

CASE STUDY

# How Brentford Football Club Used BlueJeans Events to Double Attendance at Its Fan Forum

Brentford Football Club has come a long way since its founding in 1889. Nicknamed “The Bees,” the west London club was promoted in 2021 to the Premier League, the highest tier of English football.

But Brentford isn’t resting on its laurels — or taking its close relationship with supporters for granted. Its leadership team has instituted several initiatives to help improve fan engagement. For example, its Fan Forum allows supporters to interact with and hear from senior club representatives to gain an understanding of the club’s strategies and priorities for the future, both on and off the field.

With the event resuming after a hiatus during the pandemic, Brentford was looking for a way to spark interest in the forum, attract the biggest possible turnout, and provide the best possible experience for attendees.

As Commercial Director James Parkinson says, “The Fan Forum is an important event as it gives our loyal fans an opportunity to engage with senior club representatives, ensuring the club is open, inclusive, and accessible.”

## Increasing Fan Participation with a Hybrid Event

The club wanted to expand the Fan Forum, which was previously an annual in-person event.



**Industry:** Sports, media, and entertainment

**Challenge:** English Premier League team Brentford Football Club was looking for a way to spark interest in its Fan Forum, after a hiatus during the pandemic. The club wanted to attract as many attendees as possible and increase fan engagement.

**Solution:** Brentford transformed the forum from an in-person to a hybrid event, using BlueJeans Events and Studio to ensure it ran smoothly and delivered an engaging online experience. A BlueJeans Events support team assisted the club during the forum.

**Results:** More than 500 supporters attended the forum — double the capacity of the club’s venue, thanks to the inclusion of online participants.

The club received a lot of positive feedback from fans who attended in person and online.

Club team members were able to focus on ensuring the event ran smoothly, without any concerns about technical issues.

Given the forum’s success, Brentford plans to hold more hybrid events, allowing fans to engage with the club from anywhere.

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– MIKE MORRIS, TECHNOLOGY DIRECTOR, BRENTFORD FOOTBALL CLUB

“Why restrict the number of participants to the venue’s capacity? We decided a hybrid event would open up the forum to more fans by giving them the flexibility to participate in person or online from anywhere,” says Sally Stephens, Fan and Community Relations Director.

Choosing an online platform was straightforward, according to Technology Director Mike Morris.

“BlueJeans offered a unified platform for our events and in-house meetings — and it easily integrated with our existing IT infrastructure,” he says.

Importantly, [BlueJeans Events](#) offered all the capabilities the club needed for the Fan Forum. After adopting the platform, Brentford emailed its database of club members and season ticket holders, inviting them to attend the event in person or online. They were given the opportunity to ask questions and hear from Brentford CEO, Jon Varney; Director of Football, Phil Giles; and Head Coach of the Premier League team, Thomas Frank.

The result was a resounding success. More than 500 supporters attended the 2022 forum — double the capacity of the club’s venue, thanks to the inclusion of online participants.

### Creating an Engaging Event with the Right Platform

Choosing the right events platform was vital. With BlueJeans Events, the Brentford events team found the process was seamless from start to finish. For example, it was easy to embed an introductory Brentford video to provide an engaging start to the event.

Using [BlueJeans Studio](#), the virtual production platform for BlueJeans Events, the team was able to easily create and manage live streams. “Muting the presenters, switching between videos and graphics, and ending a stream were simple,” says Morris. “It was easy to navigate around the platform, enabling us to focus on creating an engaging event.”



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The platform also made it simple to add different backgrounds and graphics to the live stream in real time. This allowed partner logos to be displayed prominently throughout the session. Event breaks and messages could also be uploaded throughout the evening.

BlueJeans Events’ support for multiple moderators was a huge help. “With internal moderators from Brentford and external moderators from the BlueJeans Events support team, we could focus on ensuring the event ran smoothly — without having to worry about issues like stream quality, negative engagement, and unforeseen technical problems,” Morris says.

“We were able to easily add moderators, and the moderation screen was simple to navigate, allowing us to control every facet of the event, right down to reviewing fan comments.”

### Planning a Hybrid Future to Improve Inclusiveness

As this was the club’s first hybrid event, fans were asked to submit questions beforehand via email so they could be screened by club staff members.

With the great success of the forum, Brentford’s hybrid events are here to stay and will play a key role in the club’s quest to remain successful on and off the field.

“It’s the future for our events, allowing people to participate from the comfort of their homes or anywhere else if they’re unable to attend in person,” says Stephens.

“We plan to use BlueJeans Events and Studio again in the future.”

#### ABOUT BRENTFORD FOOTBALL CLUB

Founded in 1889, Brentford is a professional football (soccer) club in the west London suburb of Brentford, in the United Kingdom. The club was promoted to the Premier League at the end of the 2020–21 season.