

# SportSearch Case Study: Sports & Entertainment HR Forum (SEHRF)



## **Situation / Need:**

The HR Professional and Hiring Authorities in the Sports & Entertainment industries were without a sponsored and organized community where employee relations and human resource management issues, as well as training and professional development ideas could be exchanged in a positive and open environment through networking and peer groups.

## **Objective / Assignment:**

To establish a comprehensive, centralized resource where Employers, Hiring Authorities & Human Resource Managers from every segment of the Sports & Entertainment Marketplace can meet and solve the “people puzzle” together as a unified industry.

## **Strategies:**

To focus on HR Manager / Director and Hiring Authority involvement, creating a “must attend” annual event and “must join” organization for those interested in Human Resource professional development.

To concentrate efforts on delivering a marketing message and creating a program that focuses on solving specific industry-wide challenges for the Employer, Hiring Authority, Human Resource Manager and Senior Level Executive.

To implement a promotion plan was designed to attract at least 150 fully paid attendees to the program by establishing its overload of education and value message. A constant, multi-media marketing plan to create over 10 million exposures focused on five (5) groups of HR Professionals, five (5) Industry Areas of Concentration and over twenty (20) sectors of HR Suppliers and Outside Industry Solution Providers. Repeated email campaigns to over 100,000 and a direct mail program of 25,000 pieces to the trade will be combined with a PR effort to receive national media exposure in various industry trade publications.

To establish an Advisory Board, made up of Human Resource Professionals, Influential Hiring Authorities and Industry Leaders in each of the segmented Sports & Entertainment Marketplaces, who will volunteer their time and expertise to assist the SEHRF program.

## **Tactics Used / Implementation:**

Designed the Sports & Entertainment Human Resource Forum (SEHRF) to offer maximum opportunities in year round Professional Development and Peer-to-Peer Mentoring:

- \* SEHRF Annual Conference...Designed to bring the various marketplaces of the industry together where HR Professionals and Hiring Authorities can meet.
- \* SEHRF Membership... A membership only community of individuals and organizations that is the world’s greatest value for anyone with the responsibility of hiring or managing the HR function in Sports & Entertainment.
- \* www.SEHRF.com... As a members only community, this one-of-a-kind website presence supports SEHRF Member Benefits.
- \* Sports & Entertainment Executive Network (S.E.E.N.)...Chief Executives and Senior Level Officers join together to supply cutting edge knowledge and experience, helping guide and develop future leaders of the Sports & Entertainment industries.

## **Activation / Results:**

The Sports & Entertainment Human Resource Forum (SEHRF) is established throughout the industry having held 3 annual conferences in Denver, Boston and Phoenix, set a blue chip Advisory Board (20+), attracted at least 6 Corporate Partners, with over 100 Members and 150 Attendees. SEHRF is perceived by the Sports & Entertainment trade as an organization whose time has arrived and fills the enormous demand for professional development and Human Resource guidance. SEHRF continues to “turn heads” and generate a level of enthusiasm and interest in Human Resource professional development within the industry which has never been present before.

*“Your timing was perfect and SEHRF was the answer to the ‘HOW’. I look forward to the vision of HR in sports, with unlimited opportunities!” Loris Garcia, VP of Human Resources, Orlando Magic*