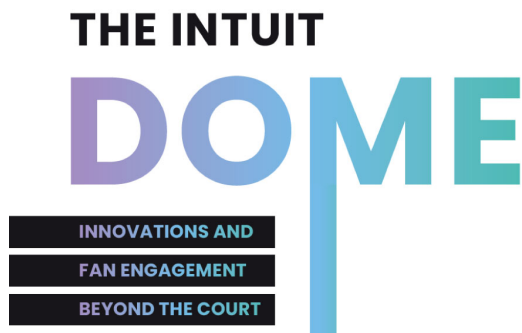


# The Intuit Dome

4 MIN READ



Ah, the ticket. That little item that grants us entry to the world's most memorable events—whether it's a concert, sports game, or the theater. But before tickets were digital codes ready to be scanned from your phone, they had a long, sometimes surprising history. So, how did we go from clay tokens to blockchain-backed tickets? If you've ever been curious about the evolution of this industry essential, you're in for a fun ride.

## INNOVATIONS AND FAN ENGAGEMENT BEYOND THE COURT

The newly opened Intuit Dome, home to the LA Clippers, is not just another high-tech sports arena; it's a blueprint for the future of all live events. As we look to the horizon of live event innovation, the Intuit Dome stands as a compelling case study in how to craft an unforgettable fan experience, create community connections, and prioritize sustainability—all while standing out in a fiercely competitive market.

Here's what various live event organizers of all shapes and sizes can glean from the Intuit Dome's groundbreaking features and philosophy.

## ENHANCING FAN ENGAGEMENT THROUGH TECHNOLOGY

One of the most notable innovations at the Intuit Dome is the Halo Board, a double-sided 4K display encompassing approximately 44,000 square feet of digital space. This feature doesn't just serve as an extravagant visual spectacle; it fundamentally reshapes how fans interact with the game. Even those seated in the upper levels can experience detailed player stats, replays, and immersive content that traditionally would only be visible to those in close proximity to the action.

**TAKEAWAY FOR OTHER VENUES:**

Obviously, not many venues have a technology budget that comes close to the Intuit Dome, but it is important to understand where technology can augment the experience for your audience. Invest in technology that enhances the viewing experience for all attendees, not just those with premium seats. Interactive displays and augmented reality can democratize the experience, ensuring every seat feels like it's in the front row.

## **STANDING OUT IN A CROWDED MARKET**

Competing with the LA Lakers, one of the most storied franchises in NBA history, the Clippers faced the challenge of differentiating themselves in a saturated market. The Intuit Dome's design and offerings are a testament to their strategy. From its architectural inspiration—echoing the swish of a basketball net—to unique food and beverage options, every element of the arena is curated to stand out.

### **TAKEAWAY FOR OTHER VENUES:**

Identify and amplify your unique selling points. Whether it's through distinctive design, exclusive amenities, or a personalized fan experience, find ways to carve out a niche that resonates with your audience and sets you apart from competitors. It's also important to know that often the greatest competitor isn't a competing live event or venue, but rather consumers' time and their option to stay at home. Knowing this means you have to create something that will not just nudge them to action but excite them so much that they have no reason not to attend your event.

## **CRAFTING AN ELEVATED FAN EXPERIENCE**

From an upscale dining experience to the integration of PixMob LEDs in the seating armrests, the Intuit Dome focuses on making every aspect of the fan experience memorable. The arena's commitment to quick service, with a goal to have fans back in their seats within two minutes, underscores a deep understanding of fan expectations for convenience and quality.

### **TAKEAWAY FOR OTHER VENUES:**

Prioritize fan comfort and satisfaction by investing in amenities and systems that enhance the overall experience. Consider innovations in food and beverage service, seating comfort, and efficient venue management to elevate the event experience.

## **BUILDING COMMUNITY CONNECTIONS**

The Intuit Dome goes beyond the game by embedding itself within the community. Featuring jerseys from every high school basketball team in California and an outdoor plaza with a community basketball court, the arena fosters a local connection and sense of belonging. This is an investment in creating a distinct Clipper

culture and future generations of potential fans.

#### **TAKEAWAY FOR OTHER VENUES:**

Embrace and integrate community involvement into your venue's design and operations. Highlight local culture and connect with community values to create a space that feels inclusive and relevant to your audience.

## **SUSTAINABILITY AND ENVIRONMENTAL RESPONSIBILITY**

With its LEED Platinum certification and commitment to operating 100% carbon-free, the Intuit Dome sets a high bar for sustainability in energy-intensive arenas. The focus on energy efficiency and fresh air circulation not only aligns with environmental goals but also enhances the overall fan experience by providing a healthier environment.

#### **TAKEAWAY FOR OTHER VENUES:**

Incorporate sustainability into your venue design and operations. Aim for energy efficiency, waste reduction, and environmental responsibility to meet growing consumer expectations and contribute positively to the planet.

## **FOSTERING LOYALTY AND EXCLUSIVE ACCESS**

The 'Ultimate Wall Pass' and 'Shareable Ultimate Wall Pass' are innovative approaches to building fan loyalty and engagement. By offering exclusive access, perks, and the flexibility to share passes, the Intuit Dome creates a sense of exclusivity and belonging among its most dedicated supporters.

#### **TAKEAWAY FOR OTHER VENUES:**

Develop loyalty programs and exclusive offerings that reward and engage your most passionate fans. Consider flexible access options and perks that enhance the value of being a dedicated supporter. Try to think differently about what a loyalty program could look like for your venue by deeply understanding what your most loyal audience members care about. Sometimes these insights will reveal opportunities for upsells, and other times it will uncover ways to make them feel heard and part of something greater than just themselves.

## **CONCLUSION**

The Intuit Dome is more than a state-of-the-art sports arena; it's a forward-thinking model for how live events can evolve. By integrating advanced technology, standing out through unique design, prioritizing fan experience, connecting with the community, embracing sustainability, and fostering loyalty, the Intuit Dome

provides a comprehensive playbook for any live event organizer. As the live events industry continues to evolve, these insights can help shape future innovations and set new standards for excellence.