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‘Personalized connections globally that do enhance the fans experience, but that can be funded by the brands. That’s the critical part we need to focus on.’

The sporting world has been heavily impacted by the COVID-19 pandemic, but one thing that it has also highlighted is the need for teams, leagues and brands to look beyond the thousands of fans that sit within a stadium, or reside within a city, and to focus on how digital can connect them with the millions of fans that they may have globally. In this session Holoscribe and Greenroom Digital dive into their project with AIA and Tottenham Hotspurs that has generated significant exposure for both brand and team, and is an example of how a digital initiative can open up opportunities beyond the stadium.

Key points from the session:

- Holoscribe and Greenroom Digital created a 360 degree online experience within the Tottenham Hotspurs stadium that enabled fans to choose their own adventure, and interact with existing AIA and Spurs content.
- The project was considered a massive success more than 50,000 fans participating, and an average screen time of more than 7 minutes and 30 seconds.
- The project was driven largely by the brand name sponsor, and it is this brand and team partnership that is key in funding, developing and executing new innovative projects such as this.

- The simplicity of Holoscribe's online 360 degree platform also meant that the project was feasible, and is something that could be built on with further projects and developments.
- Projects such as this enable teams, and brands to reach audiences they often neglect, and enable them to provide experiences that previously you could only achieve in stadium, or in-person.
- Not only has this project created an engagement tool that is not reliant on in-person activities, and therefore valuable during the current pandemic, but it has also build the platform for AIA and Tottenham Hot Spurs to offer global virtual training, experience, and more in the future.
- Any innovation now to engage with your fans and customers' needs to be built and implemented with the future in mind, to enable you to build on this digital connection, even when the crowds return.
- Check out the 360 degree experience here:
<http://aia360.tottenhamhotspur.com/>