



INTERNATIONAL
UNIVERSITY
NETWORK



IN COLLABORATION WITH **FIFA**

EVALUATION | GUEST SPEAKER
G. SALMAN **14.09.2024**

AVERAGE 8.9 | NPS +57

17 replies

detractors 07% | passives 29% | promoters 64%

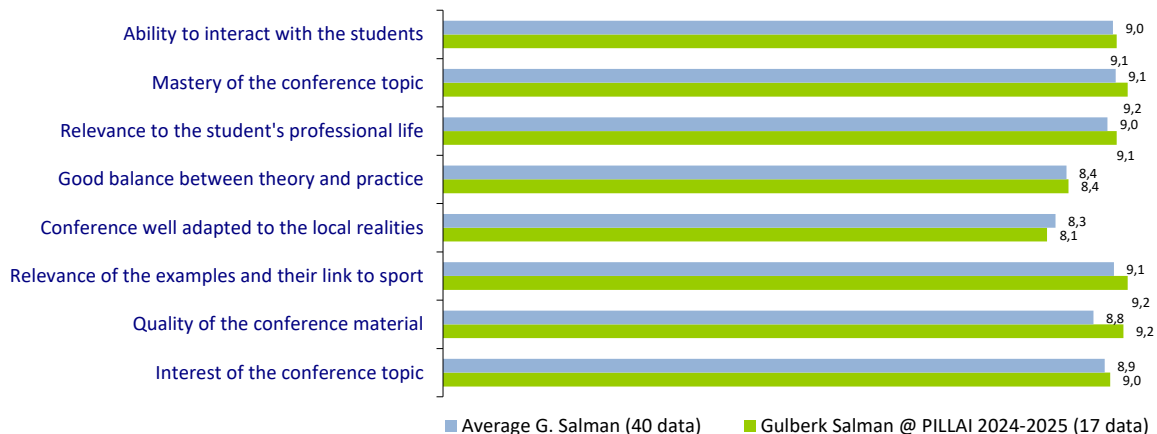
01 < score < 06

07 < score < 08

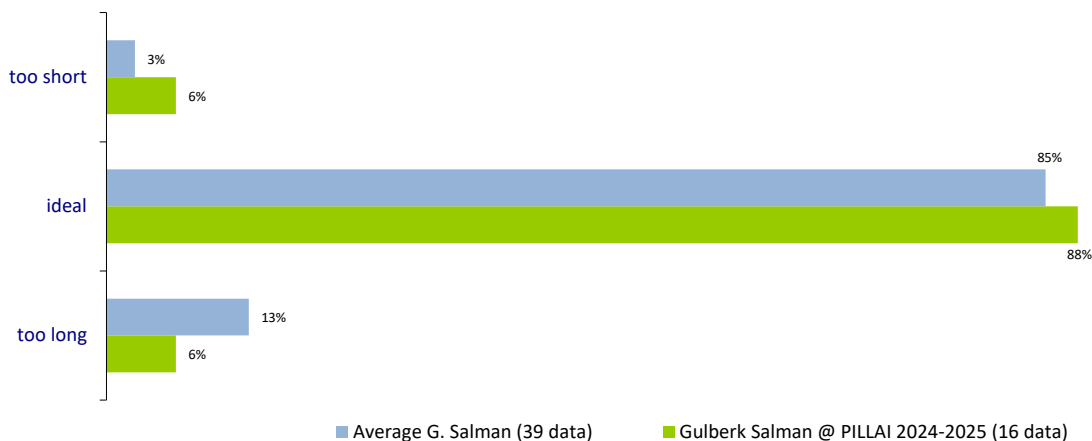
09 < score < 10



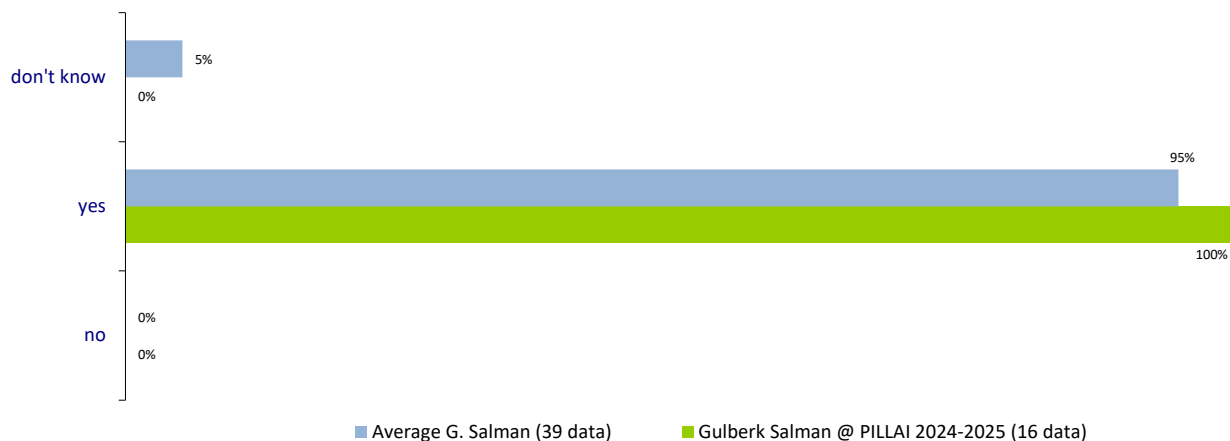
EVALUATION CONFERENCE & GUEST SPEAKER



DURATION OF THE CONFERENCE



WOULD YOU RECOMMEND THIS GUEST SPEAKER?



Which aspects of the conference were the most profitable to you?

- the session was wholly profitable
- every aspect of engaging with fans in sports
- fans engagement is important in sports so that revenue generation and nice user experience
- fan engagement analysis
- learning about the fan engagement and experience models adopted
- the examples of Anadolu Efes and how they managed during pandemic time
- fan behaviour
- case study presentation of the topic was beneficial

Which aspects of the conference would need to be developed?

- could be more deeper knowledge about fan engagement
- understanding of cultural and local needs of different continents and manners to deal with them
- I think it was pretty good and I personally got another perspective of being a fan from the business point of view
- fan engagement with adaption to culture and place

Which aspects of the conference were not beneficial to you?

- my research project is fan engagement in a region of India. So, the data given was not really helpful for me in the conference because markets are pretty different in both countries
- how fans are encouraged to come to events
- the Turkish model
- at the beginning, I thought basketball is not relevant for me but my thinking changed towards positive as we went deep into the topic
- n/a
- nil

How could the guest speaker improve his/ her presentation?

- need to be more Indian oriented
- could be more interactive
- by gaining a bit more idea about the local culture and existing realities of the country
- I think it was very well done!
- the interaction among the students in online session

Any other comments...

- it was very beneficial and encouraging session about fan engagement
- none
- I would like to thank CIES/FIFA/PILLAI for introducing us to Prof. Salman
- the speaker should have been brought for an offline session