Live sporting events: The new no-contact sport

A look at the future of the contactless venue experience

The night before, Carl gets a text message: Hi Carl! Can't wait for the big game! We recommend the new no-contact sport and the great atmosphere in the venue!

That evening, Carl and his friends get a push notification to take a two-minute survey following the prescribed exit procedures. Carl is glad to see the child quickly reunited with his parents!

When leaving the venue, Carl uses the digital venue map to make sure he knows where to go in the morning. He pulls up the digital venue map to make sure he knows where to go in the morning.

As the game ends, Carl and his friends schedule a ride through a ride-share. He decides to drive his own car home while his friends will take a ride-share, scheduled via the app.

Toward the end of the game, Carl sees a child wandering alone, apparently lost. He pulls up the safety and security page on the app and shares this information and his location.

Adding the hashtag #truefans, Carl shares his experience. He is having a post-game BBQ.

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Technologies enabling Carl’s journey

- Digital personalized offers
- Digital ticketing
- Digital wallet
- SMS marketing
- CRM system
- Digital wayfinding
- Location tracking
- Targeted ads
- Content management

Future of the contactless venue experience

- Mobile TikTok
- Self-scanning of tickets
- Digital order placement
- Digital fulfillment
- Digital wayfinding
- Location tracking
- Thermal cameras
- Real-time ride share APIs
- Real-time social media APIs
- Digital ticket and digital wallet

The new no-contact sport

Meet Carl, an avid sports fan.