



2010 International Tennis Symposium

Embracing Technology for Tennis Players

Emma Nelson
with Lance Andersen & Hans Römer

Tennis is a social sport. To play the game, you play it with another person. The Internet is no longer best described as the “information superhighway.” It has become a “social” superhighway, where information is the currency, but the *credibility* of that information is now largely in the hands of the people who endorse it. Marketers have never been so optimistic or challenged as they are today. At a fraction of the cost, you can build your brand and reach millions of people in a matter of seconds – and save our natural resources in doing so. As the tennis industry increasingly embraces technology, PTR is taking great strides to provide cutting edge member services in this area – particularly in social media. Our goal is to help lead you down a path of success, both by example and with our guidance. Technology can make a world of difference when you embrace it. Scalable business leads, new social and educational opportunities, and improved longer term career prospects are just some of the advantages.

Getting started

What is social networking?
The “language” (key terms) of social technologies
Tennis and technology working together
Which social networks and why?
PTR in the social networks today

Case Studies

Lance Andersen – Marketing yourself as a tennis professional
Quickly creating a presence on the Internet with social media
Messaging your promotions and tournament updates with Twitter
Important tips and tricks for working on the Web

Hans Römer – Connecting with your members and clientele through creative communication
The “good old phone call” is not always what your customers expect anymore
Junior players – look for them on Facebook, MySpace, Twitter and YouTube
Demonstrations – YouTube – promotions, instruction and celebration

A game plan for social networking

Developing a winning strategy
Crafting your business road map for the “social superhighway”
Measuring your results in the social networks
What does the future of social commerce look like?
PTR member services for social networking