Online Viewership

It goes without saying that technology is everywhere. It is exceedingly difficult to find a business without a website or a person without an e-mail account. Technology particularly plays a pivotal role in today’s sporting industry. Without it, all aspects of viewership would be drastically different. A trend that is starting to show more prominence in sport is that of online viewership.

With the ever-growing use of the internet, professional and college sports are making the transition to streaming games live online in addition to television broadcasts. Much like DVR or TiVo, this puts the user more in control of viewing. Viewers can pause, rewind, and even watch multiple games simultaneously.

No sport organization has capitalized more from this than the NCAA. While the MLB offers MLB.TV, it comes at a price. Viewers of last season’s March Madness tournament had live, streaming access to all 68 games on CBSSports.com for free.

On the first day of the 2011 NCAA tournament alone, online viewership was up 21 percent from 2010’s first day. Between CBS, TBS, TNT, and truTV, total viewership was 12 million. Of that 12 million, an estimated 3.4 million streamed games online.

While online viewership is not quite at the level of television viewership, it is still a prominent source and is becoming increasingly more utilized.

What does this mean for sport managers? It means that it is imperative that they are technologically savvy. Managers must know how to distribute and manage their online subscriptions and make it convenient for viewers on multiple technological platforms.

Additionally, online viewership opens up a new revenue source. A 2011 Postseason-only subscription for MLB.TV is available at a charge of $19.99. While the NCAA has failed to financially capitalize from online viewership, professional sports have already begun to tap into this new market of viewership.
“Is your Net…working?”

Your professional career will only be as strong as your network. As someone trying to break into an industry, whether it is sport, recreation, tourism or hospitality, making connections with people in the same position that you aspire to be in is essential. Networking doesn’t have to be an awkward and challenging task. With the help of social media outlets (like Twitter and LinkedIn), it has become much easier to make an introduction and a lasting connection with professionals. This makes it very important for you to establish yourself and your brand. Your social media brand should represent how you want to be portrayed within the industry. Just remember: if you don’t take yourself seriously, no one else will. Engaging in conversations on social media sites will not only show your presence, but also let others know that you are serious about the profession.

Twitter may be the best way to let someone know that you are “listening”. In fact, it was because of my communication with various industry professionals (through social media sites) that I was able to assist with events and gain additional experience as a planner. You have an advantage as a student, because once you have established a general (cyber) relationship with an industry professional, you can then extend yourself to gain hands-on experience by shadowing or volunteering for their company during events. This builds a rapport between you and the industry professional. Not all professionals within the industry will be available or as accessible as others, but do not be afraid to make the connections with those who are. It’s no longer about whom you know or what you know, but more about how you are getting involved! So is your net...working?

Save The Dates!

- November 9th—Career Day
- November 15th—Kimpton Hotels and Restaurants Information Session
- November 17—Alumni Panel, KIVA Auditorium 2-5pm
- November 18—Donation Affair
- December 9th— Semi-Formal Event
Social Media: Not Just for Friends

Social media is changing the way we interact with one another. Applications like Facebook, Twitter, Personal Blogs, and LinkedIn are all shaping the future of how relationships are built and maintained.

The first step is setting up an online presence. A comprehensive social media portfolio that is kept up-to-date has the ability to increase awareness and attract the attention of recruiters. Companies and organizations are turning to the resume hosting website LinkedIn to find potential employees, Twitter allows users to instantly interact with industry professionals, personal blogs give the opportunity to promote oneself, and using Facebook wisely can help reduce the risk of losing any currently held position.

When used the right way, social media also offers users a chance to efficiently and effectively network. Building professional relationships with any social media application can be achieved by reaching out to relevant contacts. A specific example could involve re-tweeting or sending a relevant article to a person in the industry of personal interest. Once the connection has been made, developing that relationship can be accomplished by exchange of email, phone conversations, or meetings.

Social media can also be used to “market yourself”. Personal blogging can be a valuable resource used to grow your personal brand. This allows interested parties a quick way to learn about who you are. A well-put together blog also proves to visitors that you are able to create and maintain a website, a skill that is highly regarded in an industry where social media is a growing trend.

The Elevator Speech

1. Should leave a good impression
2. Sells yourself within a few seconds to potential employers
3. Tells what you do and who you are
4. Is short and sweet: The speech should be 20 seconds or less
5. Talks about your accomplishments in the industry
6. Ends with a question to continue the conversation
Tourism & Hospitality Efforts for a Sustainable Future

Sustainability, a word everyone has come to know very well in the past few years, is now shaping the way the tourism and hospitality industry operates. What is sustainable tourism? Sustainable tourism can be defined as the effort to preserve the environment and/or local culture in a destination. More and more countries are adopting this practice on a daily basis to keep up with the ever-changing business trends of the tourism and hospitality industry. In the United States, many hotels are creating "eco-friendly" programs where sheets are not washed daily to preserve water, and many restaurants are using more locally grown produce. Hotel properties in Costa Rica, such as the Samasati Nature Retreat, are being built with no heavy machinery that will damage the environment or ecosystems, and only the locals are being employed to preserve the regional culture and charm.

There are multiple platforms that offer these services and one of the oldest and most commonly used programs is Skype. Once the corporate world realized how the benefits of Skype could be applied to the professional industries, the use of Skype showed up in many major corporations. Although Skype is one of the most popular methods, there are other options available to businesses as well, such as GoogleVoice, WebX, Polycom, and various other less popular models.

The implementation of videoconferencing has transformed industry communication, advancing it to a new level. The ability to make timely decisions and speak with someone face-to-face without leaving the office headquarters creates a fast-paced environment and has increased industry interaction.

Skype Me!

Video chats began as a creative way for people to stay in touch with each other, but have recently been discovered by the corporate world and evolved into a new communication platform for businesses everywhere. What is now referred to as videoconferencing by the corporate world, started off as a basic video chat used for social purposes.

Videoconferencing allows people to communicate visually with each other with the use of a computer and a camera. It enables industry leaders to hold visual conference calls with one another without even leaving their offices. Capitalizing on these forms of online visual communication, companies have been able to make quicker business decisions, cut down on travel costs, and keep continual and open communication with business partners and possible future clients. It is an inexpensive and efficient way of staying connected in the industry and becoming a frequent, weekly routine for many sports business.
Interview with Lou Marrocco

Kelley: What is your title at your current job?

Lou: I am the president and founder of Brandywine Events. I opened this company a little more than 7 years ago. I am an independent Event and Meeting planner.

Kelley: Can you tell me about your background in the industry?

Lou: I started as the Director of Sales and Operations at Ridgewells Caterers where I managed the overall operation for the facility. My main focus was sales, marketing and staff development. After spending six years there, I began at Catering, Inc. & Gourmet Market, where I was the Owner and Operator. This was a premier full service catering and event planning company that served corporate and private clients in the greater Philadelphia area. I eventually expanded the services of the company to include a Gourmet Market and a Country Club banquet facility with a full service restaurant. After four years, I became the Director of Corporate Events/Events Planner for Feastivities Catering and Events. At Feastivities I was able to expand the corporate sales division by 70 percent by bringing in my former clients of Catering Inc.

Two years later, I became the Director of Special Events at Harry’s Savoy Grill and Ballroom. I was able to develop ballroom menu packages and customer service standards at this location. Two years later, I became a consultant at Drexel Brook Ballroom and Caterer which consisted of operating their multi-level in-house and off premise catering division. However, before starting at Harry’s, I started Brandywine Events, where I am currently the Owner and Operator.

Kelley: What is your title at your current job?

Lou: I am the president and founder of Brandywine Events.

Kelley: What type of education did you receive?

Lou: My education was based on business at first. Then I did get classical culinary training while I was working with Ridgewells Caterers in DC.

“This is the “HOSPITALITY” business and if you cannot be truly honest and hospitable, you need to find another career.”

Continued on page 6
Kelley: What made you decide to enter into the industry?

Lou: It was an accident. My Dad had a restaurant and night club when I was growing up, and after I had left the US Marine Corp being trained as an Air Traffic Controller, I could not find a job locally. My dad and I opened a small neighborhood restaurant and from there dipped into hotel food and beverage and off premise catering (which I still love).

Kelley: Can you tell me a little about Taste and Tour, since I know you are heavily involved?

Lou: “Taste” is a great annual event put on by the Brandywine Conference and Visitors Bureau to promote business in the hospitality industry. It targets planners and industry professionals and brings everyone together to see, taste, and experiences some of the finest caterers, hotels, restaurants, and event suppliers in the area. It also includes decorators, a/v, staging, valet, and entertainment. The website is www.tasteandtour.org.

Kelley: What are your suggestions for having a lasting career in the events industry?

Lou: Be true to yourself. If you start to lose your passion or are beginning to dread being around people and being of service—get out! This is the “HOSPITALITY” business and if you cannot be truly honest and hospitable, you need to find another career.

Kelley: What would be your biggest piece of advice for students about to enter the industry?

Lou: Try to work in different parts of the business. Do make sure that you try and see how all of the pieces work. Work with a decorator, work in a restaurant, work the front desk… try as many positions that you could. This will give them a great appreciation of the position as well as a more complete overview of the operation. Always, always be nice and keep true to your word.

Kelley: How do you feel about the importance of students in professional organizations?

Lou: I do believe that it is very important for both the students and the organization. It gives everyone a fresh prospective and adds to the culture of the organization.
Dynamic Duo: Ticket Pricing and Sports

Sales are the bloodline of any sports organization in the world. If one were to ever wonder how a team could manage to turn a profit after paying millions of dollars to player’s salaries, the answer they would come to would be ticket sales. A team must sell tickets to make sure that they do not end up in the red at the end of the year. In the world of ticketing, a major trend has been becoming increasingly popular over the past few years. Many teams are switching to dynamic ticket pricing.

Dynamic ticket pricing occurs when teams can lower or raise ticket prices to reflect the demand that there might be for that event. For example, a pro sports team could raise the prices when a better team or a rival comes to town, or lower the prices when a weaker less desirable team comes. The San Francisco Giants were one of the first teams to start using dynamic prices in professional sports. Since the system was created in 2009 other teams in the MLB, NBA, and NHL have all been switching over to the new system. This system makes teams believe that they can sell more tickets because of the prices fitting the demand more. Another benefit is it will keep scalpers from buying all of the tickets and raising the prices to an absurd amount to turn a profit for them.

With ticket sales being the bloodline of a sports organization, teams believe dynamic ticket pricing is the answer to them filling the seats and turning a profit.

A Career Starts Outside of Class

The number of schools focusing on the hospitality industry has expanded throughout the years. There are some competitive programs around the world however studying in the School of Tourism & Hospitality Management at Temple University taught me that my career starts outside of the classroom.

Throughout their academic years, students are able to learn about management, leadership, budgeting and any other fields that are necessary to become successful leaders in the hospitality industry. However, time to time, students forget that they need to step outside of the classroom to be involved in the industry. I was one of those students who did not realize the importance of networking and engaging in the industry. It was not easy to step out from the classroom the first time, but there were many different opportunities that already existed near me.

Student Professional Organizations (SPOs) were one of the resources which inspired me to explore outside of the classrooms. There are varieties of SPOs that students can join, and SPOs offer opportunities to volunteer, go to conferences and participate in a number of networking events. That exposure leads students to open their minds to understand the importance of transferring knowledge from the classroom to performing in the real world. Another benefit of SPOs is gaining inspiration from fellow student leaders. Students can exchange valuable information during the SPO’s activities, and student leaders offer different ways of self-motivation to other students. It is hard to step out from the classroom for the first time, however students must realize that soon it will be time for their graduation, and they will need to step out from the classroom whether they like it or not.
SENIOR SEMINAR COMMITTEES

PRESIDENTS
VICE-PRESIDENTS

BUDGET & FINANCE

FUNDRAISING & SPONSORSHIP

GLOBAL CULTURE AWARENESS

VOLUNTEER & ALUMNI PANEL
EMPLOYEES OF THE MONTH

Outstanding Employee
Alyssa McDermott
Tourism and Hospitality Management
Thank you for your outstanding efforts in the Taste & Tour event and our business card sale.
Keep up the good work!

Section 2
Seamus Corry
Section 2 thanks you for your dedication to the Website Committee and fundraising achievements.

Elizabeth Cox
Section 2 thanks you for hard work and professional approach to leading the Newsletter Committee.

CONTACT US
Montague and Associates
1810 N. 13th Street
Speakman Hall, Room 111
Philadelphia, PA 19122
(215) 204-8701
http://www.facebook.com/seniorseminar
http://twitter.com/#!/SeniorSemFall11
SEEN THE LIGHT ... Sapori
Trattoria Italiana

Just minutes over the Ben Franklin Bridge, and if you mention Marco or STHM, a portion of your bill will be directed to help fund Senior Seminar!

856.858.2288 :: www.SAPORI.info
601 HADDON AVENUE :: COLLINGSWOOD :: NEW JERSEY

“When in Italy how do you distinguish an authentic Italian restaurant from a tourist trap? Easy..., follow the Italians. Apply this rule here and come and dine where all the Italians do”
We Extend a Special Thank You to Our Career Day Sponsor!

THANK YOU TO ALL OUR SPONSORS!