



Fan Experience Institute™ Introduces Online Webinar Classes to Help Create a 7 Star Fan Experience

Denver, Colorado---(May 7, 2013) – The Fan Experience Institute™, and its founder Ruby Newell-Legner has announced a series of online webinars dedicated to teaching her revolutionary strategies for boosting in-venue fan and employee commitment.

The four-part webinar classes, set to begin June 13th, are intended to help teams and venues find new and innovative ways to promote loyalty, retention and engagement among fans and employees. Great customer service starts with giving your employees the skills they need to succeed and for over two decades, Newell-Legner has been helping organizations build strong alliances between management and the staff they supervise to create a culture where customer service is a way of life.

“If you can keep a fan engaged, you will have a fan for life, Newell-Legner says, “Fans today are looking for more than a live sporting event. They are looking for an entire experience. My four, 90-minute webinars offer critical insights and relevant tools from which every member of your team can benefit.”



Newell-Legner has built high quality workplace learning programs for some of the most respected sports and entertainment venues in the world, including 25 professional sports teams and more than 60 venues. She created and delivered staff development programs for guest relations staff for venues hosting Super Bowl XLI, the 2006 Grey Cup, the 2008 US Open (tennis) and the 2010 Olympics.

“The goal of our webinars is to help you discover the critical elements of a fan-centric culture while at the same time promoting first-class customer service,” Newell-Legner said, “If you can create positive synergy and increase collaboration with your entire staff, you will quickly win the trust of new fans while retaining current fans for life.”

Webinars are scheduled as follows:

- June 13, 2013 – Webinar 1 – Building a Foundation for a Fan Experience Culture.
- June 18, 2013 – Webinar 2 – Tools to Promote the Fan Experience Process.
- June 20, 2013 – Q & A opportunity; review implementation of lessons from webinars 1 and 2.
- June 25, 2013 – Webinar 3 – Training and Reinforcing Positive Fan Engagement.

Contact Ruby Newell-Legner, to learn more about the Fan Experience Institute™
Visit www.7StarService.com or call 303.933.9291 or email Ruby@7StarService.com