



LVB.com

Wednesday, June 3, 2015

PPL CENTER OPERATIONS INSPIRE CREATION OF ‘SPECTRA’

There’s a big name and organization change just announced for the company that manages the venue, ticketing and food services at the PPL Center in Allentown. And it was the company’s organization of efforts at the Allentown venue that helped lead the change.

All three divisions of Comcast Spectacor will now operate under the name Spectra. It had been three divisions: venue management, which went under the name Global Spectrum; food services and hospitality, under the name Ovation Food Services; and ticketing and fan engagement, under the name Paciolan.

“We can do that best with all services under one umbrella to provide end-to-end solutions for venues, redefining fan experiences everywhere,” said Dave Scott, president of Comcast Spectacor.

Comcast Spectacor, which is headquartered in Philadelphia and manages venues worldwide, is made up of three primary businesses: the Philadelphia Flyers, The Wells Fargo Center and the newly created Spectra.

According to a spokesman, Comcast Spectacor divisions operate in 21 venues in Pennsylvania, but not all divisions were operating in all venues where it works.

For example, Paciolan provided ticketing and fan engagement services for venues, including Pocono Raceway in Long Pond and the Zoellner Arts Center at Lehigh University in Bethlehem, but the company’s Ovation Food Services and Global Spectrum venue management were not used there.

The synergy of the PPL Center having all three of the divisions – now under the Spectra name – served as a role model of what the company said it can offer to other venues where it only supplies some of the services.

“The successes that clients like these are experiencing with multiple services at one location is what inspired us to move from a house of brands to a branded house as Spectra,” Scott said. “It gives clients a more integrated, streamlined and powerful resource to host extraordinary events.”

There will be no changes in management, and the company does not expect fans who use Spectra’s services to notice a difference, except that the company hopes it will be operating more efficiently.