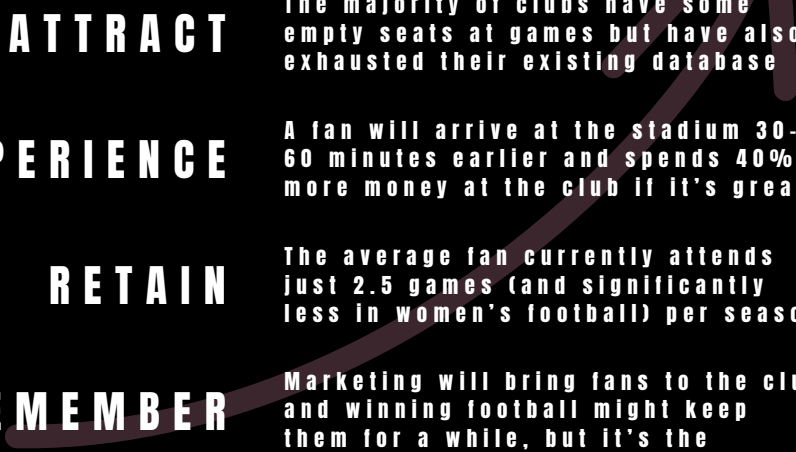
A MATCHDAY ASSESSMENT, DETAILED REPORT, RECOMMENDATIONS AND ONSITE PRESENTATION **£2,500**

CONTACT US TO ARRANGE YOUR ASSESSMENT TODAY



THE BUSINESS CASE

Any club should want to create the best possible experience for its fans, but it's the right thing to do commercially as well. A better experience will bring in a new audience, encourage them to arrive earlier and come to more games in future.



ATTRACT	The majority of clubs have some empty seats at games but have also exhausted their existing database
EXPERIENCE	A fan will arrive at the stadium 30-60 minutes earlier and spends 40% more money at the club if it's great
RETAIN	The average fan currently attends just 2.5 games (and significantly less in women's football) per season
REMEMBER	Marketing will bring fans to the club and winning football might keep them for a while, but it's the experience that will bring them back

CASE STUDY

Don't just take our word. One club we worked with saw significant increases in attendances, even though results did not improve when the match day experience did. The majority of those fans arrived much earlier too, so their spend was likely to be above average. Either way, the numbers speak for themselves.

11% ATTENDANCE INCREASE = 12,260 MORE TICKETS SOLD = £263,000 ADDITIONAL REVENUE PER SEASON

*based on a real-life case study in League Two in 2022 with no improvement in results or league position (using average League Two attendances, ticket price and spend of £2.50 per fan per game)



We work in men's and women's football (including the top leagues in England and Spain) throughout Europe, and occasionally even further afield. Here's just a few of the projects we're involved in....



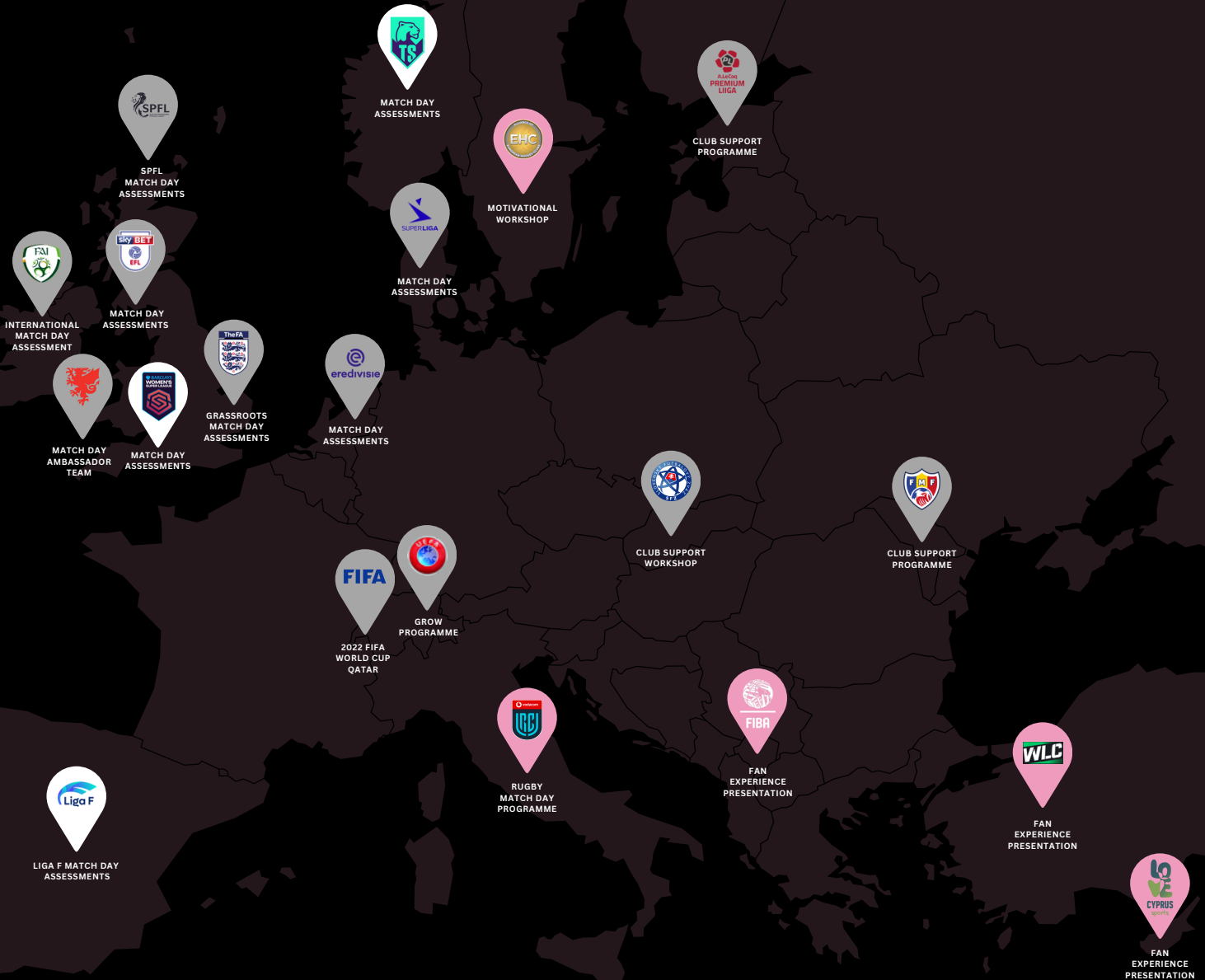
MEN'S FOOTBALL



WOMEN'S FOOTBALL



OTHER



30+
COUNTRIES

80+
PROJECTS

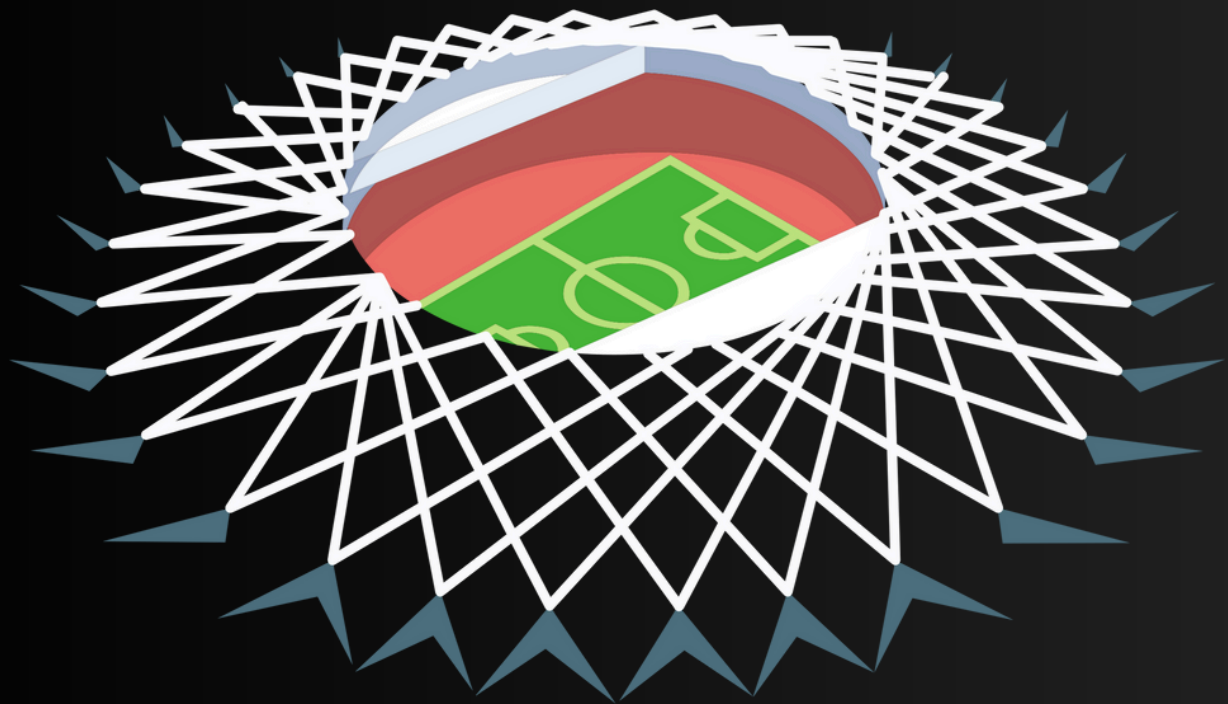
4,000+
ASSESSMENTS



“We have been working with The Fan Experience Company to identify areas within our match days and fan engagement that we can improve in order to attract a bigger and more diverse audience to games at Grace Road. We’ve already seen some significant results, and I believe their approach is the key to fully understanding what a fan really experiences on the day, and how it impacts on the likelihood of them coming back, which is - of course - what we all want, and need, them to do.”

SEAN JARVIS, CEO, LEICESTERSHIRE COUNTY CRICKET CLUB

WHAT WE DO



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YOUR
EXPERIENCE
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YOUR
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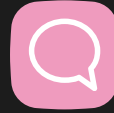
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ASSESSING YOUR EXPERIENCE



What's it like to be a fan at your club?

Our 'fan experience stories' – qualitative snapshots of the entire fan journey – provide a unique perspective on what it's like to be a fan, and a new one in particular.

Our assessments provide detailed feedback on every single touch point: digital and physical. From searching for game day information to responding to a post-match survey from the host organisation, and everything that happens in between, we help our partners to see the value of the 'customer' perspective and to enjoy the insights and inspiration that it brings.

Drawing on our extensive best practice knowledge, we provide detailed improvement recommendations and benchmarking data (including league tables where applicable). Our partners can see how they perform against 'the best' overall and at every touch point too.

Most of all, we get results. In the three seasons before we launched the EFL's Family Excellence scheme, junior season ticket sales (key to future growth) were flat. 10 seasons later, they had grown by 45% and attendances continue to grow, even after the pandemic.



Match day experience assessments - from £1,995 **see special offer on page 5**



Ask us for more details or to see a case study



Call us to find out more or email mark@fanexperienceco.com



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“The Fan Experience Company is helping URC and its clubs to elevate the live match day experience through a programme of research and analysis. We have already seen an attitudinal change in our Clubs that has resulted in some real tangible improvements in the stadium fan experience. Their expertise in this area is second to none, while their manner and work ethic has been a real hit with our stakeholders.”

TOM LISTER, CHIEF MARKETING OFFICER, UNITED RUGBY CHAMPIONSHIP



Since 2005 we have carried out more than 4,000 matchday experience assessments, giving hundreds of clubs valuable insights into what it's like to be a fan, and telling the story from the fans' perspective - a viewpoint that is rarely seen from within the club.



DEVELOPING YOUR STRATEGY



You can only get somewhere if you know where you're going.

Clubs, leagues and federations thrive when engagement is part of their culture and when it becomes the way they do things.

We can show leaders how to establish and maintain a culture of fan engagement.

We can also guide you through the creation of a vision, the development of a plan and the step-by-step implementation of an excellent (and if possible) world class fan experience.

By drawing on our extensive knowledge of fan experience best practice, we can help you to review and to improve performance at every step of the journey.

Thanks to our close support with the delivery of their match day experience, one of our clients increased average attendance by over 11% in just 12 months, and this is typical of the outcomes we see.

What can we do for you?



Fan engagement and experience consultancy - from £995 per day



Ask us for more details or to see a case study



Call us to find out more or email mark@fanexperienceco.com



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“The EFL has had a long and productive relationship with the Fan Experience Company. As specialists in the area of fan engagement, for over a decade, their insight and expertise has been invaluable in helping Clubs to innovate and strategise, providing them with a range of tools to help drive value, advocacy and attendance growth.”

ANDY POMFRET, HEAD OF SUPPORTER EXPERIENCE, EFL



Our award-winning assessment programme is what we're known for, but as well as improving the Fan Journey, we also work strategically with clubs: helping them to realise the benefits of having an emotionally engaged community. For the many clubs embarking on a Fan Engagement plan right now, we are the ideal partner.



INSPIRING YOUR PEOPLE



The quickest way to lift the whole fan experience is through your people.

Outstanding fan experiences make fans feel super-valued and super-valued fans behave in uniquely positive ways.

They will arrive earlier to games and stay on site later afterwards. They will spend more on retail and refreshments on match days. They will subscribe to every fan offer and be amongst the first to wear the latest replica kit. They will attend more games and, because of their status as walking ambassadors for the club, they'll spread the word and encourage more of their friends and family to come to games.

However, in order to generate these world class levels of personal value, the club's game day representatives must go beyond the basics (e.g. friendly, welcoming and informative) and become a uniquely memorable part of the match day experience itself – just like at places like Disney.

There is a fan experience education gap. The sports world is full of talented marketing, comms and digital engagement practitioners, but it lacks fan experience specialism. As creators of the world's first physical Certificate of Fan Engagement for FC Barcelona's famed Innovation Hub, we are here to address that.

We will work with your teams to engage, educate and inspire them. What's more, we'll fit around your busy schedules to be there when you need us.



People development workshops - from £2,495



Ask us for more details or to see a case study



Call us to find out more or email mark@fanexperienceco.com



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“The Fan Experience Company have been working with Leeds Rhinos for the last 10 years and have assisted in executing some really strong, fan experience initiatives that have proved fruitful and supportive for the club in decision-making and seeing things through the ‘supporters eyes’. With the knowledge and experience they have from the various sports clubs and governing bodies they work with - both nationally and internationally - it helps to draw upon that information and execute plans knowing what worked and what didn’t, which for smaller sports clubs and associations can be invaluable to make quick changes without having to ‘try and test’ methods before implementation. One of the biggest initiatives for us was bringing in all match day staff into one place ahead of the season, to bring them into achieving the club vision and ensuring fan experience was the forefront amongst all customer facing teams not just club staff. I would strongly recommend Mark and the team - you want to go that extra mile for your customers which is exactly what they do.”

SIAN JONES, HEAD OF CUSTOMER SERVICES, LEEDS RHINOS



Recognition is so important and that means for fans as well as staff. We have developed projects that have rewarded staff for doing a great job, and also helped clubs to see the importance of recognising (and thanking) fans for the support they give to the team.



ENGAGING WITH YOUR FANS



It's good to talk, but sometimes an independent voice is needed.

Gone are the days when sports clubs took fans for granted. Globally, we're now entering a new era where transparency and dialogue and improvement co-creation are at the heart of the sports clubs' success.

Clubs, leagues and federations need experienced partners to help engage, lead, design and deliver fan engagement plans and The Fan Experience Company team can fulfil that key role for you: the experienced objective facilitator.

From hosting an evening with 200+ fans to running intimate fan experience focus groups, we have the knowledge and experience to help your fan relationships to thrive.



Fan Engagement & Consultation - from £1,195



Ask us for more details or to see a case study



Call us to find out more or email mark@fanexperienceco.com



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“Here at OHL we are determined to look after and honour our existing supporters; appeal for the return of lapsed ones and also to diversify and grow our fan base by creating experiences that will appeal to more and more of the city's residents. Darren and Mark of the Fan Experience Company were our preferred partners in the creation and development of a new family stand (with all of the 'touch point' excellence they excel in). We're awakening a love for the club in the very youngest and you can't put a price on that. I would unreservedly recommend them for any other club, league or association wanting to create a more sustainable future.”

PETER WILLEMS, CHIEF EXECUTIVE OFFICER, OH LEUVEN



Clubs know the benefit of having someone independent involved in their interaction with fans. It takes out the ‘them and us’ and makes sure the conversation moves quickly to finding solutions and giving the club the data and insights it needs to make improvements.



LISTENING TO YOUR FANS



The people who know best are usually the fans.

But how do we know what they are thinking? We do this in two ways. Our research enables us to understand what fans think, not just about their experiences, but their engagement with football and their club in general. This insight can help to inform decisions that can make all the difference when it comes to growing attendances and providing a great match day.

It's also important to understand the different types of fans: so our research can help you to know what drives families to attend games, and what puts them off, or what teenage fans want from their experience. And we don't forget core fans either. One size doesn't fit all, and the more data you have, the better equipped you'll be to address the needs to all your fans. For more specific feedback, surveying fans is key to improving their experiences and increasing engagement. Compared to just a few years ago, gathering supporter feedback is a fast-growing part of the post-match process but it has a long way to go.

There is no shortage of affordable or free survey tools these days but, at club level, there is often limited experience of survey design and data analysis, meaning that response rates may be low and actionable insights hard to extract, while sharing the findings and closing the 'feedback loop' is often overlooked.

The Fan Experience Company has a trusted track record of guiding you through the process: from survey design to data analysis and informed actions.



Fan experience surveys - from £4,495



Ask us for more details or to see a case study



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“Middlesbrough Football Club met Mark Bradley and The Fan Experience Company over 10 years ago and were incredibly inspired by his enthusiasm and ideas for supporter engagement. Mark helped us set up our very successful Generation Red Family Zone, and we have expanded and introduced innovative ideas since meeting him. Like most people who work in the field of supporter engagement, he is available any time you want to speak to him -not just Monday-Friday from 9.00 am-5.00 pm - including matchdays! The Fan Experience Company’s enthusiasm for ensuring supporters have an amazing experience is contagious and has ensured supporter engagement is high on footballs agenda.”

YVONNE FERGUSON, HEAD OF SUPPORTER SERVICES, MIDDLESBOROUGH FC



The clever part is not to develop a survey but what to include in it. The quality of the questions asked will determine the quality of the data at the end. We have over 25 years’ experience creating research and feedback surveys that really work and produce the right data that can be used to drive significant improvements.



TELLING OUR STORY



We're 20 years old in 2025, so we've seen a fair bit of best practice.

But where are the other sources for reliable, insightful fan experience expertise? Many of the clubs we work with tell us that there is so little out there to support them and their people when it comes to fans.

So whether you need content, quotes or inspiration for your articles or if you need an assured and engaging sports conference facilitator or key note speaker, no one has the experience we have.

As well as experiences from completing almost 4,000 assessments around the world, we have 100s of blogs and articles under our belt and key notes delivered in Turkey, Toronto and Tallinn to name a few. We can educate, entertain, inform and also hopefully, inspire.

We've got a lot to share.



Event speaking / facilitation - price on application



Ask us for more details or to see a case study



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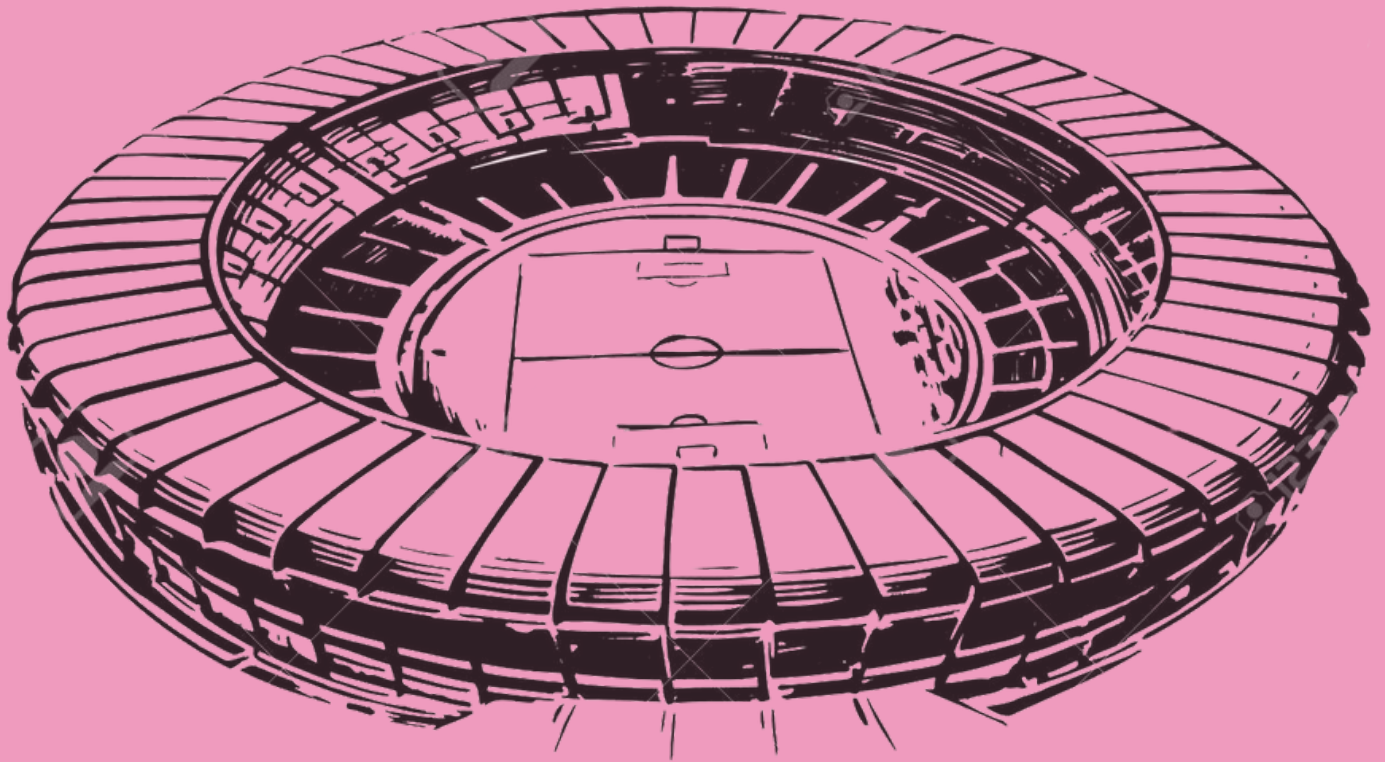
We've seen countless examples of best practice but remember: what works at one club won't automatically work at another. Even the very best ideas need to be refined to fit a club's culture and fanbase. Knowing what not to do is sometimes just as important.

“After the lockdowns showed football how important fans were, it now needs to focus on the fundamentals: engaging with fans, really listening to them and making sure the experiences that await them are worth every single pound they spend. This is the Fan Experience Company's strength. We have enjoyed their guidance and support for several seasons now and I believe there is no better partner to help you through these challenging times and beyond.”

NEIL DONCASTER, GROUP CHIEF EXECUTIVE, SPFL



THE MATCHDAY JOURNEY



Some changes take weeks, months or even years to implement but they can also be instantaneous. At the 2022 FIFA World Cup, some of the areas our match day assessments identified were fixed for the following day's matches. Real time change is so powerful when it comes to lifting the experience. Our 1-2-1 discussions after an assessment can give you the insights to start improving things right away.

ABOUT US

Founded in 2005, we know a thing or two about fan experience.

Our award-winning and long-running programme with the EFL has seen a great deal of innovation and improvement as clubs have strived to deliver an excellent experience that attracts more younger fans and their families to games, and then retains them - hopefully for life.

We measure - and tell the story of what it's like to be a fan - across the whole match day experience using our fan journey model (see opposite page). The continued success of this programme has led to similar ones in Denmark, Norway and The Netherlands, as well as in the UK where we supported the SPFL, FAW, National League and The FA (our work with grassroots clubs means that 40% of our assessments are at games with a crowd of less than 1,000 people).

Our work in women's football began in 2011 and our work continues in England and across Europe. We've helped to launch leagues and also help those more established competitions grow by innovating in fan experience and developing effective fan engagement strategies.

We work with UEFA on their Grow programme, helping associations and leagues to grow attendances through improved engagement and experiences at the clubs.

In 2018 and 2019, we supported a recognition project with the NFL at their London games that saw thousands of staff trained, recognised and rewarded for their outstanding fan engagement and delivery of the experience.

In 2020, we wrote the first ever Certificate in Fan Engagement for FC Barcelona's Innovation Hub, and supported clubs across Europe on projects designed to welcome fans back to stadiums after the Covid-19 restrictions were lifted.

As the programmes continued to expand, our reach did too, with work in rugby union and cricket, and a rapidly-increasing presence in women's football (with projects covering the top 4 tiers of the game in England).

On a global stage, in 2022, we were invited to the FIFA World Cup to assess eight of the group games there and report our findings, to improve experiences for fans at future tournaments, as well as leading to real-time changes that fans benefitted from in Qatar.



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