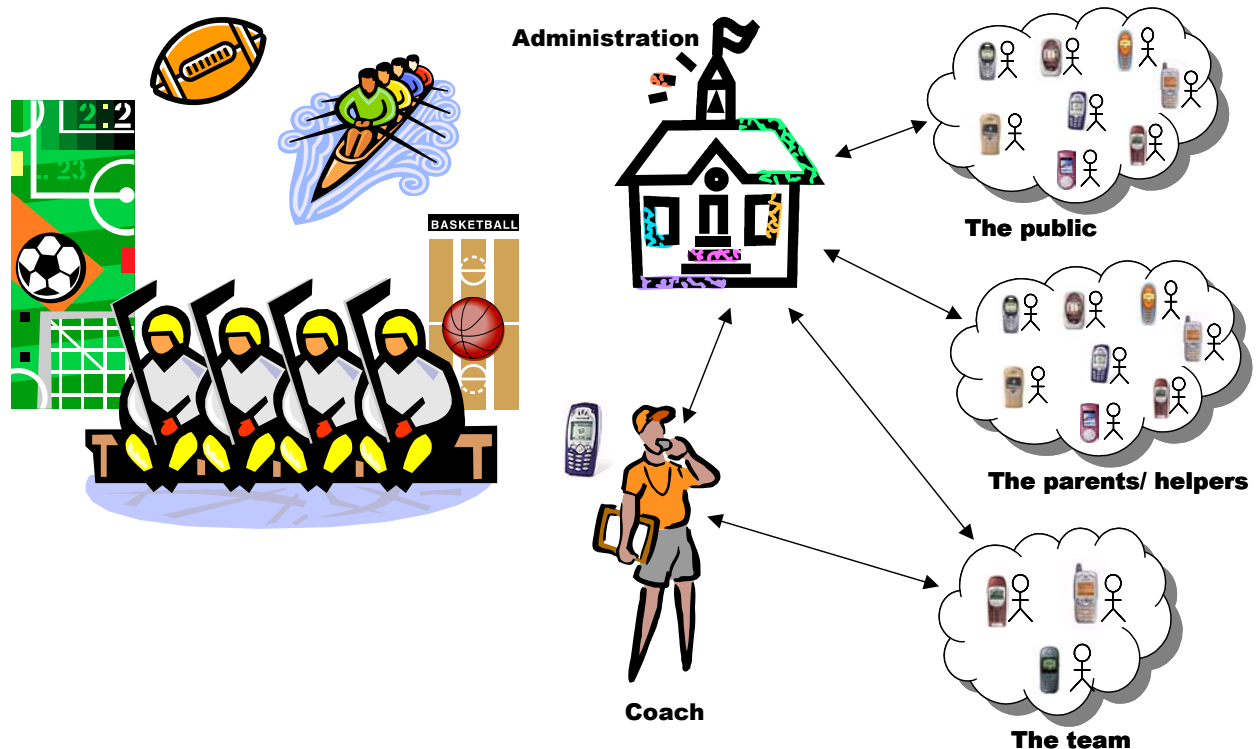


**Concept type**  
Corporate SMS

**Business Sector**  
Sport / teams

**Date**  
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## Wireless communication for sport teams



### Communication challenges

It is a challenge to manage good communication to a sports team and to the people in the associated community. There are training, matches, voluntary work, and happenings and often the schedule is changed. Printed information and ads aren't always updated. SMS may be an alternative for short, immediate messages. This can be a superior communication tool together with some organizational work and the right aiding systems. Here are some examples:

#### To the team

The coach can give the team(s) updated messages, either from a PC or from a cell phone. The receiver may answer the message to give positive/negative response, e.g. to tell he can't join the next training. The team members can use SMS to give messages to the coach (or administration).

#### To the parents / helpers / sponsors

Often there is organized voluntary work and various arrangements. Organize the parents/ helpers / sponsors in groups and communicate to them with SMS.

#### To the public community

The public community can be offered several services. Most services can be premium SMS. E.g. information about next match, paying for merchandise (mobile wallet), let the famous team-members call friends and give a message etc.