

Session: Understanding your audience, creating a welcoming environment and growing the game

With Berlin Communications



Session Overview

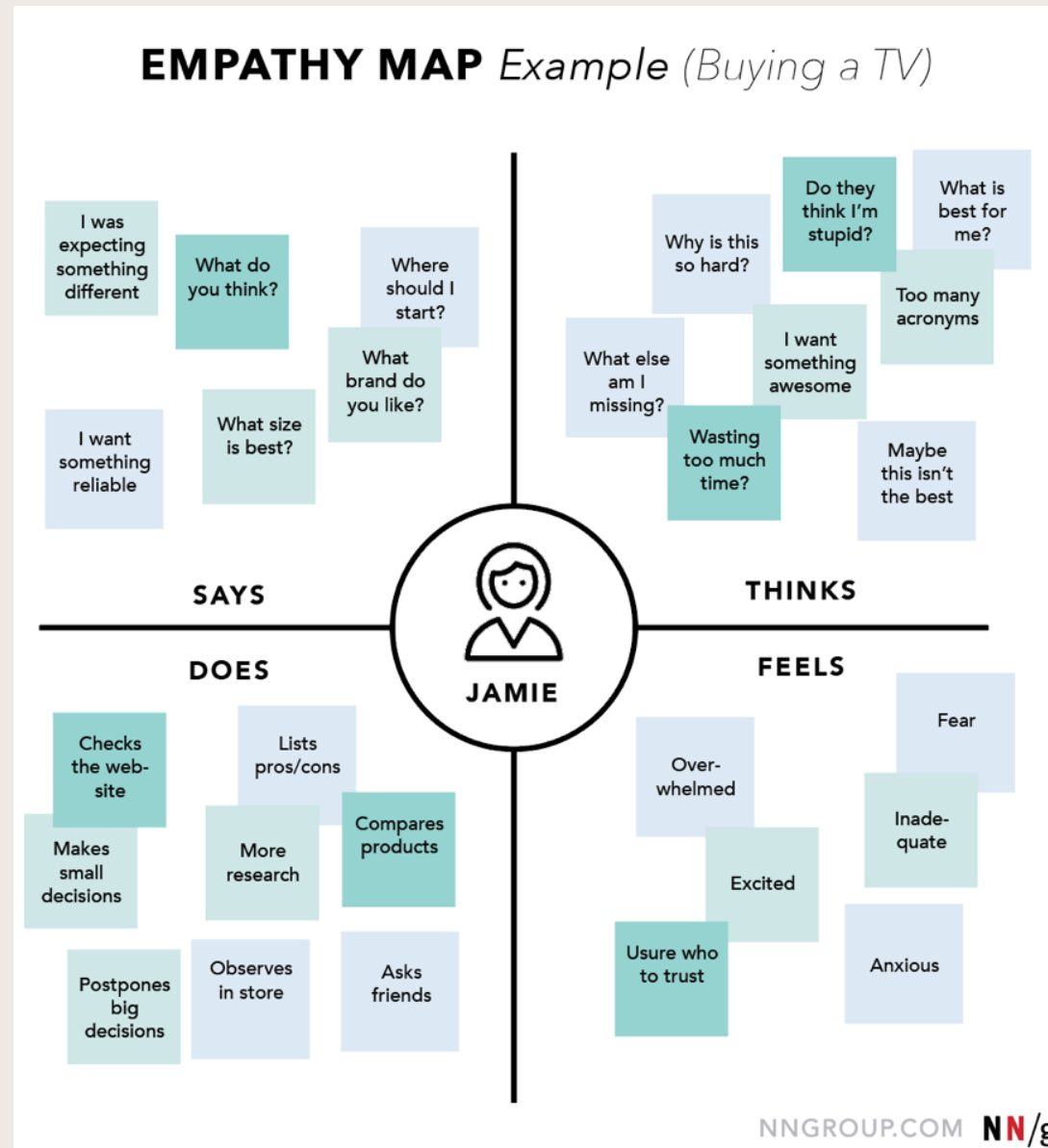
- Survey Results
- Empathy mapping
- What do families need to know? – Moderator/All
- Developing messages – Group work at tables
- Report back – Share messages with group
- Session end

Survey Results

- 6.55 for satisfaction with the tryout and team formation process
- 6.89 for satisfaction with value or experience received for fees paid
- 7.00 for satisfaction with communication and services received from their minor league hockey association



Empathy Mapping Example



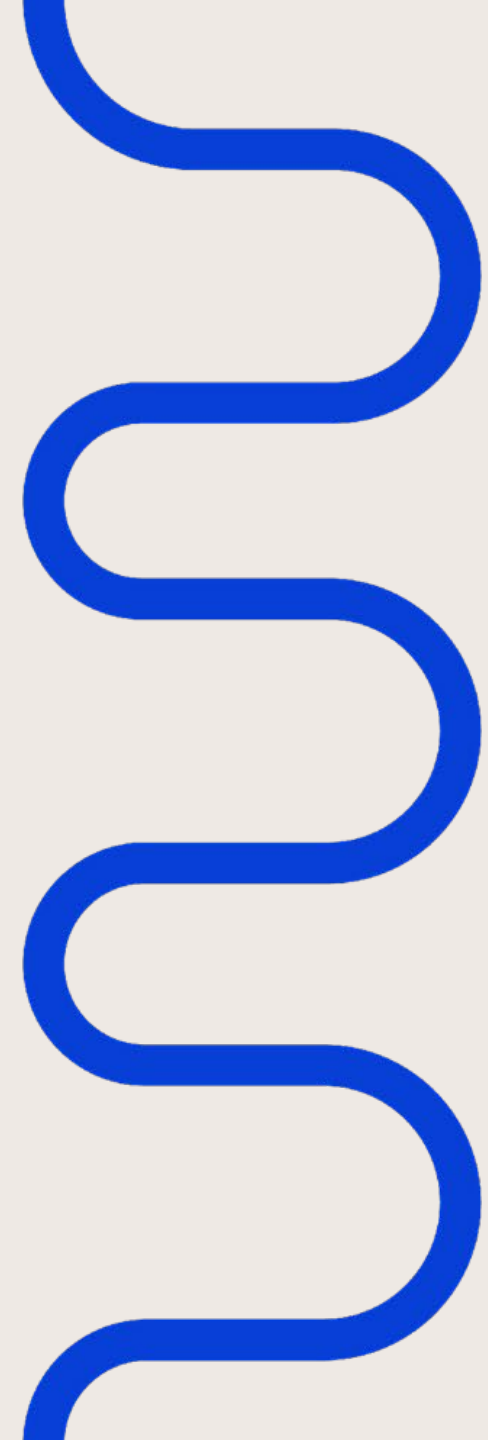
Empathy Map Groups

1. Family new to Canada and new to hockey
2. Family thinking of entering organized hockey, concerned about the cost
3. Family of Bantam AAA player who really struggles with the fees



What do families need to know?

- What equipment will my child need?
- How often will we play?
- Will I be asked for more money later?
- When do we need to arrive for ice time?
- How long is the season?
- What else?





Make your pitch



Report Back

Session End

