

## NACMA Share the Experience Worksheet

Institution Visited: \_\_\_\_\_

Date/Opponent: \_\_\_\_\_

Spend a few minutes with your NACMA colleague to exchange ideas on your general philosophies for promotions, operations and marketing.

What are some of the day-to-day efforts your host undertakes to help fill seats come game day? (advertising, ticket sale campaigns, etc.)

What are your host's pre-game responsibilities? How do these differ from your own?

Take a moment to survey the arena. What are differences from your arena operations that you like/dislike?

What did you like about the public address announcer and the public address script?

What new corporate partner ideas can you implement in your arena?

What new promotional elements did you see?

How did your host institution best engage students to help create the game atmosphere?

Did you notice any difference in the Sports Information operations that you could pass on at your institution? (I.e. Press arrangements, distribution of statistics)

Complete the following statement:

For my next home basketball game, two new things I will try are \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_.