

NADC 2022

Game Management & Operations



Presenters

Tony Miller, CMAA

- Assistant Principal & Athletic Director, Mountain Ridge High School
- 2020 NFHS Level 1 and Level 2 Certified School
- 2021 Arizona Administrator of the Year
- 2022 AIA Arizona Directors Cup
- Masters of Educational Leadership, Grand Canyon University

Rob Seymour, CMAA

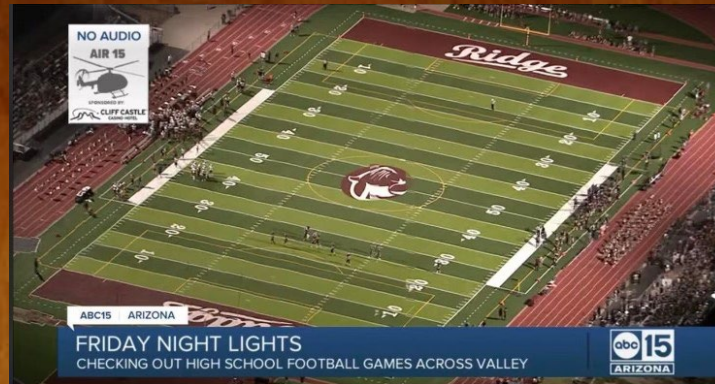
- Athletic Director – Fishers High School (IN)
- IIAAA Vice President
- NIAAA Sports Facility Committee
- 2020 Indiana AD of the Year
- Masters in Sports Administration & Masters in Educational Administration, Ball State University

Topics of Discussion

- Hey, that's me! (Question game)
- What does successful game day management look like?
- Pre-season meeting with your game management team
- Pre-season meeting with parents
- Pre-season meeting with officials
- Signage and social media
- Student expectations & student leaders

HEY, That is me.... (GAME DAY MISHAPS)

- 1. I forgot to unlock a gate or restroom at a contest.**
- 2. I forgot to setup certain equipment at a game.**
- 3. I forgot to verify officials for a contest.**
- 4. I have handled a conflict at a ticket booth.**
- 5. I have helped in the concession stand.**
- 6. I have dressed up in my school's mascot suit.**



When you think about successful game day management, what is the first thing you think about?

Pre-season Game Management

Meet with all parties involved to discuss the layout and management of the upcoming season. People included in this meeting would be; Athletics Secretary, Coaches, Booster President, Head of Security, Equipment Manager and Athletic Trainer.

- **Game Dates-** Including themed games, rivalry games and senior nights
- **Ticketing-** Where to go for tickets, links if online and entry points into the venues
- **Security-** Parking lots, stadium/venue coverage, need for Police during certain games
- **Emergency Action Plans-** Making sure everyone know there roles and how to get emergency personnel into the facility when a student is injured.

****Do a dry run or walk through of everything with the team, it helps to eliminate confusion**

Pre-season Parent Meeting

Prior to each season (Fall, Winter, Spring) take the time to go over the Athletic Departments expectations. This should include;

- Vision and Mission
- Game expectations and behaviors
- Ticketing and parking information
- Explanation of the roles (Parent, player, coach, administrator and officials)
- Breakout sessions with individual coaches to go over program expectations
- State Sportsmanship Video

Pre-season Officials Meeting

Put the time in to build positive relationships with officials

- Officials meetings prior to the start of each season
- Helps to ensure that coaches and officials are on the same page
- Reduces conflict at events, sets a more positive tone for our students
- Higher quality officials choose your games because they want to be in an environment where they are respected and treated well



Student Expectations and Student Leaders

- DON'T be afraid to use your students as a resource
- Utilize your students leaders to communicate your expectations
- SALT Team to create organized themes at games
- SALT team to welcome teams and officials
- Additional student groups to assist with big projects like stadium clean-up



“One race represents months of training; each step the product of many miles of preparation.”

– Once a Runner

“When we are no longer able to change a situation, we are challenged to change ourselves.”

- Viktor Frankl (Austrian Psychiatrist, Holocaust Survivor)



**Shifting game day
procedures from a
management lens to
a hospitality lens.**

BUY ADVERTISING ON

GAMETIME

REACH PRIME BUYING
TARGETS WITH MESSAGING
THEY CAN'T TURN OFF OR
SKIP THROUGH!

For details please contact
Rob Seymour at:

(317) 915-4296
rseymour@hse.k12.in.us

A photograph of a group of students cheering enthusiastically with their arms raised.

Enhancing the Game Day Experience

- All Inclusive Experience
 - Players, coaches, officials, workers, police officers
 - Visiting team and school personnel
 - Marching Band, Jazz Band, Dance Team, spectators, school officials
 - Special recognitions, sponsors, celebrations, moments of remembrance
- Safe & Secure Venue – Top Priority
 - Facility walk
 - Visible police presence
 - Proper lighting at trouble areas
 - (gates, under bleachers, parking lots, points of exit)
 - Crowd control and pinch points of traffic
 - Multiple events at same time



Event Management from a Spectator's Lens

Two Types of Shared Messages

1. INFORMATIONAL

- Facility Directions
- Gym Locations
- Locker Room Assignments

2. PROMOTIONAL

- School Motto
- Sportsmanship
- Upcoming Events



Promotion of Events

Game / Event Promotions:

- Social Media Outlets
 - Website, Twitter, IG, etc
- In-Game PA Script
- Post Game PA Announcements
- Neptune Gametime
- Schedule Subscribers



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The graphic features a red and white color scheme with geometric shapes like hexagons and triangles. On the right side, there is a photograph of a group of people cheering with their arms raised, framed within a red hexagonal border.

Intentional Hospitality

Pre-Event Information:

- Emails sent to opposing schools (Sunday evening)
 - Information for school personnel
 - Information for general population
- Social Media promotions

Game Day Details:


- Date, time, location
- Planned special events
- Promotions / Sponsors
- Ticket policies / Procedures

03	04	05	06	07	08
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00 PM Boys Soccer IHSAA Sectional vs Muncie Central @ Fishers FB Stadium	5:30 PM Girls Soccer IHSAA Sectional vs Noblesville @ White River Elem	5:30 PM Boys Soccer IHSAA Sectional vs HSE	5:30 PM: Girls Soccer IHSAA Sectional TBA	7:00 PM: Varsity Football vs Westfield	9:00 AM JV Volleyball @ HSE
	6:00 PM JV/V Volleyball vs Yorktown	5:30 PM B/G JV XC @ White River Elem	5:30 PM F/JV/V Volleyball @ Westfield		10:00 AM JV Football @ Westfield F Football vs Westfield FVB @ Chatard Invite VVB @ Guerin vs Greenfield Central GXC IHSAA Sectional @ PHHS
					10:45 AM BXC IHSAA Sectional @ PHHS
					2:00 PM GSO IHSAA Sectional
					6:00 PM BSO IHSAA Sectional
					SUNDAY 9:00 AM Competitive Cheer @ HSE

*Tickets may be purchased in advance
at fisherstigersathletics.com

#TIGERPRIDE

Week's Events for
FISHERS ATHLETICS



Appreciate & Empower your Workers

Patience & Perspective:

We cannot control the attitude or demeanor of our patrons. We trust that you will use your best judgement when working with a difficult situation and adjust our procedures, as necessary.

Pre-Event Communication:

- Worker Gate Assignments
- Event Timeline
- Special Events
- Point of Contact in case of emergency
- Ticket Taker Guidelines
- Spectator Guidelines for the Evening



Working with & Hosting Officials

Early Communication

- Verification of event details
- Entrance location
- Special considerations

On-Site Hospitality

- Walk in and walk out
- Locker room availability
- Welcome sign
- Towel, roster, treats
- Event Survey

Fishers High School Athletics



Thank you for working our event and giving our athletes an opportunity to compete. Please give us feedback on your experience.



ATHLETIC DIRECTORS:

JIM BROWN jdbrown@hse.k12.in.us

ROB SEYMOUR rseymour@hse.k12.in.us

A photograph of a wooden floor with a curved black line. The text "Questions, thoughts, ideas..." is written in white, bold, sans-serif font across the middle of the image.

Questions, thoughts, ideas...

Contact Info

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