

# 5 STEPS TO WIN WITH SPORT THIS SUMMER

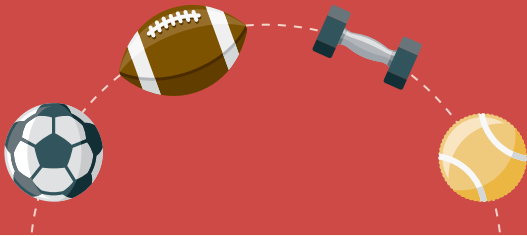
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the experience matters

## 1 Select what games or events to show

Have a think about what demographics make up your customer base.

*Are there any sports that dominate in your local area?*

Maybe pick an event that is happening on a day or time that might normally be quiet for your venue.



## 3 Create the Space

Decide whether the commentary audio will be on.

Organise event specific POS or decorate in team colours.

Consider table placement which allows for social distancing, easy table service, and a good view of the TV for everyone.



**67%** of sporting consumers cite atmosphere as the most important factor in enjoying live sports in the pub.

## 5 Stock up!

Make sure you have enough product to meet demand.

Reservations make forecasting easier but be prepared for an uptick in sales as 'revenge' spenders return to venue after a year in and out of lockdown.



## 2 Formulate a game plan

Social media at local sporting groups on Facebook is an effective way to get the word out that you will be showing a live game or event.

*Will you require bookings?* It might make planning table service and social distancing easier.

Take a look at government guidelines around showing live sport at your venue.



**70%** of consumers who visit venues for the purpose of watching sport get their information about new venues from social media.

## 4 Get the product mix right



Minimise the chance of overstock by offering a simpler menu in the 'sports bar' section of your venue, based on customer favourites.

Drive your customers to order valuable and easy to prepare serves with on table menus. With table service this becomes even more powerful!

Lagers make up

**44%**

of drinks consumed during sporting occasions, followed by ale, craft beer, and cider.