BRENTFORD FC TECHNOLOGY FOCUS GROUP

04/03/ 2019 – The Hive Griffin Park 6-8pm

REPRESENTNG BRENTFORD FC:

Nity Raj, Director, Cliff Crown, Chairman, Jon Varney, CEO, Ryan Murrant, Fan Engagement Manager, Kurt Pittman, Director of Marketing, Mike Morris, Head of Technology,

9 supporters plus members of BIAS attended.

MEETING NOTES

Introductions

Meeting opens with discussion about the complexity of the stadium. Infrastructure systems will be delivered to us as part of the stadium specification. Access control and ticketing are examples of club systems which will have to be integrated with the stadium systems.

- Hands over to the floor to ask what people want to speak about.
- It looks like the club use a lot of third parties, is there any plan to bring that internally? The Club looks at the "best in show" in each area that we deal with. We also must look at the commercial realisation of what they can deliver against budget. The Club will aim to try and make things as simple as possible. The aim is to make everything as simple and as cohesive as possible.
- We have software as a service product that we pay for. There is a lot of capability in the system. We haven't used single sign on between ticketing and retail yet, that can map into our data warehouse which will put us ahead of most clubs in the Premier League and EFL. If we have a problem, then they have a support house that we can use. We have a team in house ticketing and a digital manager who will work on these things to develop them. The user journey can be completely supported by us. We have a wire frame that other clubs use that we can make "Brentford's".
- Trying to attract the casual fan may be an issue as we can all work our way through any issues. We have launched the 3D system recently which is an improvement based on what we had in past. That was the initial aim.
- We have the capability to test the site in a "live mode" which helps.
- Sometimes the system fails with Cup games and the loyalty system does not work. We have to understand each person's user journey to ensure people are able to use the system efficiently.
- We have the tools and technology in the current system to put us ahead of most. We will continue to develop things
- There are a number of ticketing suppliers out there. We have bought a provider in to work strategically. I have never come across a supplier yet that has a great front end and back end in sport. There is usually a trade-off between front end and back. We must work with you guys to get it right here and to reduce conflict between the systems.
- Where do London Irish come into this? How will it work for them? They will come in and must use our systems. They will have to plug in to what we do.

- We are looking at upgrading the retail and ecommerce journey also. There is lots we can do and want to do.
- Most of us don't have printers now so we have to keep developing the technology. We need mobile ticketing . We need to add FA Cup tickets to the card. The catch is operational. It is sometimes easier to tell people that cup games are paper only. Moving to mobile and digital ticketing would solve that. We are working towards a paperless system and new stadium
- Do we have any way of developing the system to make it easier to get away tickets? The fulfilment process is painful for some clubs. It is quite labour intensive. We can't issue our own print at home tickets for an away club as their systems won't recognise them. It is currently not feasible.
- Can we do electronic programmes? People that want programmes tend to want programmes, people that want electronic content go online. It's really quirky. Fleetwood have a model where they give out programmes for next to nothing but send it to season ticket holders for free digitally so they can sell figures to sponsors. Explanation around the contract for programmes and how we risk damaging the programme itself should it go online.
- Discussion about Bees Live and how we share what we are doing at the game to those that aren't at the game. The other twist is the LinkedIn project that we are launching in a few weeks to a more corporate audience. No one has done this yet and we think it will help people see what we are about
- In India they have some apps for when they are out at cricket they do live interviews. Can that content be brought to our matchdays? What content do people want? We can give better content so that is what the atmosphere can help develop. We can serve different content to different areas of the ground.
- We need to develop content that can be shared to grow our audience. That is what we want. We don't want paywalls, we want shareable content.
- To put in Wi-Fi to work for everyone will be very expensive. The sound system will be excellent. We will have the infrastructure to grow it in the future at the new stadium. There is an area that is ringfenced to allow future development.
- What is the quickest way to get people what they want? One person in the catering group said don't be like the McDonalds model with screens for ordering. Without a lot of space for collections you could end up with more queues. The catering companies are going to really work us to make the experience better but sometimes that is about better processes rather than technology. There is lots we can do, lots of best practice to follow so we can really fine tune what people want.
- Can we use facial recognition to get in? It's not part of the initial plan. One day that might be an interesting advertising opportunity but the privacy implications are very complicated.
- Are there screens in the ground? Yes, we will have them on the side of the stands. They will be used for adverts, content for the game etc. We will use them to create content and to ultimately make money.
- At Sky there was an idea about virtual reality (VR) at home to make you feel you were at the game. It was pretty impressive but it's not quite there yet.
- They had the "ref headsets" at Twickenham but again the wi-fi wasn't strong enough. Augmented reality is something that looks quite cool. You could take the old to the new stadium. There are things with augmented reality that we can look at. It can make things more engaging for supporters, but it is very expensive.

- Can we start to use the data from the playing side to engage fans. Maybe during the game, that would be great. There is lots of data out there. We are about stats however I think most of our stats as a business are about the opposition. We capture a lot of data and if we can use it we will however a lot of the usable stats are already out there. Once we have people's attention, we need to draw the most people in to see it. We can work with potential sponsors to help deliver it. We need to keep interest and make money, it's a simple as that.