**Barclays Center Courts Fans with Tech**

Barclays Center's Elisa Padilla talks about why it's essential for stadiums to focus on the fan experience and why she created a loyalty program that rewards fans for connecting with the team via social media. The center can seat more than 15,000 people, and each one is a potential brand advocate. "If they're in Barclays Center and able to share their story, that, to us, is the payoff," Padilla says.

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[***http://www.adweek.com/news/technology/how-barclays-center-uses-technology-constantly-improve-modern-fan-experience-167723***](http://www.adweek.com/news/technology/how-barclays-center-uses-technology-constantly-improve-modern-fan-experience-167723)