

*****SAVE THE DATE*****

2024 POMS College of Service Operations Mini-Conference

Thursday, April 25, 2024, 9:00am – 5:00pm. Minneapolis, MN

Theme: Service Operations in a Sports-Crazed World

When the NFL's Washington Commanders franchise was sold in 2023 the \$6 billion price tag broke previous sales records set in 2022 (NFL and NBA), and 2020 (MLB). Many athletes in various professional leagues now earn more than \$100 million annually in salary and endorsements. What is driving this sports-crazed fanaticism that has overcome the world? Technological advancements, including high-definition broadcasting, virtual reality, and social media platforms, have revolutionized how sports are consumed and experienced by fans worldwide. This shift has not only broadened the reach of sports but also diversified revenue streams through lucrative broadcasting rights deals, endorsement agreements, digital content monetization, and sports gambling. Join the POMS College of Service Operations in Minneapolis, MN for our mini-conference where we will get an up-close look at service operations in the sports industry.

Tentative Agenda

- 9:00am – 11:00am. **Learn** – Discussion of service operations in sports led by industry experts. Potential stadium tour.
- 12:00pm – 3:00pm. **Experience** – Attend a professional sporting event for yourself (Minnesota Twins, MLB). Tickets to the game and lunch at the stadium included with registration.
- 3:30pm – 5:00pm. **Do** – Join a team and try your hand at a new sport (Lawn Bowling at Brit's Pub). Light appetizers included.
- 6:00pm We will join other colleges for a dinner at the conference hotel.

Participation requires registration for the mini-conference, which can be obtained via the POMS conference website (at the same time or separately at a later time from the registration to the main conference). Prepare to be outside and wear comfortable clothes and shoes as we will walk several blocks between venues.

Registration link: <https://pomsmeetings.org/conf-2024/>

We look forward to seeing you all in Minneapolis!

POMS College of Service Operations Board & Mini-Conference Organizers

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