

# Weather solutions for outdoor venues

Help keep guests happy even when the weather disappoints

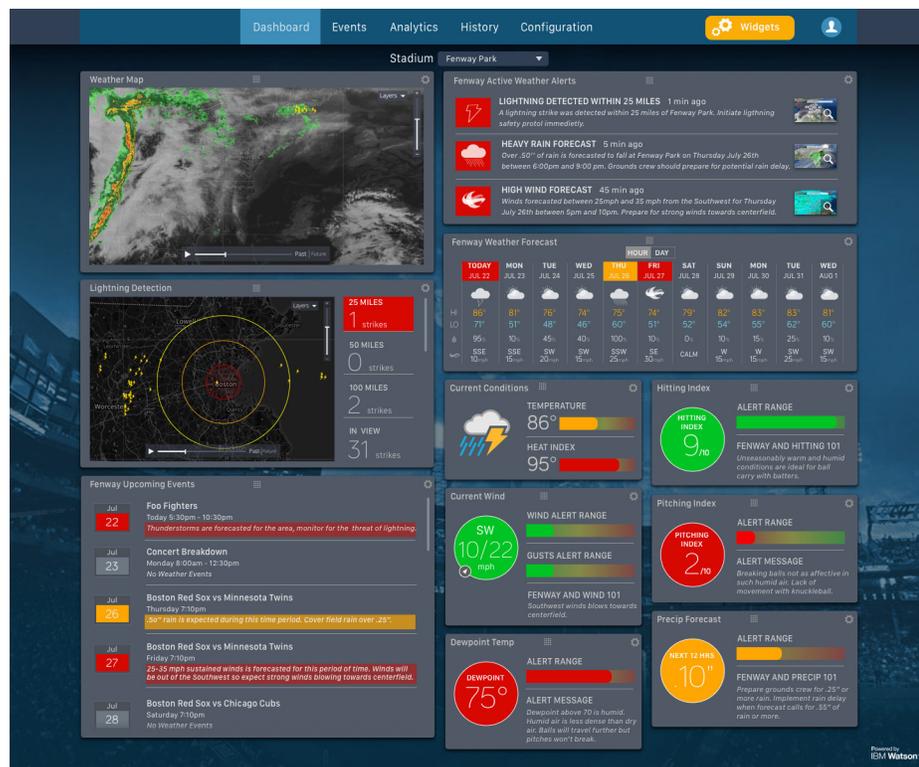


Your business runs on enjoyment; foster your attendee relationship with weather insights that can improve their experience. Entertainment solutions from The Weather Company, an IBM Business, can help your business increase fan loyalty while creating memorable engagement opportunities. And when bad weather does roll in, your business will have the forecast and alert features in place to help keep fans safe. Our expert scientists will take the data you provide, match it with historical weather data, and provide you with both an overview and drilled-down perspectives into how weather affects your business from top to bottom.

## Become a weather-driven business

Creating exceptional experiences while controlling costs is paramount to profitability. The Operations Dashboard for Media and Entertainment from The Weather Company, an IBM Business, offers a consolidated view of weather and traffic in a streamlined UI to help your operations team make critical decisions relative to high-value assets, fans, and employees. Not only does it provide hour-by-hour forecasting, the dashboard also includes up-to-the-minute information such as when rain is expected to begin and end.

With hyperlocal weather and traffic data, your teams gain visibility into how and when weather and traffic congestion may affect operations. Alerts can be initiated for your visitors to take the appropriate actions, like heading indoors when lightning is detected nearby. This valuable touchpoint can lead to increased customer satisfaction.



Operations Dashboard for Media and Entertainment

[ibm.com/weather](http://ibm.com/weather)



The Weather Company  
An IBM Business

## Increase mobile engagement

Weather can make or break your fans' experience. Our Max Engage with Watson solution helps you increase the use of your mobile app through automation with augmented intelligence (AI) to help detect weather conditions and distribute customized, geofenced mobile content.

Prior to the event, Max Engage with Watson can send push alerts and video showing the weather forecast for the day and highlighting weather-related stats for past events to educate fans on the potential impact of weather. During the event, branded, hourly, engaging mobile forecast content can be pushed with weather-related concession or merchandise promotions, user-generated content, or safety alerts for fans that are participating from other locations.



And the experience is not over once the event is done. Max Engage with Watson can provide a predictive traffic update for the ride home or the forecast for the next event. This personalized, relevant “Weather in a Box” messaging may increase brand loyalty and help drive incremental revenue with more repeat visitors and ticket sales.

## Attract a digital audience with weather

Two important questions in people's minds when preparing to attend an event are “What will the weather be?” and “How long will it take me to get there?” The Weather Company provides plug-and-play tools and interactive content to display powerful weather and traffic data on your mobile app and website to help your fans plan their outing.

Quickly and easily embed weather and traffic information for a particular time, location or event. These can be customized by size, color and font to match your branding. Various languages are offered and, depending on your audience needs, you can provide temperature and precipitation forecasts or more granular radar and satellite maps. You may also attract advertisers because of the high traffic on these pages and incremental revenue they incur.

## Use weather to shape the fan experience

Give your fans the best experience possible by harnessing the power of weather data to keep them informed and entertained during their event. With solutions from The Weather Company, you can help ensure that activities, precautions and advanced notifications are in place to keep guests as happy as possible even when the weather disappoints.

Visit <https://www.ibm.com/weather/industries/broadcast-media> or reach us by email at [weather@us.ibm.com](mailto:weather@us.ibm.com).

[ibm.com/weather](https://www.ibm.com/weather)



## Max Engage with Watson

- Mobile alerting based on prevailing/anticipated weather
- Automated content production
- Relevant promotions and offers attached to weather messages

## Mobile and web widgets

- Lightweight integration
- Highly customizable
- Monetizable with sponsor spaces

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