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Stadium



#SWIMBIZ



The Social Event: Increase Your Fan Reach Through Your Productions

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#SWIMBIZ



Today's Goals

- How do social networks approach broadcasts?
- How can you use broadcasts to increase exposure?
- Next steps for your organization?



About Me



Westmont Swim Club
Coach: Dave Krotiak



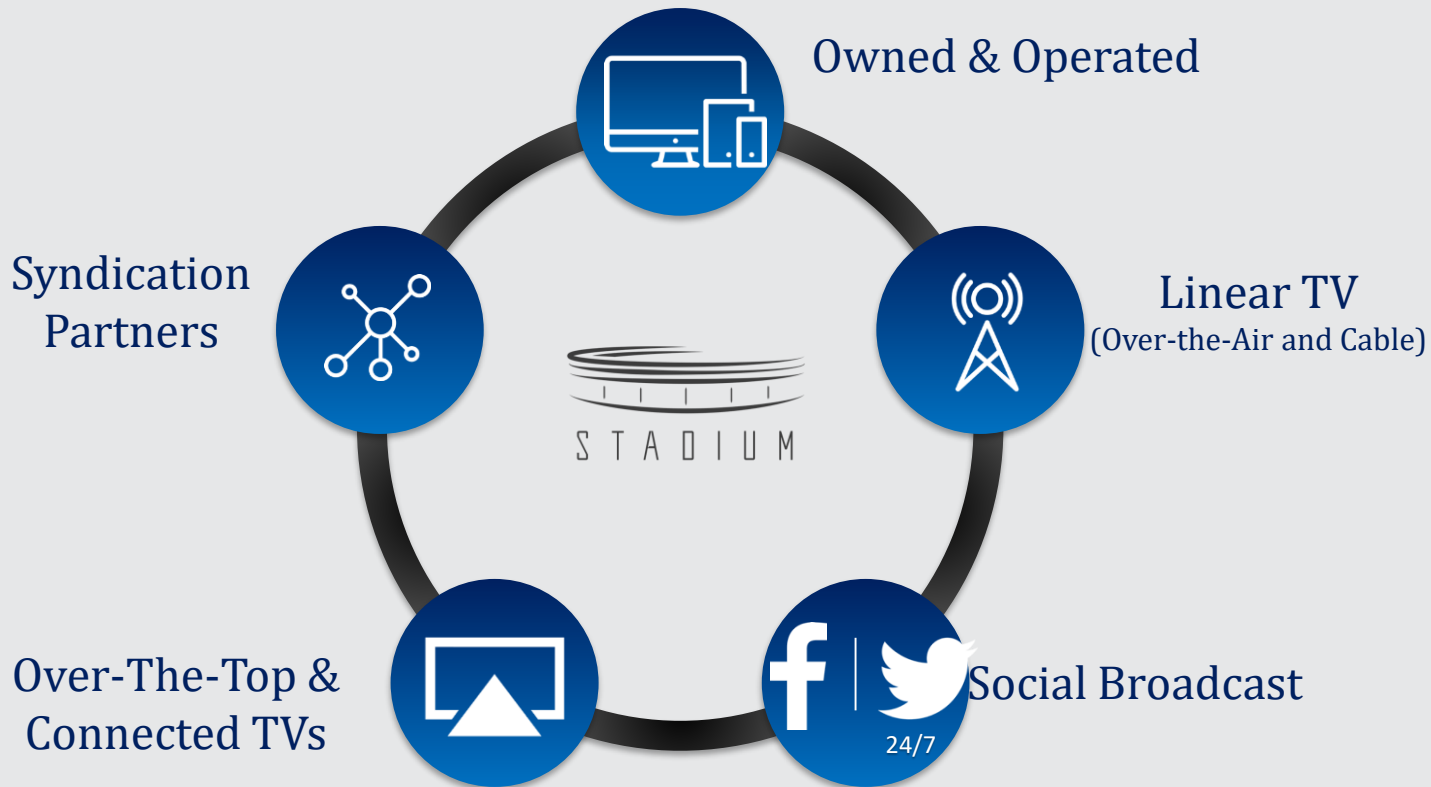
Marmion Academy
Coach: Bill Schalz



Stanford Cardinal
Coach: Skip Kenney / Ted
Knapp



About Stadium





Stadium Social Broadcasts



- One of two linear networks on Twitter
- Over 400 live events streamed



- Facebook Watch premium partner, featuring exclusive live games and studio programming
- Average 1.6 million daily reach



Social Broadcasts



- #GoLive
- Conversation /comment driven
- Build packages in coordination with Twitter for original events (Intersport / High School Basketball)
- Ad Supported



- “Only on Facebook” – how do you make an experience you can only watch on Facebook
- No commercials – content is key
- Branded content / local knowledge



Next Steps for Your Organization

- Own your content
 - Try to stream / record as much as you can
 - Find the service that fits your needs
- Build your offering
 - MLB / College Conference – strength in numbers
 - Work with other clubs in your area to defer costs / increase awareness / bundle sales packages
- Build influencers - work with your governing bodies to find ways to produce more social content