


#1 Best Practice: "Superior Sports Service"

- Working with Rights Holders
- Host Hotel Concepts
- Operations
- Special Events
- Follow-Up



Worst Practices


1. Creating a "brand" without a plan.
2. Adding "Sports Sales" to staff titles.
3. "The Funnel" approach.
4. Disregarding community.
5. Putting room nights ahead of the event.





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