



„Passion & Respect”

Risto Rasku

Baltic Congress of Sport Marketing

Gdańsk, 19 September 2013

AGENDA

- **Sport Business School Finland**
- **How do we work**
- **Sport Business Intelligence**
- **Implementation of Sport Business Intelligence**
- **Conclusions**





Sport Business School Finland

SPORT BUSINESS SCHOOL FINLAND 1/2



JYVÄSKYLÄN AMMATTIKORKEAKOULU
JAMK UNIVERSITY OF APPLIED SCIENCES



HAAGA-HELIA
University of Applied Sciences

SPORT BUSINESS SCHOOL FINLAND 2/2

- Founded as a model 2008
- Officially established by HAAGA-HELIA University of Applied Sciences and JAMK University of Applied Sciences in Jyväskylä, 2011
- Master, Bachelor and Specialised Study Programmes in Finnish and in English
- Active Counterpart in several International Networks (EASM in Europe, USA, South Africa, China)
- Operates nationally and internationally in various Sport Events conducting Research and Development Projects (FIFA World Cup, UEFA Euro Cup, FIS World Cup, IIHF Ice Hockey World Championships, WRC Rally Championships, etc.)



SPORT BUSINESS SCHOOL INTERNATIONAL 1/2

- A collaboratory and a network of respected and distinguished academics from around the world sharing the passion and mutual respect
- Based on personal trust and strong belief in open-source communication
- Linking academic work to student work and the needs and interests of real Sport organizations and events
- A source of support and motivation to individual members (academics, staff & students) and an opportunity to institutions
- „the more you give, the more you get”



SPORT BUSINESS SCHOOL INTERNATIONAL 2/2



- Members of the executive team:
 - Douglas Michele Turco, Neumann University, USA
 - Kamilla Swart, CPUT, South Africa
 - Pedro Cavalho, UBI Portugal
 - Gerardo Bielons, Universidad Autónoma de Madrid, Spain
 - Berend Rubingh, University of Groeningen, The Netherlands
 - Holger Preuss, Johan Gutenberg University, Germany
 - Herbert Woratschek, University of Bayreuth, Germany
 - Simon Chadwick, John Beech, Coventry University, UK
 - Cem Tinaz, Okan University, Turkey
 - Kari Puronaho, HAAGA-HELIA University of Applied Sciences, Finland
 - Aila Ahonen, JAMK University of Applied Sciences, Finland
 - Vili Nurmi, HAAGA-HELIA University of Applied Sciences, Finland
 - Risto Rasku, JAMK University of Applied Sciences, Finland

INTERNATIONAL COLLABORATORY

Political Map of the World



SOME KEY FIGURES SINCE 2010 1/2

- Number of students involved
 - Finland: 250 (90 bachelor, 60 master, 100 specialized study)
 - Europe: 120 (35 bachelor, 65 master, 20 specialized study)
 - South Africa: (55 master)
 - USA: (35 master)
 - Turkey: (151 master)
- Number of experts involved
 - European: 15
 - North American: 3
 - South African: 3
 - Turkish: 3
 - South American: 2
 - Russian: 2
 - Chinese: 1



SOME KEY FIGURES SINCE 2010 2/2

- International research projects
 - FIFA World Cup 2010, Cape Town, South Africa
 - UEFA Euro Cup 2012, Gdańsk, Poland
 - FIS World Cup, Lahti Ski Games, 2011 & 2013, Finland
 - IIHF Ice Hockey World Championships 2011, 2012 & 2013 (Slovakia, Finland, Sweden)
 - WRC Rally Championships 2011, 2012 & 2013, Jyväskylä, Finland
- Number of respondents interviewed
 - International Sport Events; more than 12 000 interviews
 - National Sport Events in Finland, more than 10 000 interviews
 - Other research projects, more than 5 000 interviews

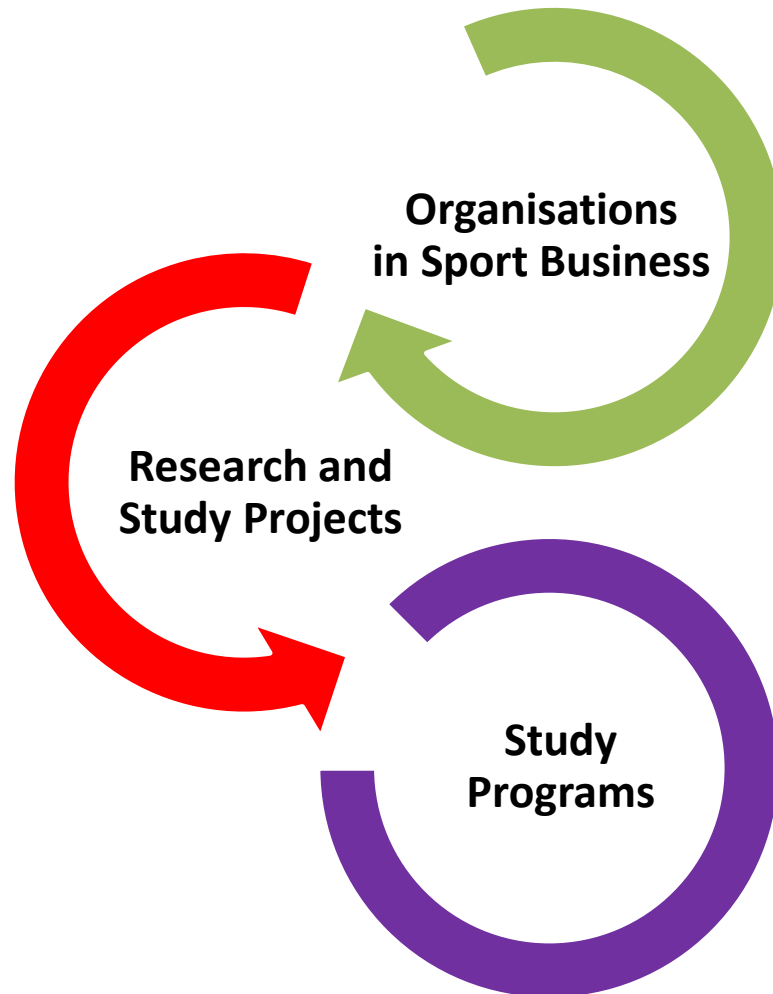




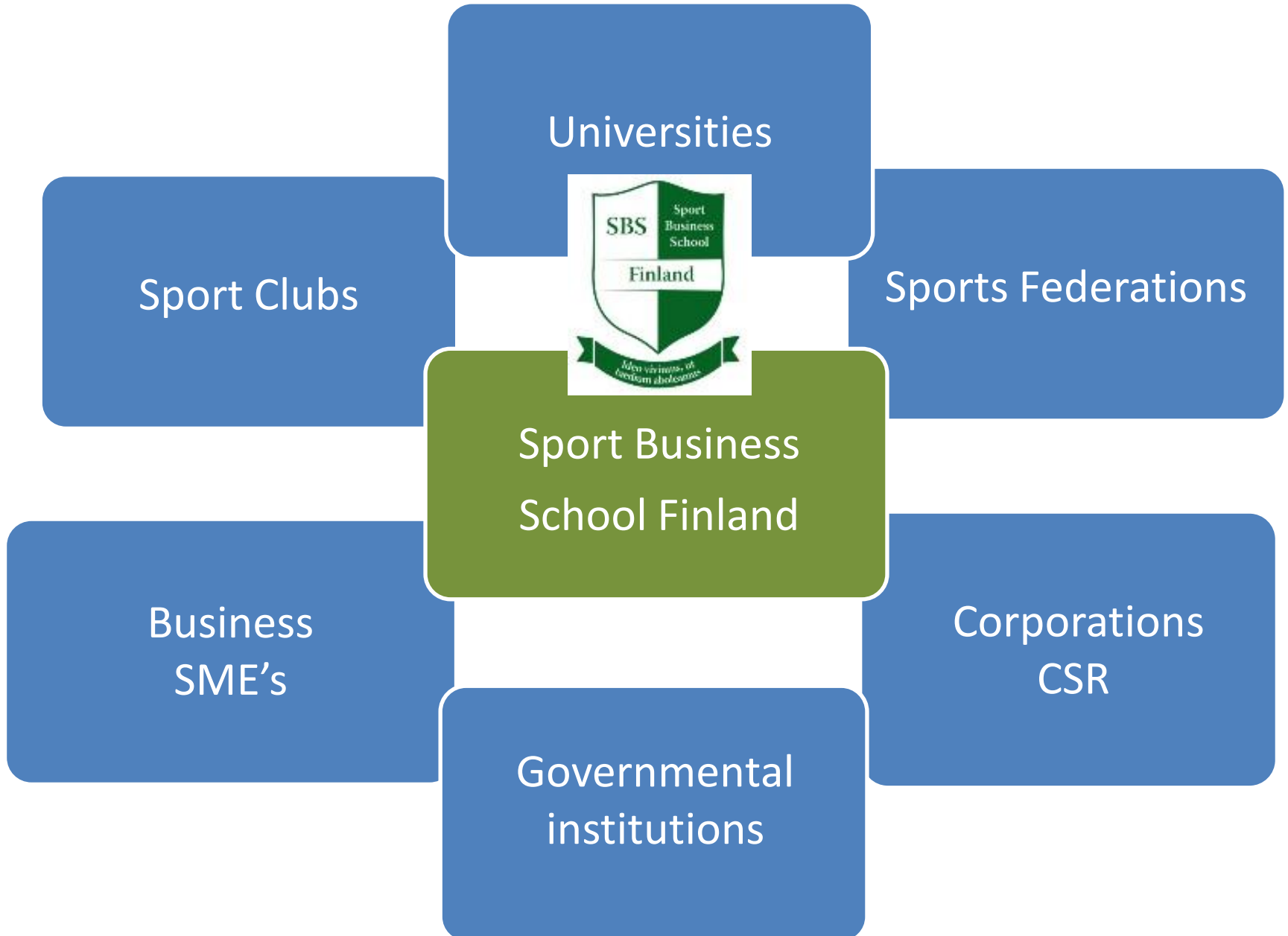
How do we work

How do we operate?

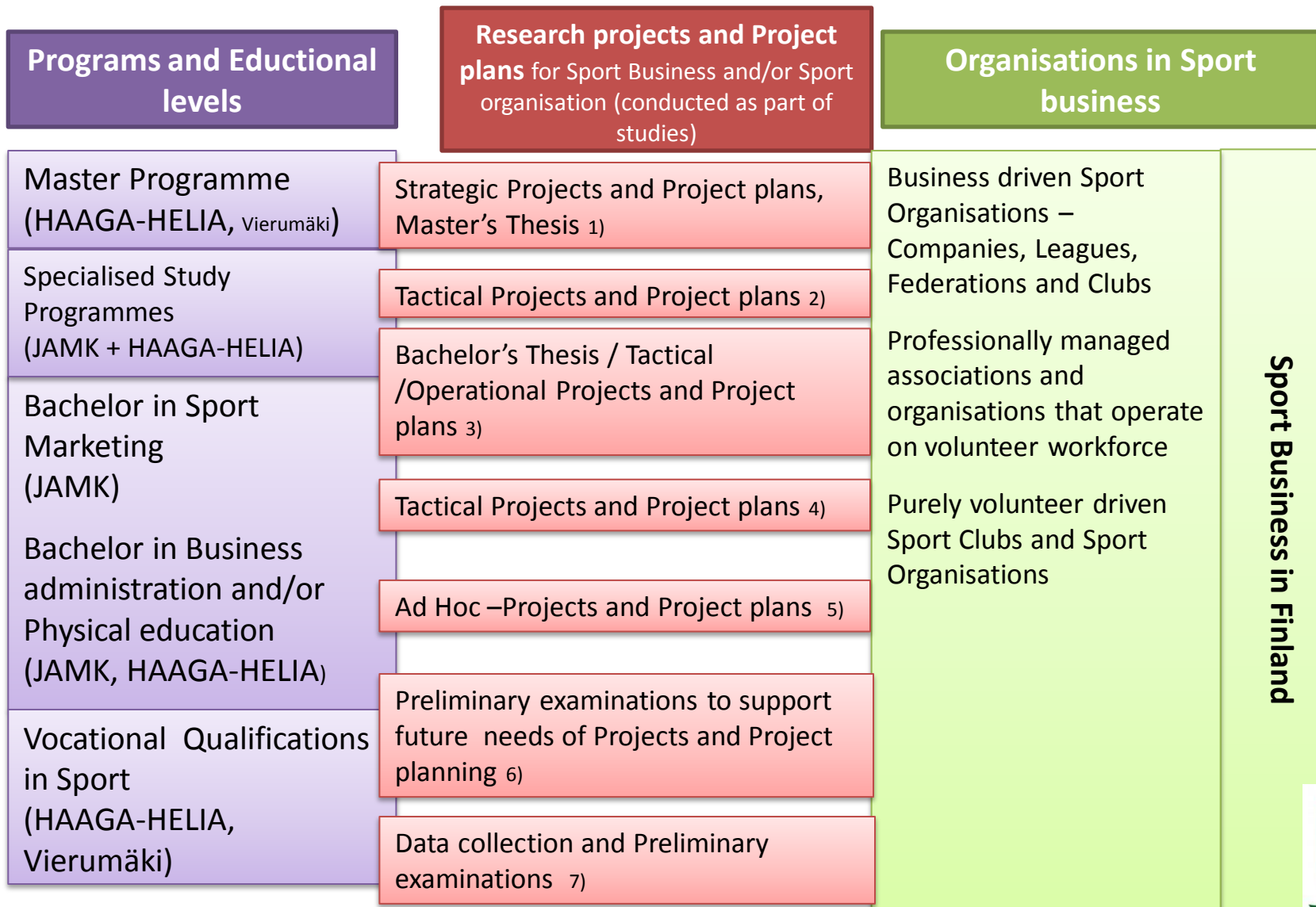
The Applied Model in practice



COOPERATION

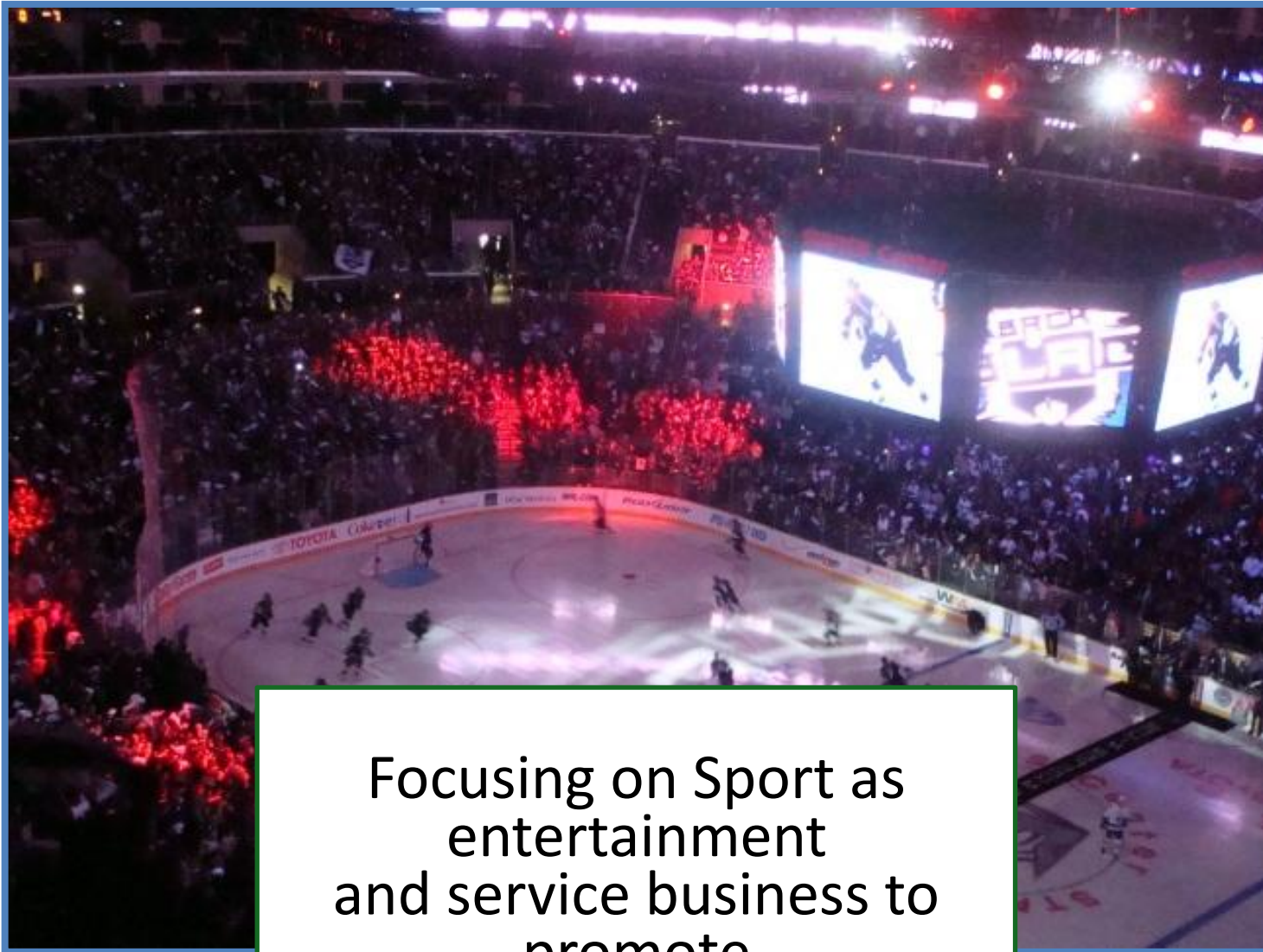


THE EDUCATIONAL STRUCTURE AND SPORT BUSINESS R & D & I



Consulting sport federations, teams and events, ie. **How to analyze and organize successful events and how to attract MORE AUDIENCE to stadiums**





Focusing on Sport as
entertainment
and service business to
promote
PROFESSIONALISM and
applicable business
solutions



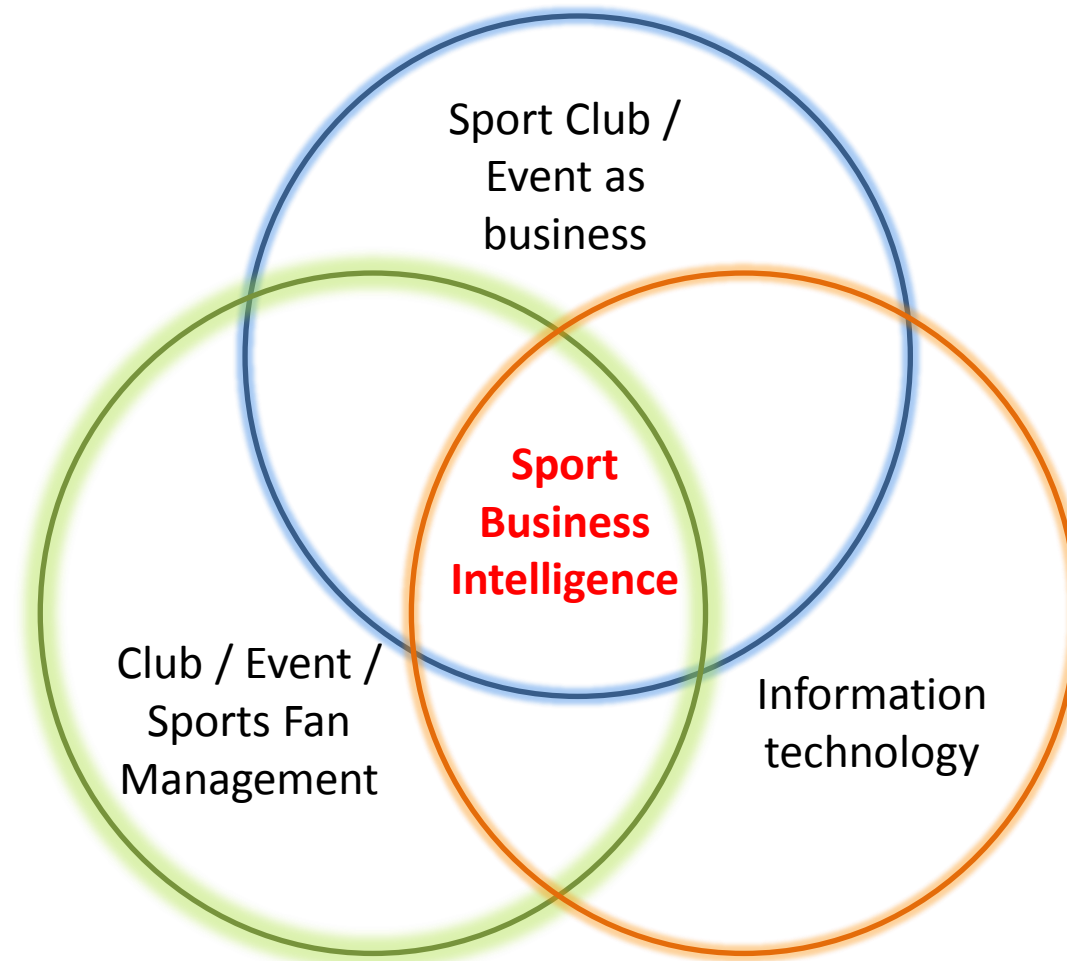
Sport Business Intelligence

BI - BUSINESS INTELLIGENCE:

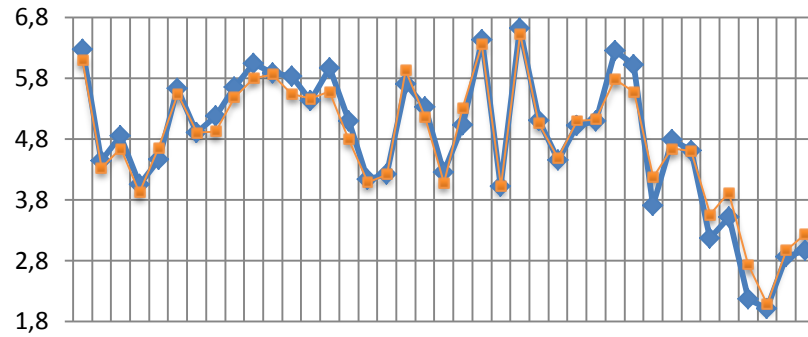


© 2013 Cougar Technology Group

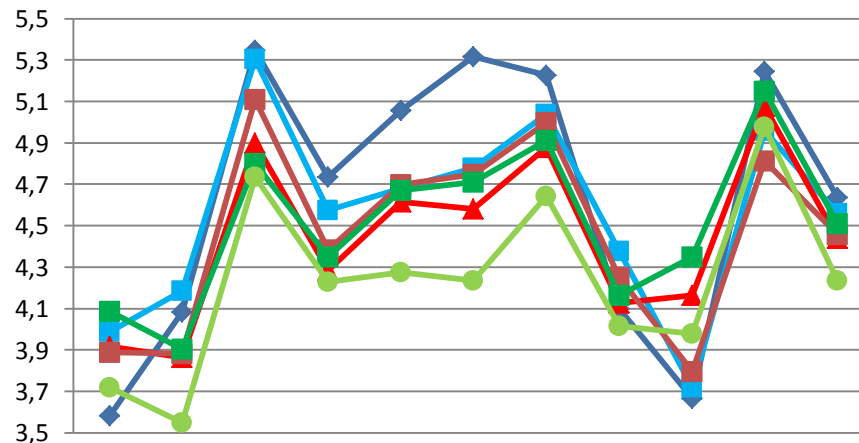
SBI – *SPORT BUSINESS INTELLIGENCE*:



SPORT BUSINESS INTELLIGENCE IN A NUTSHELL:

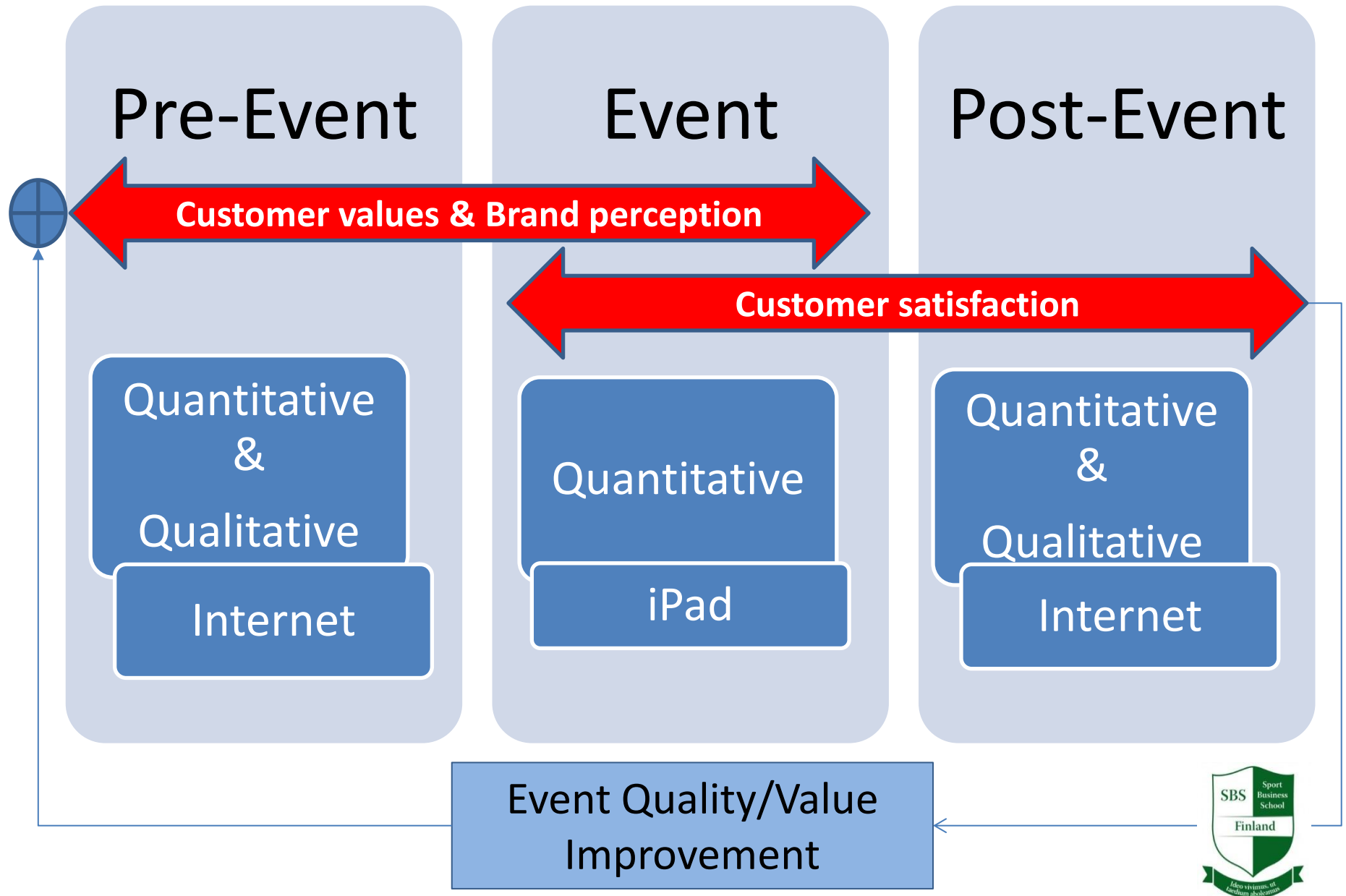


„Long-term development of sport events and organizations based on continuous modern data-collection and sophisticated analysis”



CORE PROCESS OF BUSINESS INTELLIGENCE

- Valid „challenge”
- Relevant questions
- Ethically and legally defined methods
- Rational data collection
- Modern analysis
- Applicable conclusions
- Continuity....





Implementation of Sport Business Intelligence

EXAMPLE:

International Sport Mega Events & Sport Fans + SBSF



**Sport Business
Intelligence:
Case
International
Sport Mega Events
& Sport Fans + SBS**

CORE PROCESS OF BUSINESS INTELLIGENCE 1/2

- Valid „challenge” – to understand the Sport Spectator better
- Relevant questions – what kind of a person is the Sport Fan and why does the fan come to spectate the event
- Ethically and legally defined methods – data collected according to legislation and academic standards



CORE PROCESS OF BUSINESS INTELLIGENCE 2/2

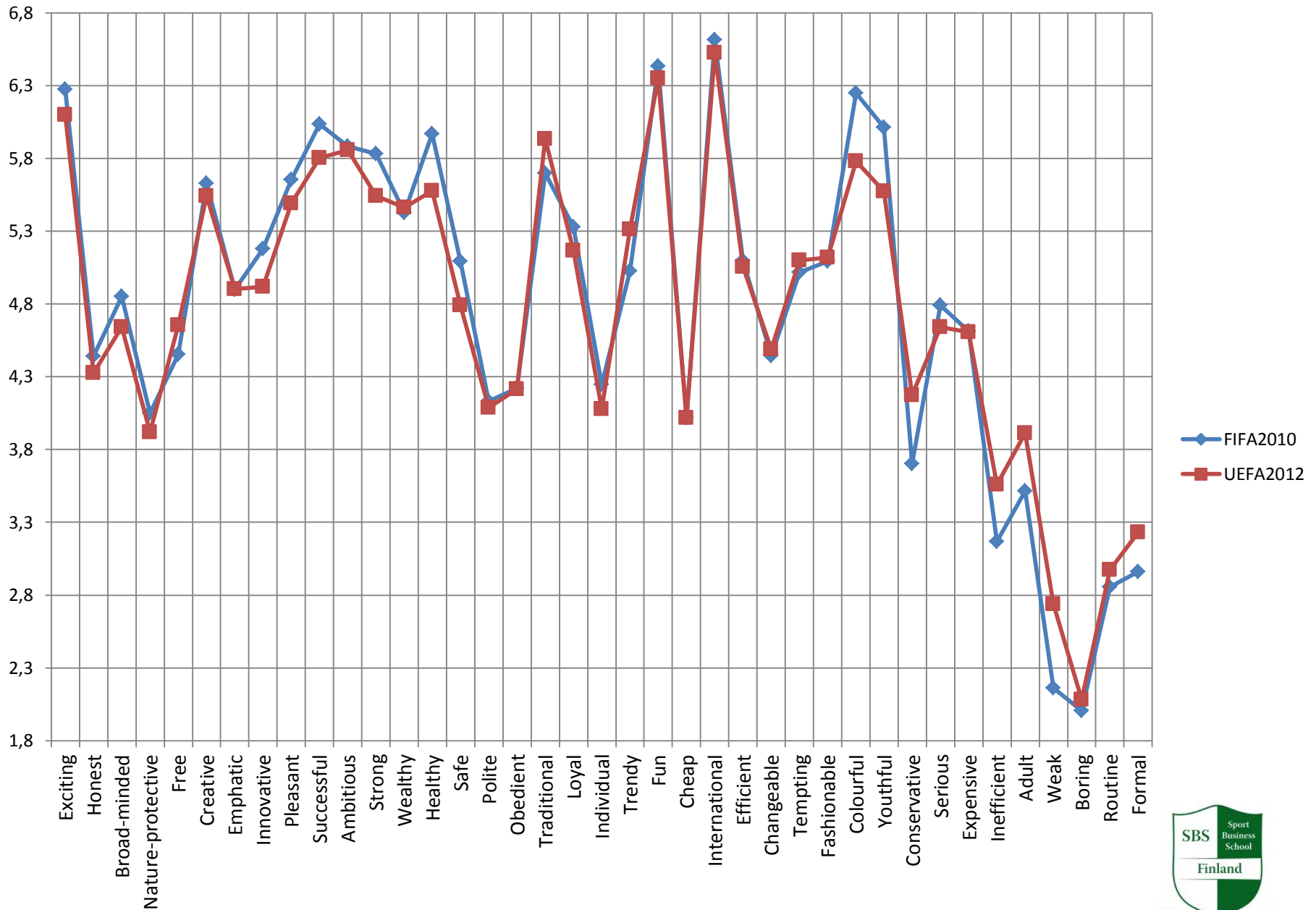
- Rational data collection – data collected during the event in official fan park areas
- Modern analysis – webropol technology enables all statistical analysis during the event
- Applicable conclusions – clear implications for Strategic Marketing and Event development
- Continuity – conducted since 2010

CORE IDEA AND STATEMENT

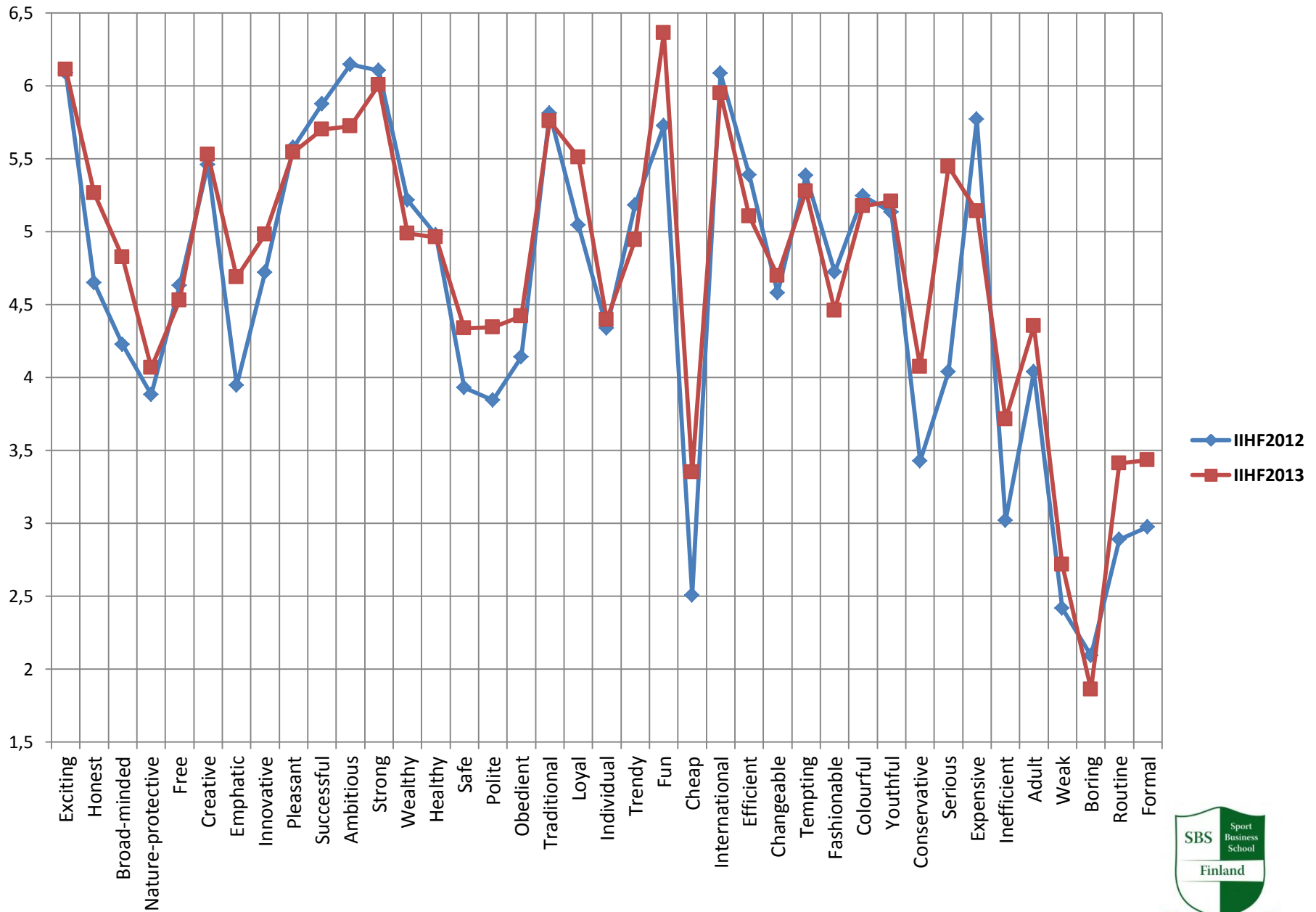


- + To know the *perceived* **Brand Image** of the event/sport in the mind of the Sport Fan and
 - + To combine this to the **personal value structure** of a Sport Fan and
 - + To know **the motives** of these Fans to attend the event
-
- = Is to be able to **improve the quality** of the event/sport accordingly and
 - = To be able to **offer this knowledge** to the sponsors/partners to improve their marketing activities

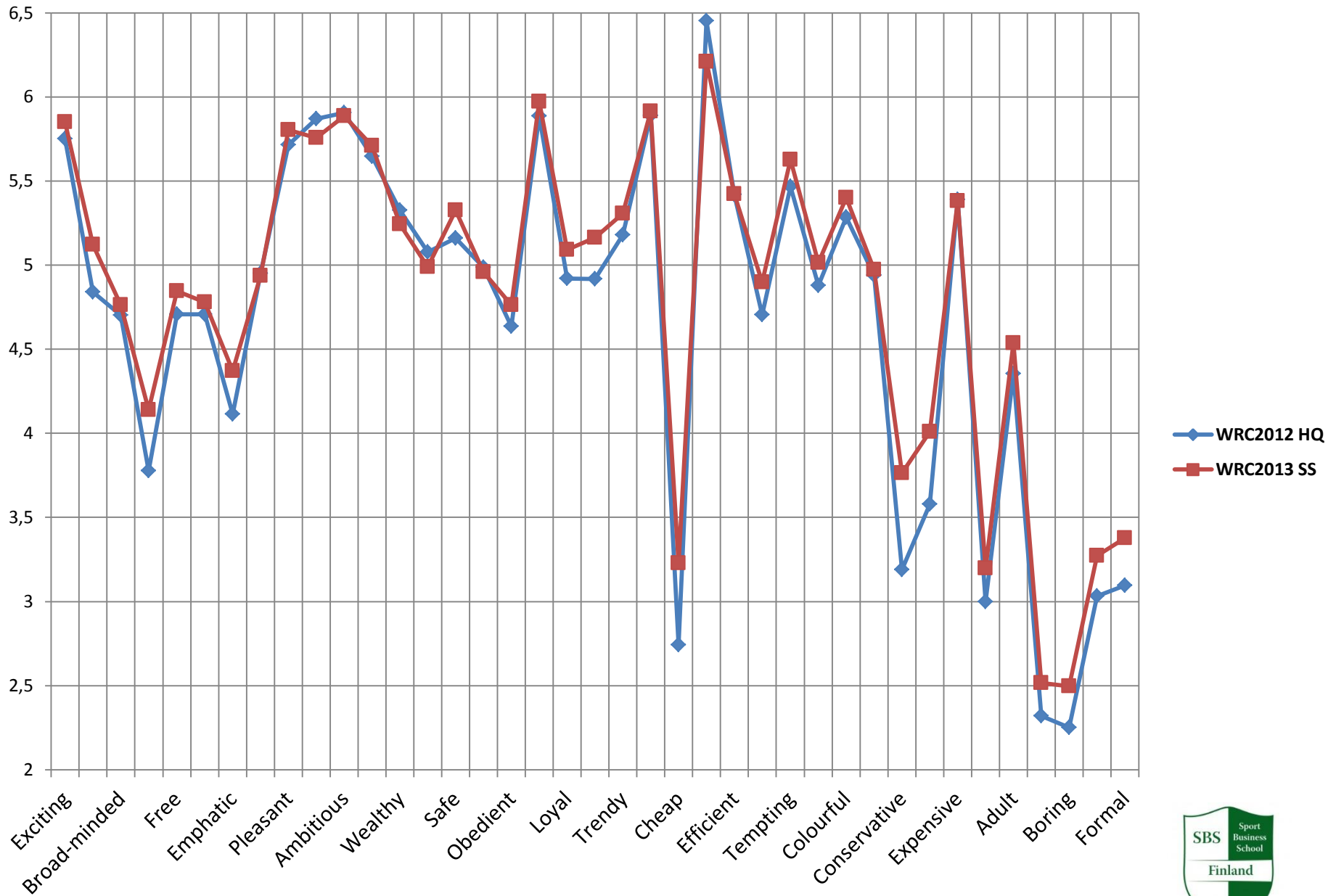
FOOTBALL BRAND IMAGE



ICE HOCKEY BRAND IMAGE

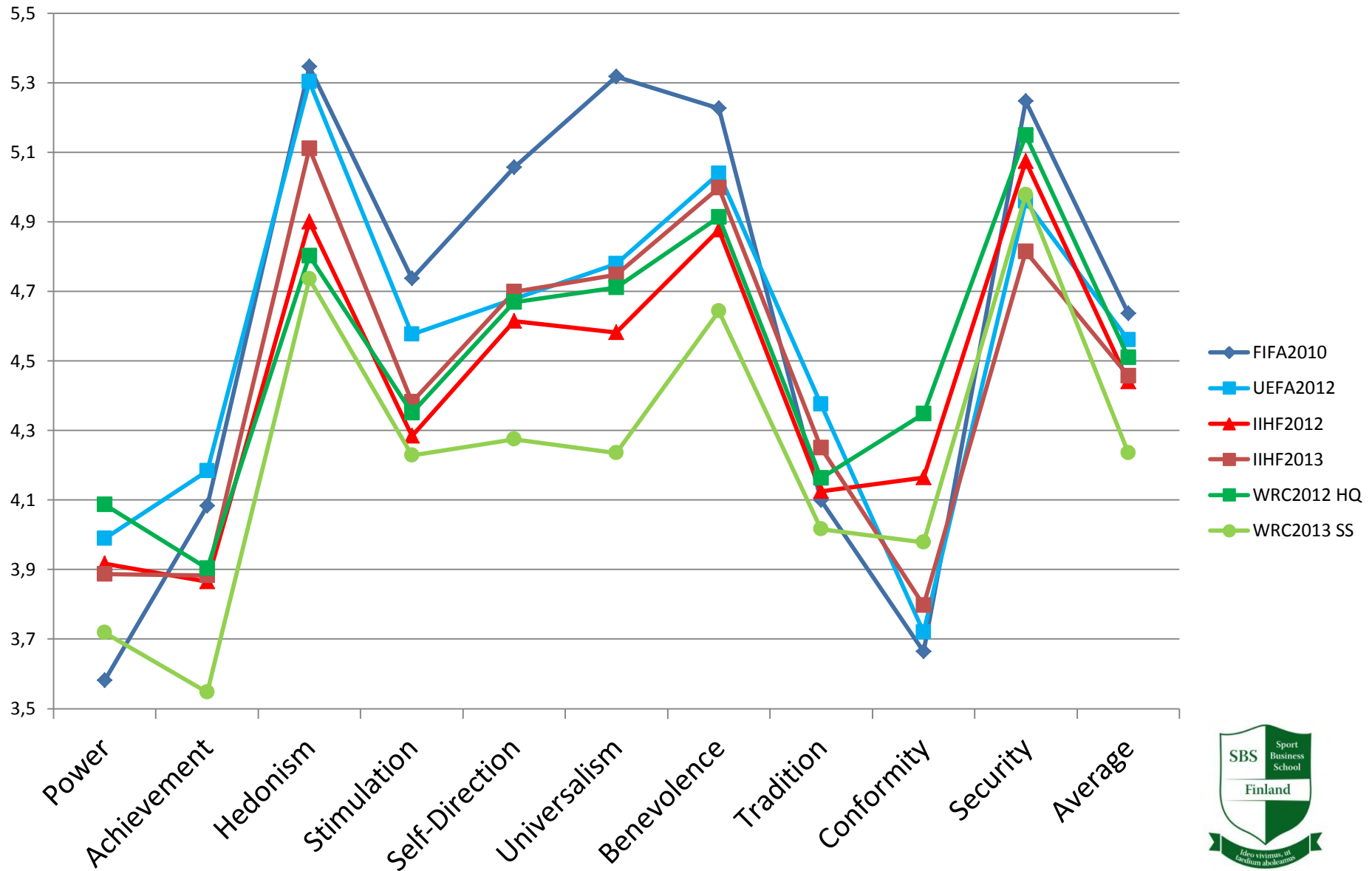


RALLY BRAND IMAGE



SPECTATOR VALUE CHART

(Scale: 1=Not like me at all, 2=Not like me, 3=A little like me, 4=Somewhat like me, 5=Like me, 6=Very much like me)



HOW DOES IT WORK - THE PROCESS

- DEFINE AND ANALYSE THE NEEDS, EXPECTATIONS AND SATISFACTION OF THE CUSTOMER (FAN)
- DEFINE THE CORE SUCCESS FACTORS OF THE EVENT IN ORDER TO STRENGTHEN THE STRENGTHS
- DEFINE THE VOLUME, STRUCTURE AND OPERATORS IN THE CLUSTER – THIS MAKES IT POSSIBLE TO START HELPING THE OPERATORS AND THEIR BUSINESS
- DESIGN YOUR STRATEGY AND ACTIONS ACCORDING TO YOUR FINDINGS

HOW TO IMPLEMENT:

- IN POLAND AS IN FINLAND – START COLLECTING DATA FROM ALL THE STAKEHOLDERS ESPECIALLY FANS TO KNOW MORE ABOUT THEIR EXPECTATIONS
- DEFINE THE MOST IMPORTANT QUESTIONS
- REALIZE THE LEGAL AND ETHICAL ISSUES
- INCLUDE THE DATA COLLECTION TO YOUR DAILY ACTIVITIES AND SYSTEMIZE IT
- LEARN HOW TO APPLY THE FINDINGS
- USE YOUR RESOURCES SYSTEMATICALLY AND CONTINUOUSLY

Tiina Lehmonen, Managing Director AKK Sports Finland, Organiser of WRC Neste Oil Rally Finland



„The deep understanding of Customer opinions and preferences is extremely important when organizing and developing a world class motorsport event like WRC Neste Oil Rally Finland”.

„In this customer oriented development work our collaboration with Sport Business School Finland, when conducting e.g. spectator and team satisfaction surveys in Headquarters area and Special stages, is of utmost importance”.

Our work to further develop our event and offer our spectators a great experience, that brings them back to rally year after year. The main focus of all our efforts are the rally fans”.

„In this customer oriented development work our collaboration with Sport Business School Finland, when conducting e.g. spectator and team satisfaction surveys in Headquarters area and Special stages, is of utmost importance”.





Conclusions

Conclusions

- **Methodology** and the **application of technology** makes development and strategic planning a motivating and on-going process
- Results available for **immediate event development**
- Findings and consultative feedback can be used by organisers as „**Applied Business Intelligence**”
- **Quality Management** is possible
- Model combines the interests of students and academic institutions **to real-life business development**
- Collaboration promotes **a new kind of communication** between spectators & fans, event organisers, sponsors and researchers





Thank you
„Passion & Respect”