



***For Immediate Release***

**MIAMI UNIVERSITY SELECTS SPECTRA BY COMCAST SPECTACOR TO PROVIDE  
TICKETING & FAN ENGAGEMENT**

*University implements ticketing, fundraising, marketing, CRM and analytics services  
to enhance all fan and donors experiences and interactions*

**OXFORD, Ohio and IRVINE, Calif. (April 13, 2016)** – Spectra by Comcast Spectacor, the experts in hosting and entertainment, today announced its Ticketing & Fan Engagement division has entered into a partnership with Miami University. With the new partnership, Miami will leverage Spectra’s industry-leading ticketing, fundraising, marketing, Access Management, Customer Relationship Management (CRM), and analytics services to enhance every fan experience and interaction.

Miami will utilize Spectra to help address several concerns from fans about their online ticketing experience in year’s past, implementing a new ticketing system for RedHawks Athletics and all campus-wide events, including Miami University Performing Arts Series, Miami University Department of Theatre and Department of Music.

“We are excited about this partnership with Spectra and what our capabilities will be moving forward in this external area,” said David Sayler, Director of Athletics at Miami University. “Being that they are the industry leader, everything from mobile delivery to ticket transfers will be a great enhancement for our fans.”

Miami will launch a new individually branded eCommerce site at [MiamiRedHawks.com](http://MiamiRedHawks.com) via Spectra Ticketing & Fan Engagement’s PAC Ticketing and PAC eCommerce services to efficiently sell tickets and process donations in real-time. The all-in-one eCommerce site seamlessly integrates into Spectra Ticketing & Fan Engagement’s PAC Fund online fundraising platform, and will allow fans, season ticket holders, donors and students to purchase and renew tickets, select seats from a pick-your-own-seat map, make donations, transfer tickets and manage accounts online.

Miami will also leverage the ticketing and eCommerce services to sell tickets and subscriptions for the Miami University Performing Arts Series and Miami University Department of Theatre and its Department of Music.

Miami will implement PAC Access Management, empowering the university and its venues with a robust digital ticketing system to provide fans with print-at-home and mobile 2D barcode tickets that can be scanned at all events. PAC Access Management enables fans to bypass will call lines and enter venues quickly upon arrival, while also providing staff with technology to track and validate real-time attendance, and catch fraudulent tickets.

To provide the university with a 360-degree view of its customers, Miami will utilize Spectra Ticketing & Fan Engagement’s PAC CRM service. Miami will leverage PAC CRM to efficiently managing all customer relationships and interactions, including sales and ticket renewal efforts, season ticket holder and donor relationships, and retention efforts with minimal resources and maintenance.

Miami will also add Spectra Ticketing & Fan Engagement’s analytics solution, PAC Analytics, to provide the athletic department with insights into key performance indicators to spot trends in ticketing, fundraising, marketing and customer service. Visual reports in graphical representations helps staff analyze sales and identify trends to maximize growth and increase revenues.

Additionally, Spectra Ticketing & Fan Engagement will provide marketing services for Miami, including its email marketing service PACmail. PACmail will help Miami to expand its communication to RedHawks fans and broaden the marketing reach of the athletic department. PACmail will enable Miami to tailor segmented messages to fans

and increase customer awareness of ticket sales, upcoming events and promotions. Fans will also have the ability to customize which emails they receive through PACmail

The agreement between Miami Athletics and Spectra will begin immediately.

“We are thrilled to partner with an outstanding institution in Miami University to provide fan-and-donor-friendly services,” said Dave Butler, President and Chief Executive Officer of Spectra Ticketing & Fan Engagement. “Spectra Ticketing & Fan Engagement is excited to create new opportunities to enhance all fan and donor interactions through industry-leading services that benefit Miami and each of its customers.”

Spectra is a major provider of sports and entertainment hospitality services in Ohio. One or more Spectra divisions (Venue Management, Food Services & Hospitality, and Ticketing & Fan Engagement) is at work supporting 10 venues and teams, including:

- Cincinnati Arts Association (Ticketing & Fan Engagement)
- Dayton Convention Center (Food Services & Hospitality)
- Duke Energy Convention Center (Venue Management and Food Services & Hospitality)
- Green Savoree Racing Promotions (Ticketing & Fan Engagement)
- Miami University (Ticketing & Fan Engagement)
- Mid-Ohio Sports Car Course (Ticketing & Fan Engagement)
- Ohio University (Ticketing & Fan Engagement)
- Playhouse Square (Ticketing & Fan Engagement)
- Sharonville Convention Center (Food Services & Hospitality)
- University of Cincinnati (Ticketing & Fan Engagement)

#### **About Spectra Ticketing & Fan Engagement**

Spectra's Ticketing & Fan Engagement division is a leader in ticketing, fundraising, marketing, and analytics solutions with over 35 years of experience. Spectra Ticketing & Fan Engagement enables college athletic programs, arenas, professional sports, and performing arts clients to sell more than 120 million tickets per year.

#### **About Spectra**

Spectra by Comcast Spectacor is the expert in hosting and entertainment, partnering with over 300 clients at 400 global properties to create memorable experiences for millions of visitors every year. Spectra's expertise is embodied within three divisions: Venue Management (formerly Global Spectrum), Food Services & Hospitality (formerly Ovations Food Services) and Ticketing & Fan Engagement (formerly Paciolan). Learn more at [SpectraExperiences.com](http://SpectraExperiences.com).

Comcast Spectacor is part of Comcast Corporation, a Fortune 50 media and technology company that operates Comcast Cable and NBCUniversal. Headquartered in Philadelphia, Pa., in addition to Spectra, Comcast Spectacor owns and operates the National Hockey League's Philadelphia Flyers and the Wells Fargo Center venue. Visit us at [ComcastSpectacor.com](http://ComcastSpectacor.com), [PhiladelphiaFlyers.com](http://PhiladelphiaFlyers.com) and [WellsFargoCenterPhilly.com](http://WellsFargoCenterPhilly.com) for more information.

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