

# SPORT BUSINESS ANALYTICS

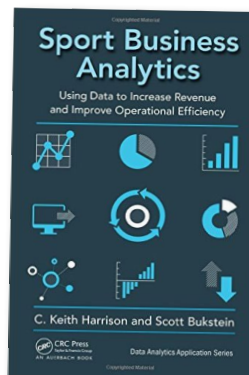
Interactive One-day Workshop



## Program Overview

Industry thought leaders continue to drive innovation by creating practical strategies to collect data and then convert that data into meaningful, value-added information and actionable insights. Developing and implementing a systematic analytics strategy can result in a sustainable competitive advantage within any industry including sport business.

Please join us at the UCF Executive Development Center for Sport Business Analytics, an interactive workshop led by UCF faculty members C. Keith Harrison and Scott Bukstein, lead authors and co-editors of the recently published book "Sport Business Analytics" available on Amazon.com, along with Orlando Magic Director of Business Strategy, Jay Riola. You will learn about the role and impact of analytics in areas such as data management, business intelligence, ticket (product) pricing and yield management, customer acquisition and retention, fan engagement, market research, sponsorship valuation and digital marketing.



## Key Benefits

- Leverage data to improve customer relationship management systems and customer brand loyalty
- Learn how to utilize data to increase revenue and improve operational efficiency
- Understand data and analytics application areas within the sport business industry
- Learn about analytics and ticketing innovations at the Orlando Magic
- Earn 0.8 Continuing Education Units

**March 21, 2017**  
**8:00 am - 5:00 pm**

UCF Executive Development Center  
36 West Pine Street, Orlando, FL 32801

\$450 (see back page for details)

## Who Should Attend

Anyone interested in learning how business analytics impact sports will benefit from this program. It is especially suitable for:

- Data Analysts, Business and Marketing Intelligence Managers
- Presidents and Vice Presidents, CEOs, CFOs, CMOs and COOs
- Sales, Marketing and Business Development Managers
- Sport Business Industry Leaders

### *Student Testimonial:*

*Prof. Harrison and Bukstein are some of the most passionate and incredible teachers you will ever have. They are very knowledgeable, successful businessmen with a lot of connections and make classes informative and practical.*

## Program Agenda - Tuesday, March 21, 2017

|                         |   |
|-------------------------|---|
| 7:45 a.m. - 8:30 a.m.   | Registration and Breakfast  |
| 8:30 a.m. - 10:00 a.m.  | Evolution and Impact of Analytics in Sport Business & Other Industries        |
| 10:00 a.m. - 10:15 a.m. | Coffee Break  |
| 10:15 a.m. - 12:00 p.m. | Analytics and Ticketing Innovations at the Orlando Magic                      |
| 12:00 pm - 1:00 p.m.    | Networking Lunch  |
| 1:00 p.m. - 2:30 p.m.   | Group Exercise: Ticket/Product Pricing, Yield Management & Customer Retention |
| 2:30 p.m. - 2:45 p.m.   | Coffee Break  |
| 2:45 p.m. - 4:30 p.m.   | Market Research Analytics & Data-Driven Innovation                            |
| 4:30 p.m. - 5:00 p.m.   | Summary and Q & A   |

## About the Instructors



**C. Keith Harrison, Ed.D.**, is an Associate Chair of the DeVos Sport Business Management Graduate Program at the UCF College of Business. Dr. Harrison, a former NCAA scholar-athlete that played center on the West Texas A&M University football team, has over two decades of university teaching and research experience. Harrison's brief list of clients and partnerships (past and present) include the NFL, Minnesota Vikings, Oakland Raiders, Miami Dolphins, Jordan Brand, EA Sports, Paragon, Florida Citrus Sports, Boise State University, UCLA's School of Education, University of Colorado-Boulder, Wharton Sports Business Academy, and Emory University's Goizueta Business School.



**Scott Bukstein, J.D.**, currently serves as the Director of the Sport Business Management Undergraduate Program and an Associate Director of the DeVos Sport Business Management Graduate Program at the UCF College of Business. Bukstein has developed and taught several sport business analytics courses at the graduate and undergraduate levels. Bukstein's research focus is on business analytics in sport, the intersection of sport and the law, collective bargaining in professional sport, among other topics. Prior to becoming a college professor and administrator, Bukstein worked as a corporate attorney at Faegre Baker Daniels in Minneapolis and also provided legal counsel to several sport organizations.

**Jay Riola**, Director of Business Strategy at Orlando Magic, is in his 10th season with the Orlando Magic. Jay oversees the Orlando Magic's Business Strategy efforts including strategic planning and the use of data and analytics to improve business performance. Jay began as an intern for the Magic in 2006 working for the department overseeing the design and construction of the new Amway Center in downtown Orlando. Jay is also an adjunct instructor with the DeVos Sport Business Management Graduate Program where he teaches a sport business analytics course. He received his bachelor's degree in finance and marketing from Trinity University in San Antonio, Texas in 2006, and an MBA from the University of Florida in 2011.

## Program Fees

- \$400 per person if registered by February 21, 2017 (\$450 regular price thereafter)
- Registration fee includes one day of highly interactive sessions, breakfast, lunch, refreshment breaks, adjacent parking downtown, and all course materials
- Discounts available to multiple attendees from the same organization, non-profits, past EDC workshop attendees and UCF Alumni—contact us for details!

## Registration Options

### Register Online

<http://business.ucf.edu/executive-education>

**Call** (407) 235-3903

**Email** [executiveeducation@bus.ucf.edu](mailto:executiveeducation@bus.ucf.edu)

**Mail** online registration form & check payable to:  
UCF Executive Development Center  
36 West Pine Street, Orlando, Florida 32801