



# THE STADIUM BUSINESS SUMMIT

LONDON • 3-5 JUNE 2014



## CONFERENCE PROGRAMME & EVENT GUIDE

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THE STADIUM BUSINESS AWARDS



FAN EXPERIENCE FORUM



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THE STADIUM BUSINESS SUMMIT



HELLO WEMBLEY!



THE STADIUM BUSINESS AWARDS

Thanks for joining us at the ‘home of football’. After Dublin, Barcelona, Turin and Manchester, *TheStadiumBusiness Summit* is delighted to be in London for its fifth anniversary – most especially at the reinvigorated sports and entertainment destination that is Wembley.

You’ll find the full event schedule in the following pages. Alongside the main Summit conference programme, we’re hosting our specialist pre-Summit meetings at the Hilton Wembley to give the *Premium Seat Seminar* and *Fan Experience Forum* audiences maximum networking opportunities.

We kickoff with an ‘expert’s tour’ and welcome reception of the world’s most famous stadium – courtesy of Wembley Stadium Consultancy. As always, the highlight of the programme is *TheStadiumBusiness Awards* evening where we will once again recognise our industry’s achievements, creativity and leaders. This year we’re at the historic RAF Museum with our hosts Centerplate.

Our thanks go to all our speakers (for sharing their knowledge so freely), our sponsors (for backing us and keeping our industry moving forward), our partners (for making it easier to put this event on), and our host venue (a great stadium with great people!).

Finally – above all – our thanks to YOU for joining us. We wish you a great ‘visitor experience’ at *TheStadiumBusiness Summit 2014* - and if there’s anything we can do to assist, please let us know.

Ian Nuttall & *TheStadiumBusiness* team

PS. I always write this – but I mean it: we are committed to making *TheStadiumBusiness Summit* the industry’s most important calendar event – so, if you enjoy your time with us here at Wembley then please tell your colleagues. But if you don’t, please tell us and we’ll get it fixed!

**\*DON'T FORGET!**  
If you have purchased a ticket to *TheStadiumBusiness Awards Gala Dinner* please collect no later than **14.00 on Wednesday** from the registration desk...



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Join and share the Summit discussions using **#SBS14**

## THE APP

Twitter feed at [@stadiumbusiness](#)  
Join us on LinkedIn [TheStadiumBusiness](#)

Explore our StadiumBiz mobile app by **CrowdTorch** to receive live updates, view sponsors and much, much more during the Summit



Available on the App Store

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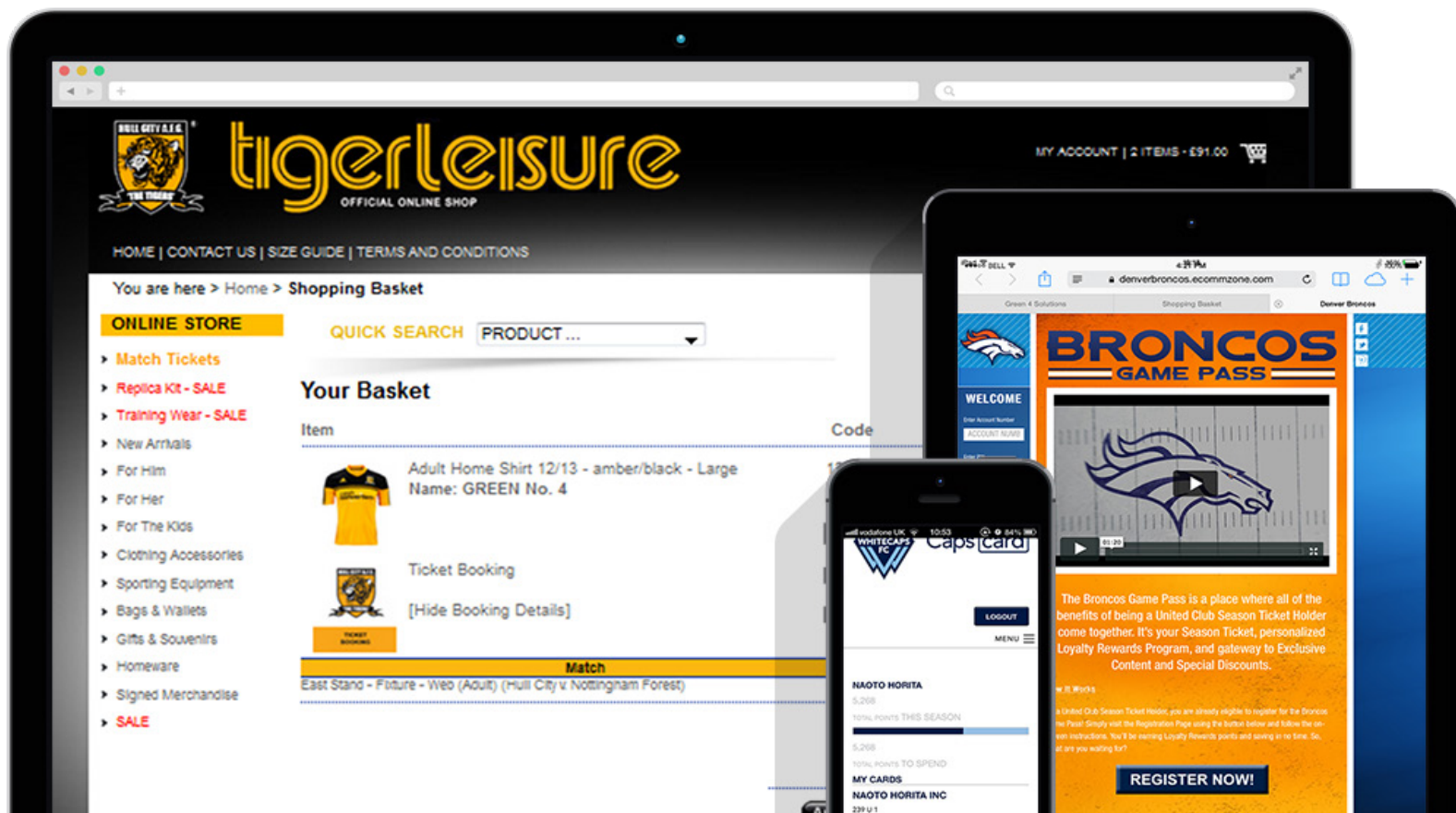
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THE QUEEN'S AWARDS  
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3 JUNE 2014  
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## Tuesday 3 June

REGISTRATION: 08.00 - 17.30  
CONFERENCE: 09.00 - 17.30  
MARKETPLACE: 08.30 - 18.30  
RECEPTION: 19.00 - 21.30

### 09.00 Introducing *Fan Experience Forum 2014*

- *Ian Nuttall, Founder, The Stadium Business/Xperiology, UK*
- *Your Moderator: Mark Bradley, Director, The Fan Experience Company, UK*

### Session 1: **First Contacts**

> From the moment a fan is involved with you, there is an underlying expectation that a certain level of service will be delivered. But that service can be very different. What do die-hard loyal fans expect, that families and first-timers don't? How do we satisfy Generation X, whilst keeping Generation Y engaged?

### 09.10 **Monetising Sponsorships Through Employee, Customer and Fan Engagement**

The Danish National Olympic Committee work very hard to monetise sponsorships. It does this by engaging a range of stakeholders, including sponsors' employees and customers, whilst not forgetting its own fans. Through digital campaigns and the Committee's expertise in fan engagement, there are some great results, all of which are helping to bring more Danish athletes home with medals.

- *Jesper Nyholm, Chief of Online & eHealth Gamification, National Olympic Committee/Sport One Denmark, Denmark*

### 09.35 **Everton Football Club's Fan Engagement 2013/14**

Everton Football Club prides itself on the great lengths it goes to give fans the very best experience. With initiatives such as *Blue Crimbo*, *Memorable Matchdays* and regular supporter focused activities, the club is seamlessly knitting together online and offline engagement. This cohesive campaign structure is behind what makes Everton one of the leaders in fan engagement.

- *Richard Kenyon, Director of Marketing & Communications, Everton FC, UK*

### 10.00 **Refining the Message & Getting the Right Response**

Relationships are all about communication. And, in turn, communication is all about the right message, at the right time and at the right place. The NHL has been finetuning its marketing and communications messages with significant increases in ROI – just by using the data available. Fan Profiling has been applied to leverage the data to improve retention and revenues.

- *Amie Becton Ray, Director - Database Marketing & Strategy, National Hockey League (NHL), USA*

10.30 Coffee break in *The Marketplace* - sponsored by 

### Session 2: **The Build-Up**

> So, matchday is here! Upon arrival at the stadium there is a wealth of innovations and offerings that can be presented to the fan. Ensuring that these are delivered and providing an enhanced matchday experience is key. We present a selection of case studies where this message has been taken on board to give not just an adequate experience, but to go the extra mile in offering fans the very best.

### 11.00 **Rewarding Loyalty Through MatchPass**

Seattle Sounders FC in USA's Major League Soccer is actively pushing and promoting fan engagement with the use of a rewards programme to incentivise season ticket holders. Fans can redeem points on match day tickets, buying from club outlets and even for arriving at the game early. *MatchPass* holders choose from a variety of unique rewards, ranging from an opportunity to watch the first team train, right through to getting into the heart of the action with a pitch-side matchday photograph alongside the players.

- *Bart Wiley, VP Business Operations, Seattle Sounders FC, USA*

11.25 **FanZones: What's the Point?**

Fan Experience Forum has partnered with Beyond 90 to produce the first ever industry analysis of the FanZone market. The findings will be revealed alongside a range of case studies from the current FanZone market and our thoughts on the future of the FanZone business.

- David Norris, Founder, Beyond90, UK

11.50 **Twenty20: Repositioning The Game**

Riveting insight into how the England and Wales Cricket Board (ECB) are using fan engagement strategies to reposition domestic Twenty20 cricket, whilst creating outstanding best in class spectator experiences, driving ticket sales and increasing brand awareness across domestic and international competitions.

- Anna Cooper, Event Presentation Manager, ECB, UK
- Ryan Bedford, Account Director, RPM, UK

>Guest Speaker: **Why-FI?**

12.15 **Hamburger SV's Digital Fan Journey @ Imtech Arena**

A new approach – step by step with QSC and Meru Networks – to engaging fans and generating new business both inside and outside of the stadium.

- Carlo Dannies, Head of ICT, Hamburger Sport-Verein, Germany

12.40 Lunch and networking in *The Marketplace* - sponsored by 

>Guest Speaker: **It's Showtime**

14.00 **Little Things Which Add Up to Something Special**

After 14 years as a 'homeless' club, the Seagulls finally moved into their new home – the American Express Community Stadium – in 2011. The new home has been the catalyst for a resurgence in supporter growth, which has seen average attendances rise by over 50% to 27,000 each game. A host of pre- and post-match activities, along with matchday service enhancements (including guest 'away team' beers), have created not only a growing home fanbase, but also a favourite away experience for rival team supporters. So, what's next for the matchday experience at The Amex?

- Paul Barber, Chief Executive, Brighton & Hove Albion FC, UK

**Session 3: Innovations Showcase**

14.30 **Great Ideas in Small Bites**

> There are so many new technologies that are changing the way fans interact and engage with the game they love. We present a selection of the latest (and greatest?) fan engagement apps and services. This proven quick-fire presentation session – using the *pecha-kucha* format (with each speaker having just 20 slides for 20 seconds each, i.e. under 7 minutes to present) – delivers a wealth of new ideas, innovations and inspiration for forward-thinking businesses. Scorecards at the ready please!

15.35 Coffee & networking in *The Marketplace*



FAN EXPERIENCE FORUM





## Tuesday 3 June

### Session 4: Into Extra Time

> Fans now come expecting far more than just a game of two halves (or even four quarters!) Location-based services, stadium wide WiFi connectivity, social media engagement; there's a plethora of channels and opportunities for engagement. But is there such a thing as a singular 'fan experience'? And how do we measure success across different channels and models?

#### 16.00 **Keeping Fans Sweeter Than (Belgian) Chocolate**

Belgium Pro League's Zulte Waregem (also known as Esvevee) is enjoying great successes; both on and off the pitch. The management team at the club is dedicated to enhancing the fan experience. Fans can enjoy half-time competitions, impeccable online virtual tours of the stadium, right through to a Valentines date with Miss Belgium. Zulte Waregem are leading the way in fan experience for Belgian football. We see how this campaign is coming along as well as a flavour of what lies ahead for the club in the future.

- *Tyas Kastelijn, Head of Business Development, S.V. Zulte Waregem, Belgium*

#### 16.30 **Analysing the Game-Day Experience**

New technologies have provided more ways than ever for fans to engage with the teams they love. For this reason, the game day experience encompasses much more than just a ticket purchase or the match itself. Longtime IT professional turned sports executive, Asim Pasha, will discuss the new approach to fan management that helps teams deliver a modern game day experience to their fans. This approach starts with the ability to connect all fan touch points to build comprehensive views of individual fan behaviour associated with their game-day experience.

Secondly, creative applications of technology are helping teams around the world transform that data into actionable intelligence to deliver customised experiences based on each fans' behaviours and preferences – ultimately impacting revenue and loyalty. We'll talk through the specific technologies that enhance this approach including fan management platforms, mobile experiences, the delivery of personalised experiences based on behaviour, and integrated video solutions (replays, in-venue live streaming, and broadcast).

- *Asim Pasha, Co-Founder & Co-CEO, Sporting Innovations, USA*

#### 17.00 **Home Away From Home: Cardiff City FC's Experience**

The Bluebirds go to great lengths to ensure that visiting fans are made to feel welcome. A concerted strategy including match day assistants dressed in the away teams' colours as well as serving foods local to the visitors has resulted in a 15% increase in away ticket sales as more away fans are realising the experience. The club has received much critical acclaim for these away experiences, but keeps an eye firmly on the future looking to improve.

- *Julian Jenkins, Commercial Director, Cardiff City FC, UK*

### Networking: Stadium Tour & Drinks Reception

#### Expert Tour & Drinks Reception

> Attendees of *Fan Experience Forum 2014* will be joined by delegates of *Premium Seat Seminar 2014* and *The Stadium Business Summit 2014* for an expert's tour of the legendary Wembley Stadium and its world-class hospitality and fan engagement facilities – followed by a networking drinks reception sponsored by Wembley Stadium Consultancy.

**DRINKS & CANAPÉS: 19.00 - 21.30**



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# Speaker Profiles



**Paul Barber**  
CHIEF EXECUTIVE, BRIGHTON & HOVE  
ALBION FC, UK

Paul joined the board of Brighton & Hove Albion FC as Chief Executive in June 2012. In his first season with Brighton, the club secured its highest league position for over 30 years, made the Championship play-offs, enjoyed the highest average attendances in its division, and signed its largest ever shirt sponsorship agreement, a multi-year deal with American Express. Paul was named CEO of the Year at the Football Industry Awards 2013. Paul's career in professional football has spanned over 14 years, during which time he has held senior positions at Vancouver Whitecaps FC, Tottenham Hotspur FC and The Football Association.



**Ryan Bedford**  
ACCOUNT DIRECTOR, RPM, UK

Ryan has been at marketing communications agency RPM (twice voted Experiential Agency of the Year by Marketing Magazine) for nearly five years. Since 2012, he has worked closely with the English Cricket Board, producing 2013's Ashes opening and closing ceremonies, plus domestic T20 matches, international test and ODI presentations. He has additionally worked in-house with BSKyB to deliver the award winning Sky Ride events series. His tenure at RPM has also involved helping the annual Reebok & CrossFit Invitational event. Ryan's main passion is for fan engagement and sports presentation.



**Anna Cooper**  
EVENT PRESENTATION MANAGER,  
ENGLISH CRICKET BOARD, UK

Anna is the England and Wales Cricket Board's (ECB) Event Presentation Manager. She used to work agency-side, directing and delivering the ECB's spectator engagement campaign across domestic and international competitions, before moving to the ECB to take up her current position. Prior to joining the ECB, Anna managed and delivered Sky Ride's mass participation cycling campaign across the country as part of BSKyB's five-year initiative to get over 1 million people cycling more frequently in the UK. She has additionally worked on high-profile activations for AVIVA athletics and Umbro.



**Carlo Dannies**  
HEAD OF ICT, HAMBURGER SPORT-VEREIN,  
GERMANY

Carlo was born and grew up in the region of Germany called the Magdeburger Börde. After completing his studies in Economics at the University in Halle, Carlo began working at Hamburger Sport-Verein (HSV) holding positions in various departments including Ticketing and Business Integration. Today, Carlo is the Head of Information and Communication Technology at HSV where he is responsible for all aspects of IT at the Hamburg stadium and Sport-Verein and has been responsible for driving and implementing a number of IT innovation initiatives. In addition to his work at HSV, Carlo is

also in the process of writing his doctoral thesis at the Martin Luther University on the topic of "Entry fees in European Professional Football."



**Julian Jenkins**  
COMMERCIAL DIRECTOR, CARDIFF CITY  
FC, UK

With over 15 years experience in the Football Industry, Julian has also worked in sales and sponsorship in the public and private sectors, giving him the vision and passion to deliver a customer centric experience, and an ability to maximise commercial opportunities. He joined Cardiff City FC in 2001 as Head of Media & Communications prior to setting up his own company for two years. He returned to Cardiff City FC, and subsequently took the position of Commercial Director. He has won awards and gained international recognition for innovation and excellence. Julian's customer-centric approach recently saw Cardiff City FC awarded the Football League's prestigious Family Club of the Year 2010/11.



**Richard Kenyon**  
DIRECTOR OF MARKETING AND  
COMMUNICATIONS, EVERTON FC, UK

Over the last few years, Everton has been working on a programme of activity to encourage ownership and participation with fans and to make the Matchday experience more memorable. This work has contributed to increased engagement from fans and Everton now boasts some of the best Fan Survey results in the Premier League; also seeing matchday attendances increase. Richard joined Everton in 2014 after a spell in an interim consultancy role. Prior to joining Everton, Richard ran Kenyon Fraser – a Marketing and PR agency specialising in sports and leisure. Richard is qualified with a MBA and has been awarded the status of Chartered Fellow of the Chartered Institute of Marketing – the highest Marketing accreditation in the UK.



**Tyas Kastelijn**  
HEAD OF BUSINESS DEVELOPMENT, SV  
ZULTE WAREGEM, BELGIUM

For three years Tyas has been actively involved in the Business Development of Belgian first division football club SV Zulte Waregem, also known as Essevee. This job was presented to him after a successful internship at the Vlerick Business School with the subject "How to improve the commercial policy of a Belgian football club". For this internship, Tyas investigated best practices around Europe, which he now wants to use to transform Belgian standards. Generating extra-sportive commercial revenues by enhancing the business and fan experience is his main task.



**David Norris**  
FOUNDER, BEYOND 90, UK

Beyond 90 will be bringing a new approach to the future of the FanZone industry by focusing on designing and creating content and generating revenues by monetising the pre and post-match experience. The agency is based on a wide range of experiences that David has gained over ten years

within the areas of property development, space design, music festival market, sports brands and football clubs. This range of experience can provide a solid foundation to any organisation looking to develop their own FanZone.



**Jesper Nyholm**  
**CHIEF OF ONLINE AND EHEALTH  
 GAMIFICATION, NATIONAL OLYMPIC  
 COMMITTEE/SPORT ONE DANMARK,  
 DENMARK**

Jesper has more than 18 years of experience in navigating the interplay between digital opportunities and strategic goals. Since 2005, this experience has paved a digital and healthy road for engaging customers and employees from around the world, helping several companies, government bodies and organisations handle issues regarding public health, absenteeism, team spirit, work/life balance and mental strength. As a frequent keynote speaker and advisory board member, both nationally and internationally, Jesper represents the latest findings within the field of healthy engagement through social media and gamification.



**Asim Pasha**  
**CO-FOUNDER AND CEO, SPORTING  
 INNOVATIONS, USA**

Asim leads the creation of software solutions for venues, properties and brands within the international sports community. Its FAN360 platform is a sports-specific ecosystem that is redefining how teams utilise data and technology to enhance the fan experience and grow revenues. Asim's earliest vision for Sporting Innovations began as CIO & Chief Architect for MLS team Sporting Kansas City, where he designed and was later awarded for advancements in fan experience technology at Sporting Park, which is now considered one of the most technologically-advanced stadiums in the world. Prior to this, Asim spent 13 years at Cerner Corporation developing new

architectures, strategies and solutions for the healthcare industry.



**Amie Becton Ray**  
**DIRECTOR, DIRECT MARKETING AND  
 STRATEGY & ANALYTICS, NATIONAL  
 HOCKEY LEAGUE, USA**

Amie oversees all league email campaigns, direct mail plans and customer data collection and database analysis, as well as the analytics team for NHL.com. Through targeted segmenting and messaging, she and the team continue to improve open and conversion rates, while working with the analytics team to build better reporting and tracking. Amie has been in the sports and entertainment marketing industry for over fifteen years in a variety of roles, working with the Carolina Hurricanes, Centerplate, the PGA, and others. She has been focusing on email and direct marketing at the National Hockey League for the past eight years. Amie is a graduate of the University of North Carolina (School of Journalism and Mass Communication) and resides in New York.



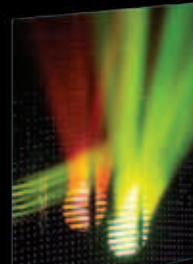
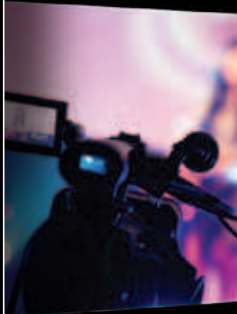
**Bart Wiley**  
**VICE-PRESIDENT OF BUSINESS  
 OPERATIONS, SEATTLE SOUNDERS, USA**

Bart works closely with ticket sales, corporate partnerships, community outreach, game entertainment, public relations and the marketing of the team. He acts as liaison between supporters groups and the club, and serves as Director of the Sounders FC Alliance, made up of 32,000 season ticket holders. He is also a frequent speaker, having travelled to Australia, England and throughout the US talking to audiences about the Sounders brand and organisation. Previously, he worked as Director of Communications for a dot com company, the Director of Business Operations for NASCAR team, and as publicist for former Major League Baseball player, Brett Butler.





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## BEYOND 90

What do you think the outside of your stadium should be used for? Car Parking? Signage? Creating a petting zoo for police horses? Face Painting? The highly nutritious

burger van? At Beyond90 we think there are better ways to use this space! We constantly look for new ways to create revenue streams that enhance the fan experience outside of your stadium, be it FanZones, FanShows, or FanCaves. We are very excited to be working with Fan Experience Forum in commissioning the first industry wide research into FanZones, which we will be sharing the results with you on Tuesday 3 June at 11:25.

[www.beyond90.com](http://www.beyond90.com)



## GREEN 4 SOLUTIONS

Green 4 Solutions is the CRM market leader within the Sport and Leisure industry. Their joined-up solution has taken CRM to the next level by incorporating a world

class fan loyalty programme and through the development of a customer focused ticketing solution. Green 4 are a Microsoft Gold Partner with Microsoft Dynamics CRM at the heart of all solutions. Their philosophy is focused on building long-term relationships with fans and customers, improving the fan experience, as well as commercial revenues. The full joined-up solution from Green 4, has a powerful CRM engine as well as full functionality for ticketing, retail and hospitality sales, inbuilt marketing and eCommunications modules, food and beverage sales, loyalty programmes and cashless sales. By providing functionality for all stadium requirements on one single platform, the marketing team has complete power over their data. All customer touch points will provide a valuable data source which can be used to trigger automated communications and build loyalty.

[www.green4solutions.com](http://www.green4solutions.com)



## CROWDTORCH

CrowdTorch, a wholly-owned subsidiary of Cvent (NYSE: CVT), develops, markets, sells and supports Cvent's consumer event management solutions. The

CrowdTorch Audience Management Platform (AMP) comprises a suite of tools, including white-labeled ticketing, mobile, website, social, engagement and fan insights. AMP is designed to help venues, promoters, artists and event organizers engage fans, drive revenue and generate insights to better market to their crowd. In addition to client branded point-of-sale sites, CrowdTorch also powers sites for fans to find and buy tickets to events, including LaughStub or comedy, TuneStub for music and ElectroStub for electronic dance music/nightlife.

[www.crowdtorch.com](http://www.crowdtorch.com)



## IQ SPORT

IQ Sport's mission is to promote innovation and quality improvement in sports business. We believe that the best quality standard is achieved through

innovation. We aspire to increase our clients' value proposition. We aim at attracting new clients through dealing with all the aspects of the business potential, incorporating organisational and technological innovations at the same time. Our product, eFAN24, is a fan event experience platform dedicated to the sports and entertainment industry. It is a unique mobile solution providing a better way to experience sports events. By combining streamlined social interaction capabilities with an advanced indoor assistance, it boosts fan's event experiences.

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addresses the ever-growing need for higher bandwidth and higher client densities. The Meru Identity Manager solution greatly simplifies secure device onboarding and the company's unique Context-aware Application Layers (CALs) enable dedicated channel assignments for specific applications, devices and usage scenarios. Meru customers include Fortune 500 businesses as well as leaders in education, healthcare and hospitality. Founded in 2002, Meru's headquarters are in Sunnyvale, California; with operations in North America, Europe, the Middle East, Asia Pacific and Japan.

[www.merunetworks.com](http://www.merunetworks.com)

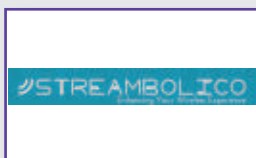


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[www.perkinator.com](http://www.perkinator.com)



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[www.streambolico.com](http://www.streambolico.com)



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[www.visionevents.co.uk](http://www.visionevents.co.uk)



## XIRRUS

Wireless connectivity is everywhere. At rock concerts? Of course. At sporting events? You bet. People expect to connect without wires everywhere they

go. They now depend on it. The explosion of smartphones and tablets has seen to that. According to the Wi-Fi Alliance, there are now about 800 million Wi-Fi-enabled devices being produced every year. Intelligent event and entertainment organisations are using those devices to engage audiences, provide new digital marketing opportunities and ensure attendees can connect under even the most demanding circumstances. At Xirrus, we see why. When we connect thousands of U.S. Open Tennis fans and press flawlessly, once-in-a-lifetime moments can be shared. And when sport enthusiasts wirelessly connect across Gillette Stadium, live video can be captured and shared so fans don't miss a play. Wireless isn't a "nice-to-have" anymore. Done right, it's a strategic IT infrastructure advantage that fuels event and entertainment organizations, letting them do more than ever before.

[www.xirrus.com](http://www.xirrus.com)





**3 JUNE 2014  
WEMBLEY**



## Tuesday 3 June

**REGISTRATION: 08.30-17.15**  
**CONFERENCE: 09.15-17.15**  
**MARKETPLACE: 08.30-18.30**  
**RECEPTION: 19.00-21.30**

### 09.15 Introducing Premium Seat Seminar 2014

- *Ian Nuttall, Founder, The Stadium Business/Xperiology, UK*
- *Your Moderator: Paul Bunker, Founder, The Media Bunker, UK*

### OPENING THOUGHTS

#### 09:30 **So, Club Wembley, where next?**

Club Wembley, Wembley Stadium's wholly owned premium box and seat programme, is one of the world's largest and most successful premium hospitality businesses based in (probably) the world's most famous stadium. Since it went live in 2007, Club Wembley has guaranteed its c5,000 members across c17,000 seats access to some of the world's greatest events, a range of exclusive hospitality choices and other exclusive member opportunities (such as invitations to England club training days, meetings with football legends or even breakfast with the England manager). How does Club Wembley address adapting and evolving for the future?

- *Giles Clifford, Head of Business Improvement – Club Wembley, Wembley Stadium, UK*

### (R)EVOLUTION

#### 10:00 **Making Every Square Metre Count**

With a new 30-year agreement in place to remain at its historic Parc des Princes ground in Paris, French league champions Paris Saint-Germain are underway with an ambitious programme to extend its matchday hospitality capacity. By 2016 – when the ground is scheduled to host UEFA EURO2016 games – the club will have delivered a three-fold increase in premium seating capacity (to 4,500 seats) alongside new restaurants, family spaces and visitor amenities. Further ahead, the club has plans to extend the existing seating capacity from 46,000 to nearer 60,000. How is the club preparing for this growth in customers in a stadium structure which dates back to 1972?

- *Alistair Spiers, Director of Hospitality Operations, Paris Saint-Germain, France*

10.30 Coffee break in *The Marketplace* - sponsored by 

### ADDING VALUE

#### 11:00 **The Concierge Approach**

Arsenal FC's Premium Concierge Service is available to Seasonal Executive Box Holders, Diamond Club Members and Seasonal Club Level (Platinum) Members, providing a range of online services to manage and upgrade their hospitality packages via a dedicated microsite. Linked into the club's bespoke database, the Service is providing unique customer insights as the club continues to develop its world-class hospitality offers.

- *Jim Harding, Head of Premium Sales, Service and Operations, Arsenal FC, UK*

### Q&A: INTELLIGENCE

#### 11:30 **Stadia-enomics: Maximising Off-Pitch Assets**

Two of the largest brands in sport and hospitality have been working on a business model that sees Levy Restaurants UK become official catering partners to many leading venues in the UK. The speaker will give insights into the depth of these partnerships and share observations about the growing relevance of food in the customer experience and wider stadium economics. Using customer insights, the open mic conversation will look at maximising

## Tuesday 3 June

matchday revenues, through corporate hospitality and technology and how stadia can maximise on their global brand equity for non-match day activities.

- Neil R C MacLaurin, Director of Hospitality, Levy Restaurants, UK

### REMARKABLE SERVICE

#### 12:00 Harry Potter & Magical Experiences

People all over the world have been enchanted by the *Harry Potter* films for over a decade. The wonderful special effects and amazing creatures have made this iconic series beloved to both young and old – and now, for the first time, the doors are open for everyone at the studio where it first began. Guests at Warner Bros. Studio Tour London have the chance to go behind-the-scenes and see many things the camera never showed. From breathtakingly detailed sets to stunning costumes, props and animatronics, the interactive experience provides a unique showcase of the extraordinary British artistry, technology and talent that went into making the most successful film series of all time. Customer service is at the heart of a “magical guest experience” – with 97% approval rating on Tripadvisor (the highest rate visitor attraction in the world!)

- Laura Watson\*, Visitor Experience Director, Warner Bros. Studio Tour London, UK

12.30 Lunch and networking in *The Marketplace* - sponsored by 

### GUEST SPEAKER: TECHNOLOGY THOUGHTS

#### 14:00 Engaging & Entertaining The NextGen

Peter is an internationally sought after guru who invests his time and money as an agent of change. Renowned for his out of the box thinking, he is an advisor and consultant to companies and governments, the author of blogs, articles and books on technology, business and managing rapid change. With over 40 years' of technology and operational experience, Peter has been involved in the creation and transformation of corporations. His BT career saw him progress to CTO with teams engaged in optical fiber, fixed and mobile networks, artificial life and healthcare, through to war gaming, eCommerce, and business modeling. Peter has also spent time as an educator and was appointed Professor for the Public Understanding of Science & Technology @ Bristol. He received the *Queen's Award for Innovation & Export*, numerous Honorary Doctorates and was awarded an OBE for his contribution to international communications.

- Peter Cochrane OBE, CEO & Chairman, Cochrane Associates, UK

### GLOBAL INSIGHTS

#### 14:30 Emerging Markets & New Products

The global reach of sport has driven the development of new stadiums and sports events across the planet – and, in turn, created new formats, new customers and new influences for premium hospitality products. We sample some of the latest high-profile international approaches (including the use of psychographic profiling and the 4S model) and define some new global trends in emerging hospitality markets. Taking stock of the situation, our presenter offers some global insights.

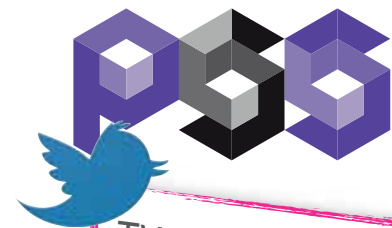
- Professor David Russell, Chairman, RSGlobal, UK

### INNOVATION I

#### 15:10 Real-Time Integration: A Case Study

A major international, multi-use cricket venue in Australia has invested heavily in integrating its sales, inventory, accounting and even its social media networking platforms – to create a bespoke real-time operational 'dashboard'. How was this achieved and what benefits have resulted?

- Nick Wagnitz, General Manager, Quest International, Australia



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# Tuesday 3 June

15.30 Coffee & networking in *The Marketplace*

## INNOVATION II

### 16.00 **Dashboard Decisions: A Case Study**

The technology is now available to provide a 360 degree view of all of your stadium operations in one place. Through interactive charts and graphics this can provide deeper insights into patterns in customer attendance and spending – thereby enabling precision marketing and targeted sponsorship opportunities. A case study from New York reveals the next steps in real-time operations for hospitality spaces.

- *Matthew Winterburn, UK Business Analytics Practice Leader, AVNET, UK*

## COMPETITION

### 16.15 **Making it Better to be There**

When anyone in the world can be virtually anywhere, the success or failure of attendance and in-venue sales depends upon whether or not you are *Making It Better To Be There*. How guests are rewarded across every point of their visit plays a large part in what they feel, what they say, what they purchase, and whether they'll come back. Explore real-life examples of how enhancements to design and the guest experience results in greater returns and better brand reputation with an insider's look at Sun Life Stadium, home of the Miami Dolphins; the Echo Arena in Liverpool; the game-changing opening of Levi's Stadium – the new home of the San Francisco 49ers; and a sneak peek at Atlético de Madrid's new stadium.

- *Bob Pascal, Chief Marketing Officer, Centerplate USA*
- *Jonathan Davies, Commercial Director, Centerplate UK*

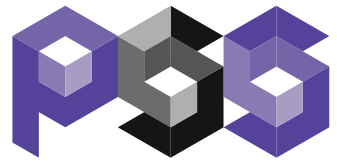
## OPEN MIC

### 16.45 **What's Wrong with Our Business?**

Any questions left unanswered? Any burning issues to raise? Last chance...

17.00 Close of *Premium Seat Seminar 2014*

*\*invited/subject to final confirmation*



**3 JUNE 2014**  
**WEMBLEY**



**GLOBAL NETWORKING**

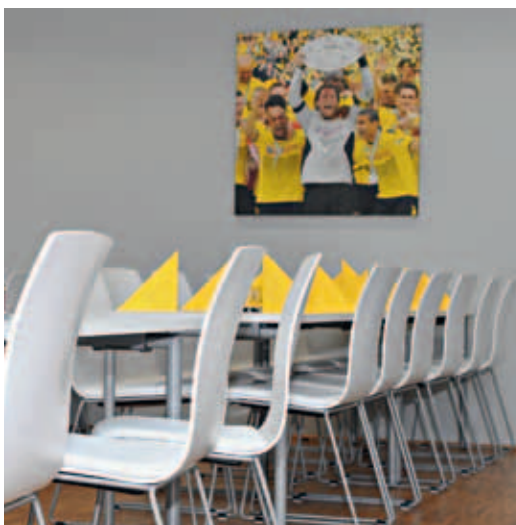
## Expert Tour & Drinks Reception

> Attendees of Premium Seat Seminar will be joined by delegates of *Fan Experience Forum 2014* and *TheStadiumBusiness Summit 2014* for an expert's tour of the legendary Wembley Stadium and its world-class hospitality and fan engagement facilities – followed by a networking drinks reception sponsored by Wembley Stadium Consultancy.

**DRINKS & CANAPÉS: 19.00-21.30**







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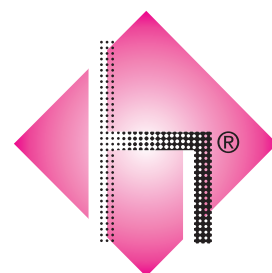
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# Speaker Profiles



**Giles Clifford**  
**HEAD OF BUSINESS IMPROVEMENT,**  
**CLUB WEMBLEY, WEMBLEY STADIUM, UK**

Previously a management consultant, Giles joined Wembley as a key part of the team to prepare the business plan and secure financing. Moving from Head of Finance, Giles joined the Wembley Management Team as Head of Business Improvement. From running Group Ticketing for Wembley and The FA, Giles has now moved back to supporting Club Wembley, currently heading up the Sales and Account Management Team whilst acting as project lead for Club Wembley's continuous improvement programme.



**Jonathan Davies**  
**COMMERCIAL DIRECTOR, CENTERPLATE,**  
**UK**

Jonathan is Centerplate UK's Commercial Director and is a highly-experienced sales and marketing professional with a proven track record in delivering new business growth within the UK stadia environment and was the winner of the inaugural Salesperson of the Year Award at the Foodservice Cateys in 2013. Recent projects with major UK clients on developing their catering offers include ACC Liverpool, Tottenham Hotspur FC, Watford FC, Sheffield Wednesday FC and Gloucestershire CCC.



**Jim Harding**  
**HEAD OF PREMIUM SALES, SERVICES**  
**AND OPERATIONS, ARSENAL FC, UK**

Arsenal Football Club is ranked by Forbes as the tenth most valuable sports team in the world, and the fourth highest value football team, after Manchester United, Real Madrid and Barcelona. Jim leads the team at Arsenal responsible for delivering the sales, customer service and operational match day experience to each of the 9,000 guests who enjoy a premium experience every game. The hospitality proposition at Arsenal Football Club is regarded as second-to-none, and the team delivers a sold out position each season due to effective segmentation, a dedication to customer service, and investment in quality sales staff. Prior to his time at Arsenal, Jim was Managing Director at global hospitality consultancy MatchPoint. MatchPoint offer strategic advice and sales and marketing solutions to governing bodies, rights holders, sports teams and venues.



**Neil Maclaurin**  
**DIRECTOR OF HOSPITALITY, LEVY**  
**RESTAURANTS, UK**

Levy Restaurants UK is the sports, leisure and hospitality division of Compass Group UK & Ireland, and creates bespoke catering solutions and legendary experiences across a range of sporting, cultural and heritage sites throughout the UK and Ireland. Neil oversees Levy Restaurants UK's hospitality development whilst continuing to grow relationships with existing and new customers. With innovations and thought leadership at the fore of Levy Restaurants UK offering, the company has developed a standout list of customers in the stadia sector. Neil was

ranked in the Event 100 Club which represents the very best Directors, Chief Executives and Event Managers in the sector. Having worked within the industry for over 25 years, his peers describe him as "dedicated, passionate and committed, not only to his colleagues but to the event industry as a whole".



**Bob Pascal**  
**CHIEF MARKETING OFFICER,**  
**CENTERPLATE, USA**

As Chief Marketing Officer of global event hospitality leader Centerplate, Bob believes in the power of live events to connect people, and in hospitality's role in shaping those connections. Bob draws upon a decade of marketing experience from the financial services and consumer packaged goods industries to inform the creative, transformative energy he has brought to Centerplate's high-profile business for the past ten years. Named among the 2012 Sports Business Journal "Forty Under 40," he holds an M.B.A. in Marketing and International Business from the Stern School of Business at New York University, and a Bachelor of Arts from Davidson College.



**David Russell**  
**CHAIRMAN, RP GLOBAL, UK**

Professor David Russell is the Chairman of RP Global, the specialist stadium and major events business within the Russell Partnership collection. Founded in 1989 and now recognised as the UK's leading Strategic Food & Global Sports Consultancy business with over 400 clients and a team of 50. David has pioneered and driven solutions within organisations as diverse as BAA, The BBC, The Eden Project, English Heritage, InterContinental, MCC at Lord's, Twickenham, Wembley, Wimbledon and the United Nations. David led the creation and delivery of the Food Strategy for the London Olympic Games in 2012 and for the Winter Olympics in Sochi 2014. He is regularly named in the list of the most influential individuals in the UK Food and leisure sector.



**Alistair Spiers**  
**DIRECTOR OF HOSPITALITY, PARIS**  
**SAINT-GERMAIN, FRANCE**

Alistair joined Paris Saint-Germain in January 2013, and since then the club has been crowned French champions twice, has won two other domestic trophies and has reached the quarter-finals of the Champions League in the last two seasons - Alistair has confirmed to us that these events are definitely not linked! As Director of Hospitality and B2B Ticketing, Alistair is overseeing the transformation and expansion of the VIP areas at the Parc des Princes in advance of EURO 2016 in France. The ambitious targets on the pitch are matched by those in the commercial sphere of the Club which will see a 300% rise in capacity and revenues in just three seasons. Prior to joining Paris Saint-Germain, Alistair was Head of Hospitality at Tottenham Hotspur from 2010 and previously held a senior role within the IMG team, dedicated to the sale of Club Wembley seat licenses and corporate boxes.





## Liverpool Football Club Deploys “Premier” Xirrus Wi-Fi Network to Improve Fans’ Match-Day Experience

### Requirements

- Wireless coverage in the two-tier, 12,000-seat Centenary Stand and adjoining corporate facilities, to enable fans to share match-day experiences
- Specialized, flexible, high-capacity wireless network to ensure a high-quality user experience for a very large number of concurrent users and devices
- Sign-in via a one-time registration process that encourages club members to communicate with each other during games
- Ability to learn which devices fans use to connect with the club, thereby providing information to help in planning investments in digital platforms
- Insights into how fans use the stadium and its facilities, allowing management to serve their needs
- Analytics that enable prioritization of key applications and the ability to connect more devices to the network by optimizing Wi-Fi spectrum usage
- Introduce new in-stadium capabilities as part of ongoing commitment to improve match-day fan experience

### Solution

- Xirrus high-capacity Wi-Fi Arrays
- Application-level visibility and control to ensure that critical applications are delivered reliably over the wireless network
- Ubiquitous wireless network able to support custom services, including wayfinding and dynamic content delivery
- Over 4X the coverage and up to 8X the capacity of competitive solutions to deliver high-density wireless support – more than 1,000 users per Array

### Benefits

- Delivers wireless coverage to fans in the Centenary Stand and adjoining corporate facilities
- Enables fans to share commentary on the game with the global Liverpool fan base
- Allows the club to gain insights into fan behaviors and practices, in order to improve service to fans
- Seamless scalability to enable expansion of the network to accommodate new venue applications, users and devices

Read the full project overview at [www.xirrus.com](http://www.xirrus.com) and view the interview with Andy Robinson at [www.xirrus.com/tv](http://www.xirrus.com/tv)



### Record-Setting English Premier League Team Connects Fans Wirelessly at Historic Anfield Stadium, Enabling Real-Time App Engagement and Social Media Sharing on Multiple Mobile Devices.

Founded in 1892, Liverpool FC is one of the world's most historic and famous football clubs, having won 18 League Titles, seven FA Cups, eight League Cups, five European Cups, three UEFA Cups, three European Super Cups and 15 Charity Shields

Liverpool FC recently completed an initial Wi-Fi deployment across its two-tier, 12,000-seat Centenary Stand and adjoining corporate facilities, enabling fans to access and share digital content during games and communicate with other fans in the club in real time. With a successful first deployment in place, the club will now be monitoring usage closely in order to assess the feasibility for further roll out.

By offering Wi-Fi to its fans, the club has created an infrastructure that will allow fans to improve their overall matchday experience and encourage them to share the excitement of the game with the global Liverpool fan base. It has also created a new way for the club to gain insight and feedback from its fan base – highly valued information for improving services to fans and increasing fan loyalty.

### Club Gives Fans Real-Time Communications Across Social Networks

According to club officials, the Wi-Fi deployment has not only improved connectivity, but has also provided a platform for new communications channels.

“Running our own data network based on Xirrus technology means we can provide our fans with a dedicated, robust and high-quality experience,” said Andrew Robinson, Head of Digital Media and Technology for the club. “The added reliability and performance of high-capacity Wi-Fi over 3G connections will encourage our fans to use social networks such as Twitter and Facebook to share their experiences with fans who are not in attendance at a game.”

Robinson continued: “A massive driver for this new network is that we can gain more insight into our fans than ever before. Sign-in will be via a one-time registration process using an email address, and fans will be encouraged to tell us their likes and dislikes. The technology will allow us to learn which devices fans are using to connect with the club, enabling us to invest in digital platforms appropriately. We will also find out more about how fans use the stadium and its facilities so that we can adapt these to better serve fans.”

“The experience that we’ve created from day one is something we think fans will get very excited about. We’ll be providing in-match stats, food and drink offers, access to online retail, in-play betting in partnership with Paddy Power and also the ability to engage with a global audience outside of the stadium through social media platforms.”



# Sponsors & Partners

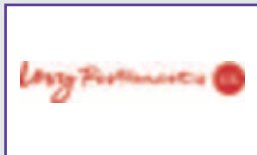


## CROWDTORCH

CrowdTorch, a wholly-owned subsidiary of Cvent (NYSE: CVT), develops, markets, sells and supports Cvent's consumer event management solutions. The

CrowdTorch Audience Management Platform (AMP) comprises a suite of tools, including white-labeled ticketing, mobile, website, social, engagement and fan insights. AMP is designed to help venues, promoters, artists and event organizers engage fans, drive revenue and generate insights to better market to their crowd. In addition to client branded point-of-sale sites, CrowdTorch also powers sites for fans to find and buy tickets to events, including LaughStub or comedy, TuneStub for music and ElectroStub for electronic dance music/nightlife.

[www.crowdtorch.com](http://www.crowdtorch.com)



## LEVY RESTAURANTS

Levy Restaurants UK, the sports, leisure and hospitality sector of Compass Group UK & Ireland, provides premium food and beverage services across a portfolio

of venues including, The O2, Twickenham Stadium, Ricoh Arena, Chelsea Football Club, The Kia Oval, Olympia London to name but a few. The company specialises in the creation of tailor-made concepts as well as award-winning service standards and designs to appeal to differing target customer bases in conference and banqueting areas. Levy Restaurants UK is at the fore of its game and has won major awards for its service levels, including a UK Customer Experience Award for its work at Chelsea FC.

[www.levyrestaurants.co.uk](http://www.levyrestaurants.co.uk)



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[www.ncr.com](http://www.ncr.com)



## RP GLOBAL.UK

RP Global.UK is the specialist consultancy working with stadia, major global events, and sporting federations on all elements of their hospitality, food and beverage, and

waste plans from strategy to implementation for all client groups. Having been responsible for the strategy, planning, procurement and delivery for the all the food and beverage cleaning and

waste at the exceptionally successful London 2012 Games, we now work with clients large and small to help them add value to the customer journey ensuring that all aspects of the food and beverage offers optimise fan experience, operational delivery, and so maximise revenues. RP Global.UK created and utilise the Stadia 4S model which uses Science to inform the Strategy providing the optimum Solutions in offers, space allocation, and training, ensuring a Sustainable business that is able to deliver optimum cost effective solutions.

[www.rpglobal.uk.com](http://www.rpglobal.uk.com)



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[www.stechert.de](http://www.stechert.de)



## THE STADIUM BUSINESS AWARDS

TheStadiumBusiness Awards are the first industry awards for the stadium sector, by the stadium sector. Launched in 2010, the

awards were initiated to recognise leadership, innovation and achievement in the delivery, operation and management of major sports facilities around the world.

[www.stadiumbusinessawards.com](http://www.stadiumbusinessawards.com)



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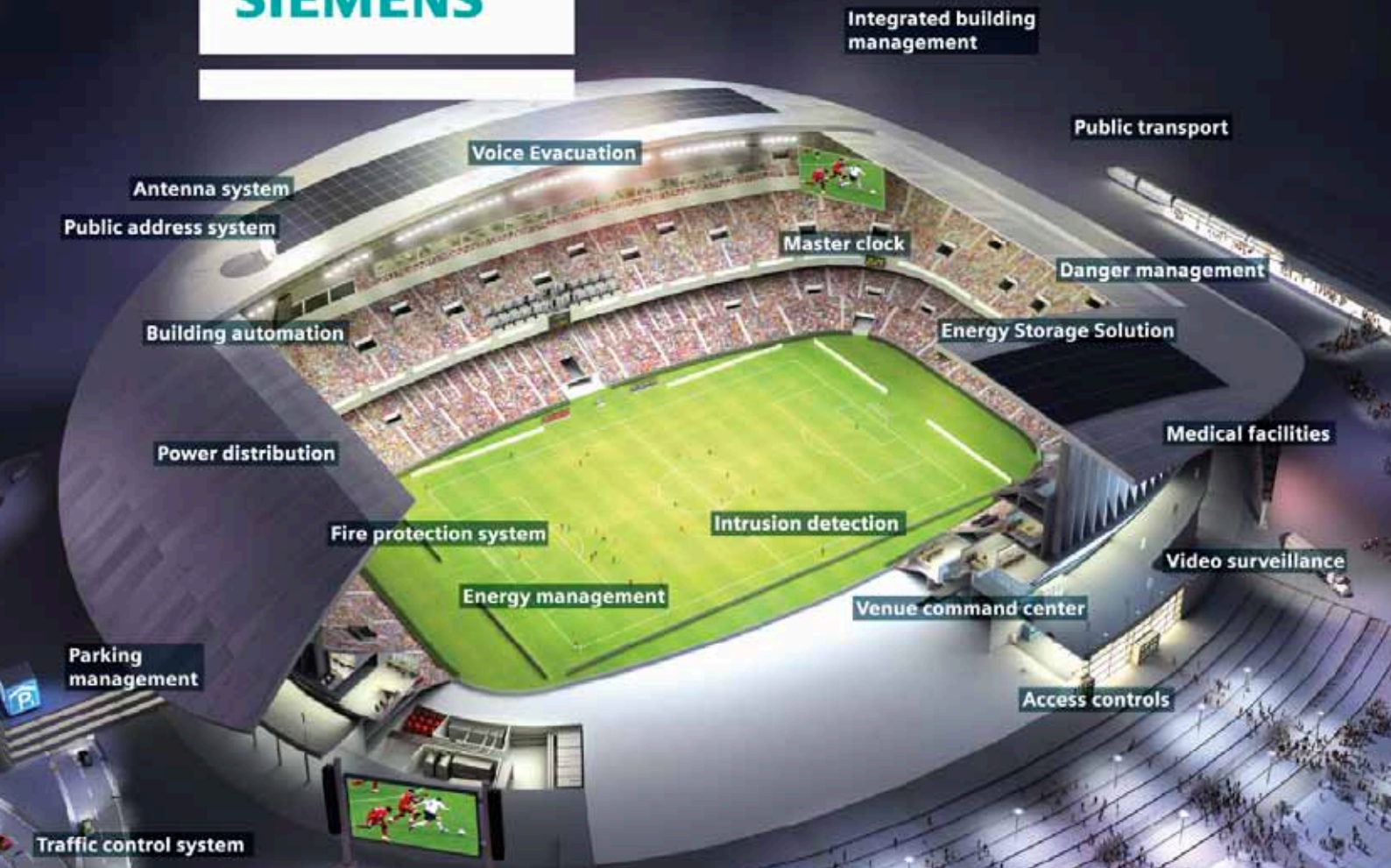
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market for stadiums, arenas, race tracks, leisure parks and fairs grows, experience is key.

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**NETWORKING RECEPTION**

**Tuesday 3 June**

**Opening Tour & Drinks Reception**

> Catch up with colleagues – and make new friends at our opening tour and networking reception. Attendees of *TheStadiumBusiness Summit 2014* will be joined by delegates of *Premium Seat Seminar 2014* and *Fan Experience Forum 2014* for an expert tour of the legendary Wembley Stadium – now connected by EE – and a reception courtesy of Wembley Stadium Consultancy.

**DRINKS & CANAPÉS: 19.00-21.30**



**Wednesday 4 June**

**REGISTRATION: 08.00-17.30**  
**CONFERENCE: 09.00-17.15**  
**MARKETPLACE: 08.30-18.30**

- 09.00 **Introducing *TheStadiumBusiness Summit 2014***
  - Ian Nuttall, Founder, *TheStadiumBusiness/Xperiology*, UK
- 09.10 **Welcome to The Home of Football: Wembley's role in The FA's business and development plans**
  - Alex Horne, General Secretary, *The Football Association*, UK

**> Session 1: Opening Experiences**

We open with industry leaders who have experienced the ultimate challenge: a major redevelopment of a sports and entertainment venue. What went according to plan? What did the consultants forget? We kick-off with fascinating insights from a world of new openings.

09.30 **Reinventing the Adelaide Oval**

In late 2009, the South Australian Government committed Aus\$535 million to redevelop the Adelaide Oval with the view to delivering an internationally renowned, multi-use venue. The project had to be delivered against a seemingly impossible 100 week deadline – ready to





## Wednesday 4 June

host the second Ashes Test last December. Despite scorching heat and torrential rain, the redevelopment was completed on time and Adelaide Oval has been transformed into a truly outstanding venue for the 21st century.

• *Andrew Daniels, CEO, Adelaide Oval SMA, Australia*

### 09.55 TELE2 Arena – Stockholm's new destination

With a maximum capacity of up to 40,000 and a retractable roof, this new addition to the famous Stockholm Globe Arenas district in the Swedish capital is truly multi-purpose. Designed as an entertainment destination, the venue also features 12,000m<sup>2</sup> of bars, restaurants, bowling and even mini-golf on its entry level. Owned by the City of Stockholm and named after a leading international telco, TELE2 Arena (right) is aiming to put the city on the international tourism map.

• *Ted Mattsson, Project Director (TELE2 Arena), SGA Fastigheter AB, Sweden*

### > Session 2: New Finance & Economic Realities

This is a challenging period for project financing and there can be significant reluctance to invest in the 'risky side' of sports but the combination of creative thinking and strong business planning has opened new channels to financing stadiums – without burdening the taxpayer or public sector.

### 10.20 Taking The Jockey Club Bond across the line

The Jockey Club Racecourse Bond was launched to part-finance a new £45m grandstand (pictured right) at the historic Cheltenham Racecourse. This innovative initiative raised £25m. The first retail bond in British sport, it offers investors a fixed annual return of 4.75% gross interest in cash and a further 3% in Rewards4Racing points, which can be used for tickets, food and services at any of The Jockey Club's 15 courses. Is this the future of venue finance?

• *Paul Fisher, Group Managing Director, Jockey Club Racecourses, UK*

### 10.45 Coffee break in *The Marketplace* sponsored by NCR

### 11.15 Atlético de Madrid: New stadium. New Era

These are exciting times for Spain's Atlético de Madrid football club. On form on the pitch, the club is also plotting success off the pitch with a new 70,000-capacity stadium (below) to make the next "big leap". Get the inside track on the new stadium – currently under construction – and its unique 20-year commercial rights agreement.

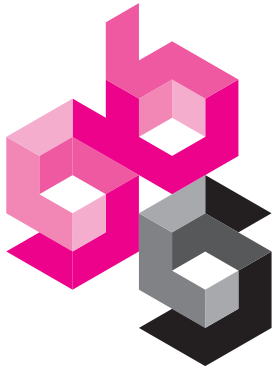
• *Javier Martinez, Managing Director - Business Development, Marketing & Sales, Club Atlético de Madrid S.A.D., Spain*



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4 JUNE 2014



Credit: Falcons/GWCCA/360 Architects

> Session 3: **Technology Implementations**

The implementation of new technologies in and around the stadium does much to enhance and improve the fan experience. But it is an operational challenge that requires much strategic planning and careful execution.

11.40 **Wembley Stadium – Now Connected by EE**

A new six-year deal with mobile network EE will not only deliver for Wembley one of the largest and most capable “connected stadiums” in the world – but also an unrivalled platform for matchday activation and fan engagement. With a vision of being the best ‘sofa to stadium’ experience, the deal’s technology road map includes mobile ticketing solutions, enhanced mobile network access and super-fast Wi-Fi available for all.

• Roger Maslin, Managing Director, Wembley Stadium, UK

12.10 **Content at the Speed of the Fan**

This presentation explores the new trends in game-day technologies – including on-demand replay features, live streaming, repurposing fan-generated content, and broadcast integration – all of which can impact the bottom line. Your fans are already producing content inside your venue. This session will help you discover how to find, repurpose, and utilise that content so that your broadcast and displays are in sync with the speed of the fan.

• Asim Pasha, Co-Founder & Co-CEO, Sporting Innovations, USA

12.40 **Guest Speaker: First Team. Second Screen.**

> Our guest speaker explores the opportunities (and challenges) of the matchday second screen experience. How are balancing distraction with delivery mechanism?

• Justin Hollins, Director, Connected Everywhere - by iBAHN, UK

13.00 **Lunch in The Marketplace – Sponsored by**



Don't forget to collect your Awards ticket!

14.20 **Special Guests: #RISEUP Falcons – Reimagining the Stadium Experience**

> Slated to open in 2017 in downtown Atlanta – with a construction budget of US\$1.2bn – the new home of NFL’s Falcons (pictured left) will set a new benchmark in stadium facilities, services and the guest experience. The stunning design of the stadium features a unique, transparent retractable roof system – nicknamed *The Pantheon* – and inspired by camera shutter mechanisms. A double-height internal LED ribbon board will ring the inside of this roof – just one of the key features the stadiums has which will allow the Falcons to “reimagine the stadium experience”. What does the future hold?

• Greg Beadles, EVP - CAO & CFO, Atlanta Falcons, USA

• Jim Smith, EVP - CMO & CRO Atlanta Falcons, USA



## Wednesday 4 June

### 14.45 Session 4: Innovations Showcase

> The stadium business is increasingly reliant on technological and service innovation to drive visitors, interactivity and revenues. This proven quick-fire presentation session – using the *pecha-kucha* format (with each speaker having just 20 slides for 20 seconds each, i.e. under 7 minutes to present) – delivers a wealth of new ideas, innovations and inspiration for forward-thinking businesses. Scorecards at the ready please!

### 16.00 *Monster Jam™ ICE CREAM* break in *The Marketplace*

### > Session 5: Creative Content & Programming

More events equate to more footfall and more footfall equates to more revenue and more sponsor value. But how do we go about creating new calendar events and what kind of events are delivering the right audiences and revenues? Have you considered stadium-scale video gaming? Or hosting motorsports? Or how about ice hockey on a baseball pitch – and baseball on a cricket wicket?

### 16.30 "The Summer Stadium" Concept

Filling the event calendar in the quieter summer months has traditionally been reliant on concert touring. But why not take the challenge into your own hands and develop a programme of entertainment events to drive summer traffic. Commerzbank Arena has pioneered many new stadium event concepts and its latest line-up includes eSport (pro video gaming), outdoor cinema, a rock festival, public screenings of FIFA™ World Cup 2014 games from Brazil, a drive-in-cinema and much more.

• *Patrik Meyer, CEO, Commerzbank Arena, Germany*

### 16.50 *New Audiences. Every Year.*

Originating in North America *Monster Jam* – Feld Motor Sports international motorsport event tour and TV show – is now well-established in many international stadium calendars. The event brings in a welcome new audience demographic (primarily kids and families), hosts them for a full day of entertainment (which is great for F&B revenues) and can be, unlike concert tours, recurring annual stadium business. What's next for Feld Motor Sports international ambitions?

• *Magnus Danielsson, Int'l Vice President, Feld Motor Sports, Sweden*

### 17.15 *Close of Day One/Networking in The Marketplace*

### 19.00 *Coach transfer departs Hilton for Awards night*

Ticketholders: Please gather in Hilton lobby by 18.45 for coach transfer to the RAF Museum. Don't forget your ticket!

See you at the Awards night!



Credit: Feld Entertainment/Monster Jam





# WORLD TOUR

Monster Jam is one the most exciting forms of family entertainment, featuring four-meter tall, five-ton Monster Jam trucks. The stars of the show are the biggest performers on four wheels: the Monster Jam trucks. These amazing machines bring fans to their feet while racing and ripping up a custom-designed track full of obstacles to soar over – or smash through. Monster Jam entertains more than 4 million fans a year at 135 tour stops and more than 350 performances at the world's most premium venues around the globe.

**TO INQUIRE ABOUT OPPORTUNITIES IN YOUR MARKET, CONTACT  
MAGNUS DANIELSSON VP INTERNATIONAL FELD MOTOR SPORTS, AT [GLOBALFMS@FELDINC.COM](mailto:GLOBALFMS@FELDINC.COM)**

**[MONSTERJAM.COM](http://MONSTERJAM.COM)**

**[FELDENTERTAINMENT.CO.UK](http://FELDENTERTAINMENT.CO.UK)**

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## Thursday 5 June

REGISTRATION: 08.15-17.15

CONFERENCE: 09.00-17.15

MARKETPLACE: 08.30-17.30

### 09.00 The Morning After The Night Before!

• Ian Nuttall, Founder, TheStadiumBusiness/Xperiology, UK

### 09.05 Keynote: *Espai Barça* - Transforming Camp Nou

> In April, FC Barcelona's socios voted 72% in favour of the *Espai Barça* project (pictured left) – a reconstruction and remodeling of the Camp Nou sports campus. Increasing capacity to 105,000 and adding a roof to the main stadium, the project also includes a new Palau Blaugrana 12,000 capacity basketball arena, a practice court, an ice rink, new pre-match and commercial areas, revamped offices, *La Masía* and adding 5,000 parking spaces. Described as “the most important sports project in Europe”, the New *Espai Barça* is scheduled to start in 2017 with completion anticipated in 2021.

• Jordi Moix, Board Member, FC Barcelona, Spain

### > Session 6: Smart & Connected Stadiums

#### 09.30 Revelations: Postcards from the Server Cabinets!

The ownership group of an NFL team is embarking on a US\$1.2bn new stadium project and has announced it will be “the world's most connected stadium”. With this goal in mind, the team hires the former IT Director of Facebook to help it design the new stadium's IT infrastructure and fan connectivity platforms. But what delights (and surprises) await this IT expert as he embarks on researching the state of the stadium sector's existing technology infrastructure? Just how connected are these 'smart stadiums'? And how does sports venue technology compare with other business sectors?

• Kunal Malik, Former CTO, San Francisco 49ers, USA

#### 10.00 Digital Directions: Ten Things You Shouldn't Do!

Your digital engagement strategy can reach and retain audiences. It can accelerate membership schemes and drive loyalty programmes. It can help maximise sponsorships and increase revenue. But, more often than not, such strategies are fundamentally flawed. Here are the *10 Most Common Mistakes* made by stadium businesses as they embark on their fledgling digital media strategies.

• Richard Ayers, Founder & CEO, Seven League, UK

#### 11.00 Coffee break in The Marketplace

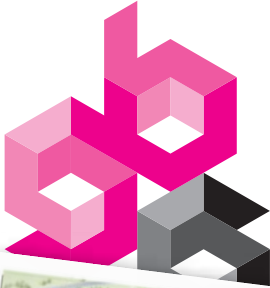
### > Session 7: Sponsorship & Naming Rights

#### 11.30 The Big One: Besiktas & Vodafone

Heralded as the most lucrative sponsorship agreement in Turkish football, the deal between Besiktas JK and Vodafone Turkey has created not only a key financing element to the club's new stadium (Vodafone Arena, currently under construction) but – through its combination of naming rights to the stadium, club shirt sponsorship and additional commercial rights – also serves as a platform for future fan engagement, powered by one of the world's leading telecom groups.

• Umut Kutlu, Chief Marketing Officer, Besiktas JK, Turkey





**DID YOU KNOW?**

SMARTPHONE OWNERS SPEND  
**86%** OF THEIR TIME USING APPS  
 VS. THE MOBILE WEB (**14%**)

11.55 **The Ageas Bowl: Naming Rights & Destinations**

Hampshire Cricket is leveraging its naming rights partnership on its home ground – The Ageas Bowl – to create a world-class destination resort designed to bring the very best sporting, leisure and business activities to the club and local economy. Incorporating a 175-bedroom 4-star Hilton Hotel and Spa, 18-hole golf course, regional conference centre and much more, the Ageas Bowl is setting new standards in year-round customer engagement. The original naming rights deal with UK insurance group Ageas began in 2012 but the deal has now been extended to run to 2022. The extended deal includes main logo position on Hampshire's two one-day shirts and naming rights to the new media centre and large conference space in the new Hilton hotel.

• *Stuart Robertson, Commercial Director, Hampshire Cricket, UK*

12.20 **Guest Speaker: Imagineering a New Stadium Experience**

> Sports fans are passionate. They LOVE their favourite teams, and they crave opportunities to socialise with others who share this love. That's why there are so many sports museums and stadium tours around the world. But many of these venues fail to attract visitors, because they don't connect on an emotional level. They don't invite fans to share their love of the game, the team, and their fellow fans. How can you create a place that sports fans love as much as their favourite team? We share lessons from the world of immersive entertainment and visitor attraction design with:

• *Bart Dohmen, Managing Director, BRC Imagination Arts BV, The Netherlands*

12.45 **Lunch in The Marketplace – Sponsored by XIRRUS**  
High Performance Wireless Networks

14.00 **Guest Speaker: The Digital (Sports) Consumer**

> The Digital Consumer has emerged as a force in the media landscape and world of sports. New devices and connectivity combined with social media has changed the way people interact, the way people place value on content and entertainment, and the opportunity for live events to maximize value to the attendee and his or her ecosystem of connectivity. Big events always command big audiences and an advertising crescendo. Let's learn about those opportunities for greater maximization of opportunities through important insights shared by a leading consumer market research group.

• *Scott Brown, SVP Strategy and Digital Platforms, The Nielsen Company, USA*

> **Session 8: Big Data and the Bigger Picture**

14.25 **Swimming (in data) with the Dolphins!**

NFL's Miami Dolphins has partnered with key IT companies to implement an *Intelligent Operations Center* for SunLife Stadium, providing access to real-time data ranging from weather alerts and security alerts through to traffic flow and fan concession preferences. The new collaboration provides analytics capabilities into massive amounts of data – opening new approaches to real-time stadium management. For example, security personnel can utilise geospatial intelligence and audiovisual notifications to shift the flow of fans and minimise crowds. Sharing insights into this 'game changing' project, we welcome:

• *Tery Howard, SVP / Chief Technology Officer, Miami Dolphins, USA*

14.50 **Turkish Football's e-Ticketing Revolution**

Initially launched to tackle fan disorder, Turkish football's nationwide e-ticketing programme (which links 37 clubs and 31 stadiums to a





## Thursday 5 June

centralised CRM system) has enormous potential to also change the country's stadium business forever. Using a single fan card (issued by a new player in retail banking) clubs can enhance revenue opportunities through loyalty programmes, relationship management, e-money services and by mining the 'big data' that will flow from ticket, merchandise and F&B sales. Reaching some 1.4m individual football fans, the project is a 'game changer' for Turkey's football sector but not without its challenges. Presenting the bank's perspective on this landmark project, we are delighted to welcome:

- Özgür Gündogan, General Manager, PASSO, Turkey
- Atıl Aykar, Asst GM, PASSO, Turkey

### 15.15 Bringing It All Together: The Centralised Database

Aware that its database assets were in silos and not communicating, North America's National Hockey League (NHL) embarked on a major overhaul and strategic focus on its knowledge of its nationwide fanbase. Data capture was set as a priority and in recent years the harnessing of this information flow has resulted in increasingly effective customer-centric marketing. The next step is personalisation of individual web pages based on fan profiles. Sharing the league's journey from fragmented sources to centralised knowledge, we are delighted to welcome:

- Amie Becton Ray, Director – Database Marketing & Strategy, NHL, USA

### 15.40 Coffee break in *The Marketplace*

## > Session 9: Eyes to the Future

### 16.00 Trends in Stadia Technologies

Siemens will present current and upcoming trends for stadia and arenas and corresponding technology solutions for economic and ecologic balance, security and safety, resilient energy supply, increased comfort and improved experience for spectators and VIPs.

- Markus Wischy, Major Projects Developer, Siemens, UK

### 16.20 Christchurch - Venue Recovery and Reconstruction

As a result of the September 2010 earthquake and subsequent aftershocks, much of the social infrastructure in the City of Christchurch in New Zealand's Canterbury region suffered serious damage. Regional authorities – in partnership with venue operators – have embarked on a major redevelopment programme, securing the future of sports and entertainment for the region.

- Darren Burden, General Manager, vBase, New Zealand

### 16.45 Where Next? The new Bernabéu!

*TheStadiumBusiness* heads to Madrid this autumn for our third annual *Design & Development Summit* (29-30 October). We close this year's summer edition with a preview of Madrid's €400m makeover and remodelling of the club's historic Santiago Bernabéu Stadium (pictured right) – one of the highlights of our next meeting.

### 17.15 Closing Thoughts / Thanks / Finish of the Summit

Don't forget! We need your Feedback forms



TWITTER FEED #SBS14  
@StadiumBusiness



Credit: GMP Architects/Real Madrid CF

# The Stadium Business AWARDS 2014

## CUSTOMER EXPERIENCE AWARD

- Birmingham City FC: 'Individual Fan's Needs'
- Cardiff City FC: 'Away End'
- Celtic FC: 'Improving the Matchday Experience'
- Chelsea FC: 'Game Makers Programme'
- Leicester Tigers: 'Family Friendly Extras'
- Manchester City FC: 'Playmakers Programme'
- Paris Saint Germain: 'Innovative Visitor Packages'

## EXECUTIVE OF THE YEAR AWARD

- Dana White, President, Ultimate Fighting Championships, USA
- Edward Griffiths, CEO, Saracens FC, UK
- Henk Markerink, Managing Director, Amsterdam ArenA, Netherlands
- Jamey Rootes, President, Houston Texans, USA
- Kunal Malik, Former CTO, San Francisco 49ers, USA
- Tim Leiweke, President & CEO, Maple Leaf Sports & Entertainment, Canada

## GUEST EVENT OF THE YEAR AWARD

- 'We Day' at Air Canada Center, Canada
- 'Science World 2013' at Emirates Old Trafford, UK
- 'Eurovision Song Contest 2013' at Malmö Arena, Sweden
- 'Opening Ceremony of 2014 Winter Olympic Games' (Sochi), Russia
- The Killers in concert at Wembley Stadium, UK

## NEW VENUE AWARD

- Allianz Riviera (Nice), France
- Arena Das Dunas (Natal), Brazil
- First Direct Arena (Leeds), UK
- Fischt Olympic Stadium (Sochi), Russia
- Itaipava Arena Fonte Nova (Salvador), Brazil
- The SSE Hydro (Glasgow), UK
- Tele2 Arena (Stockholm), Sweden

## PRODUCT INNOVATION AWARD

- Agile Bi Analysis Tool by Verteda Limited
- Ribbon Board Installation at Wembley Stadium by Daktronics
- Commercial Litter/Recycling Systems by Fan Cans
- Modular Stadium Technology (MST) Horns by Funktion-One
- Pedestrian Dynamics by InControl Simulation Solutions
- Miami Marlins' Ballpark-wide WiFi Installation by Meru Networks
- Stadium Grass Grow System by SeeGrow Development Ltd
- FAN360 Uphoria Engagement Platform by Sporting Innovations Inc.

## PROJECT OF THE YEAR AWARD

- The Pavilion Renovation at Emirates Old Trafford, UK
- The Family Park at Liverpool FC's Anfield, UK
- New Scoreboards at Melbourne Cricket Club, Australia
- Executive Hospitality Lounges Upgrade at Nottingham Forest FC, UK
- China National Games installation in Dalian, China by Polytan GmbH
- Indoor/Outdoor Arena Stadium Hybrid Design at Tele2 Arena, Sweden

## RISING STAR AWARD

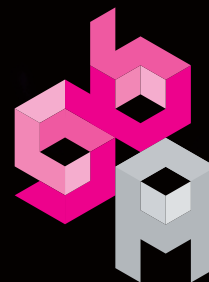
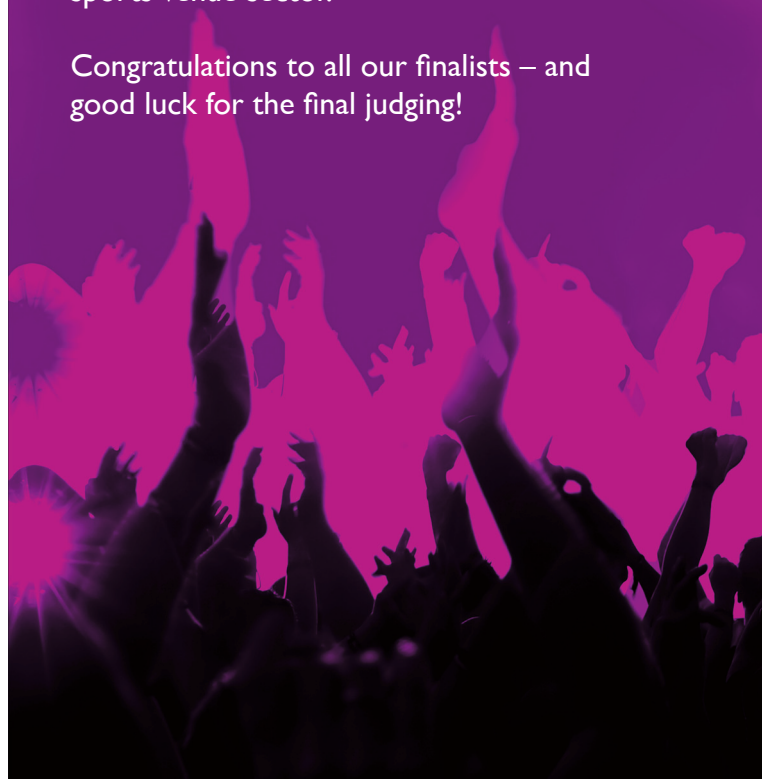
- Ben Biffen, Sales & Marketing Executive, Allianz Park, UK
- Deno Anagnost, Director of Sales, Tampa Bay Buccaneers, USA
- James Kerr, Marketing Executive, Cardiff City, FC UK
- Lorenzo Santoni, Head of B Futura Project, Lega Serie B, Italy
- Natalie Valentine, Venue Manager/Coordinator, City of Greater Geelong, Australia
- Sean Marshall, IT Technical Support Technician, Fabulous Fan Fayre, UK

## THE FINALISTS

Hundreds of nominations from around the world were submitted during the twelve week voting window.

Spanning 17 categories – from the “Unsung Hero” to the coveted “Venue of the Year” Award – the shortlisted entries showcase the international expertise of the global stadium, arena and major sports venue sector.

Congratulations to all our finalists – and good luck for the final judging!



THE STADIUM BUSINESS AWARDS

Awards Evening hosted by



In association with



## THE JUDGES

Our thanks to the 2014 Judging Panel:

- Alain Belsoeur, Head, Stadia Strategic Committee (LFP), France
- Jamie Barkley, CEO, Sydney Cricket Ground, Australia
- Tery Howard, VP Information Technology, Miami Dolphins, USA
- Adrian Dishington, COO, Centerplate, UK
- Gerry Toms, Former GM, Millennium Stadium, UK
- Michele Uva, Director General, CONI Servizi, Italy
- Donna-Maria Cullen, Executive Assistant, Tottenham Hotspur FC, UK
- Ian Nuttall, Founder, Xperiology / TheStadiumBusiness, UK

### SAFETY & SECURITY AWARD

- Alan Roberts, Stadium Manager/Safety Officer, Shrewsbury Town FC, UK
- Brighton & Hove Albion FC's 'Safety & Security Team', UK
- Bulent Perut, Security Co-ordinator, Turkish Football Federation, Turkey
- StaffPoint Oy at 'Honka Vs. Lech Poznan', Finland
- FC Twente's 'Stadium Access Project Upgrade', Netherlands
- Secure Events & Assets Pty Ltd's 'Staff & Management', Australia

### SMALL VENUE OF THE YEAR AWARD

- Adler-Arena Skating Center, Sochi, Russia
- Brisbane Road, Leyton Orient FC, UK
- NV Arena (SKN St Pölten FC), Austria
- Palace of Water Sports, Kazan, Russia
- The Arena at Stadium mk, UK
- Varaždin Arena, Varaždin, Croatia

### SPONSORSHIP, SALES & MARKETING AWARD

- Global Stadium Sponsorship & Naming Rights Strategy by Allianz, Germany
- Lancashire County Cricket Club's 'Emirates Scoreboard Competition', UK
- Manchester City FC & EA Sports, Live Experiential Interaction' Partnership, UK
- Portsmouth FC's 'QuikServe System', UK
- Texas A&M University, '12th Man Foundation', USA

### SPORTS EVENT OF THE YEAR AWARD

- The Championships 2014, Wimbledon, UK
- British F1 Grand Prix, Silverstone, UK
- IIHF World Ice Hockey Championships, Ericsson Globe, Sweden
- NFL International Series at Wembley Stadium, UK
- Superbowl XLVII, Mercedes-Benz Superdome, USA
- Australia regain the Ashes – (3rd Test of Commonwealth Bank Ashes Series) at WACA (Perth), Australia
- Third Investec Ashes Test, Emirates Old Trafford, UK

### SUSTAINABILITY AWARD

- Allianz Park: 'Sustainability Focus', UK
- Green Sports Alliance: 'Sustainable Team, Venue & Event Management', USA
- Maple Leaf Sports & Entertainment: 'Taking Environmentalism to Heart', Canada
- M&T Bank Stadium: 'LEED Gold Certification', USA
- The Scarlets for UK's Largest Stadium Installation of Solar PVs, UK
- United States Tennis Association: 'Decreasing the Environmental Footprint', USA

### UNsung HERO AWARD

- AT&T Center's 'Conversion Crew', USA
- Cathy Cubbin, Retail Manager, Liverpool FC, UK
- Fred Woolven, Volunteer, Brighton & Hove Albion FC, UK
- Everton FC's 'IT Department', UK
- Liz Cooper, Marketing Director, Arena Coventry Ltd (Ricoh Arena), UK
- Mick Beddingham, Volunteer, Chesterfield FC, UK
- Nils Grundqvist, Finance Manager, Tele2 Arena, Sweden

### VENUE OF THE YEAR AWARD

- CenturyLink Field (Seattle Sounders FC), USA
- Fischt Olympic Stadium (Sochi), Russia
- Allianz Arena (Munich), Germany
- Tele2 Arena (Stockholm), Sweden
- Goodison Park, Everton FC, UK
- Madison Square Garden (New York), USA
- Wembley Stadium (London), UK

### OUTSTANDING ACHIEVEMENT AWARD

### LIFETIME ACHIEVEMENT AWARD

For more information visit [www.stadiumbusinessawards.com](http://www.stadiumbusinessawards.com)



# Speaker Profiles



**Garry Adamson**  
SPORT & LEISURE CUSTOMER  
MANAGEMENT & CRM EXPERT AND MD  
OF 4SIGHT SPORT & LEISURE

Garry Adamson is a leading CRM Expert with over 15 years' experience including 10 years in the sports industry. He is the founder of the concept of Fan Relationship Marketing (FRM) recognising the perfect fit between CRM and Sport with an understanding of the unique characteristics of their customers. He has worked with a number of sports organisations such as Manchester City, The ECB, The FA, Reading FC, Arsenal FC, AS Monaco and Silverstone and established 4Sight in 2011.



**Richard Ayers**  
FOUNDER AND CEO, SEVEN LEAGUE, UK

Richard leads a diverse team of media veterans that specialise in transforming the connections between sports, sponsors, venues and audiences. He is a journalist turned geek who launched the BBC News website in 1997 and then went commercial. As Head of Digital for Manchester City FC, he transformed the club's digital profile and commercial opportunity in 2011. He was named "Digital Individual of the Year" in 2012 the DADI awards and won several other awards with the MCFC team, including the digital Sports Industry Award, before launching Seven League as an independent consultancy. The company has a broad range of clients from UEFA, FIFA and MLS clubs to AEG and View from the Shard.



**Atil Aykar**  
ASSISTANT GENERAL MANAGER OF  
MARKETING, PASSO, TURKEY

Passo operates the complete centralised ticketing and access control system of the Turkish Football Association. Atil has extensive experience of developing and successfully implementing commercial marketing strategies. He spent over six years with Galatasaray, as head of sponsorships and advertising before moving to ISG as the sales manager of the newly-built Turk Telekom Arena. Then, he moved into the entertainment industry as the marketing director to open two newly-built venues; Ora Arena with SMG and ZC Performing Arts Center with Nederlander Worldwide Entertainment.



**Greg Beadles**  
EVP - CAO & CFO, ATLANTA FALCONS,  
USA

For Greg, 2014 marks 20 years of dedicated service with the Falcons. He is a key liaison with the NFL League Office and the Georgia Dome. His primary focus has been the team's new stadium efforts, supporting President & CEO Rich McKay in negotiations of the \$1 billion project. His career began as an intern with the Falcons in 1995. Beadles added the CFO title after the 2003 season and was named Senior Vice President in 2011. In 2013, he was promoted to Executive Vice President of Administration. He also attended the prestigious NFL Executive Management Program at

Stanford University. The Atlanta Business Chronicle named Beadles its "CFO of the Year" in 2012.



**Scott Brown**  
SVP STRATEGY AND DIGITAL  
PLATFORMS, THE NIELSEN COMPANY,  
USA

Scott is a frequent speaker and sought after visionary for impending changes to the media landscape, the impact of new technology, and for the path of new advertising models. Scott is responsible for technology, strategic business relationships, and works with media strategy and digital platform development. Scott focuses on developing, establishing and managing business relationships. Scott provides the internal and external company vision and leadership for the new world of digital convergence, connected TV technology, and multi platform measurement. Scott is a veteran of Nielsen, with roots going back to Advanced Software Systems Design, progressing into Senior Operations Management, and then into his current position with Nielsen.



**Darren Burden**  
GENERAL MANAGER, VBASE, NEW  
ZEALAND

Earlier this year, Darren was appointed General Manager of Vbase, (Christchurch's leading convention, entertainment, cultural and sporting venues), including CBS Canterbury Arena, AMI Stadium, and Air Force Museum. Darren is also involved in the redevelopment of venues as part of the Christchurch rebuild following the devastating 2010/11 earthquakes. This includes the Christchurch Town Hall, the Hagley Oval and, in the future, a new stadium. Before moving to Vbase, Darren was Chief Executive of Dunedin Venues which manages Forsyth Barr Stadium, the world's first fixed roof stadium with a natural turf pitch. He was involved in the development of Forsyth Barr Stadium from the beginning, ensuring it was open and operational in time for the 2011 Rugby World Cup. Darren has recently been appointed to the Executive Committee of the Entertainment Venues Association of New Zealand (EVANZ).



**Andrew Daniels**  
CEO, ADELAIDE OVAL SMA LTD.,  
AUSTRALIA

Andrew Daniels is the Chief Executive Officer of the Adelaide Oval SMA Ltd. The Adelaide Oval, which has hosted cricket since the 1870s, has been transformed as part of a A\$535 million redevelopment. Balancing the requirements of Australia's two leading sporting codes while carefully blending the latest in international design with the 140-year history of the Oval, Andrew and his team have delivered an outstanding new venue for the 21st century. Andrew has more than 25 years experience in major projects and event management, including roles as the Chief Executive of the South Australian Motor Sports Board, General Manager of Australian Major Events, Commercial Manager of the South Australian Tourism Commission and Deputy Chief Executive of the Australian Formula One Grand Prix Board.



**Magnus Danielsson**  
INT'L VICE PRESIDENT, FELD MOTOR  
SPORTS, SWEDEN

Magnus Danielsson serves as Vice President - International for Feld Motor Sports, a division of Feld Entertainment a worldwide leader in producing live family entertainment. Productions include Monster Jam®, Monster Energy Supercross, Nuclear Cowboyz®, Disney On Ice, and Marvel Universe LIVE! His responsibilities include the development of international tours and events, routing, media relations, and creating new business opportunities. Danielsson's efforts resulted in the first tours of Monster Jam in the Middle East and Australia, and the expansion of the European tour dates. Before joining Feld, he served as President of Touring Exhibitions, developing and touring ABBAWORLD around the globe. Previously, he acted as Marketing Director for Live Nation Scandinavia



**Bart Dohmen**  
MANAGING DIRECTOR, BRC  
IMAGINATIONS ARTS BV, THE  
NETHERLANDS

Bart brings a wealth of experience and extensive leadership skills to BRC's European office as its Managing Director, where he serves the European, Middle Eastern and African clients. Bart was responsible for the planning for Floriade 2012, the world horticultural fair. Bart's other BRC projects include The Heineken Experience, Amsterdam; Dolfinarium, The Netherlands and Rotterdam Zoo. Bart has previously worked on several other high profile projects throughout the world including The London Eye, Disneyland Paris Catastrophe Canyon and the Technology Museum of Thessaloniki, Greece. Bart is a former chairman of, and served on, the TILE (Trends in Leisure Entertainment) Committee.



**Paul Fisher**  
GROUP MANAGING DIRECTOR, JOCKEY  
CLUB RACECOURSES, UK

Paul Fisher is responsible for the performance of the largest racecourse group in the UK, while contributing to the executive management and business strategy of The Jockey Club group. All Regional Directors across The Jockey Club's racecourse portfolio and the Group's Human Resources department, report to Paul. Paul joined Jockey Club Racecourses in 2000 as Finance Director of its three London racecourses. He was promoted to Managing Director of Kempton Park in 2005. In 2008, he was appointed as Chief Operating Officer of Jockey Club Racecourses. In 2010, Paul went 'back to the floor' as the Undercover Boss for an episode of Channel 4's hit television documentary series.



**Ozgur Gundogan**  
CEO, PASSO, TURKEY

Passo operates the complete centralized ticketing and access control system for the Turkish Football Association. Ozgur received his undergraduate BA degree in Economics from Istanbul University and his Masters of Science degree in Information Systems from City University of New York. After 10 years of experience in online retail business, he changed his lane into Football Industry and managed the stadium sales operations of

Galatasaray's Turk Telekom. He is now with Passo, a new leader company of ticket sales in Turkish sports.



**Justin Hollins**  
DIRECTOR OF RETAIL SALES, IBahn, UK

As the Director of iBAHN's Connected Everywhere brand he is seeing a new change in the customer behaviour, the emergence of consumer engagement via digital marketing and the leverage of 'Big Data' in the form of CRM and the single view of the client the use of wifi has never been more essential. His Connected Everywhere business is a resource for management and business users of WiFi to help them understand what is happening in the world around connectivity through smart devices and the software applications that leverage this platform as well as ways that 'smart' business' use this platform to converge their disparate networks and consumerise their systems.



**Alex Horne**  
GENERAL SECRETARY, THE FOOTBALL  
ASSOCIATION, UK

Alex has been General Secretary of The FA Group since May 2010. He was previously The FA's Chief Operating Officer and lead on the St. George's Park development. Alex also oversaw the delivery of Wembley Stadium's events and its day to day operation as Managing Director, after ensuring a smooth handover from Stadium constructors Multiplex. Before joining The FA as Finance Director, Alex qualified as a Chartered Accountant with PricewaterhouseCoopers specialising in business improvement and corporate turnaround.



**Tery Howard**  
SVP AND CHIEF TECHNOLOGY OFFICER,  
MIAMI DOLPHINS AND SUN LIFE  
STADIUM, USA

Tery Howard is entering her 15th season with the Miami Dolphins and the Sun Life Stadium as Senior Vice President and Chief Technology Officer. She joined the Dolphins after 15 years with Carnival Cruise Lines, where she managed Carnival's shipboard technologies. As CTO, Howard is responsible for managing & directing technology initiatives and innovation. Under her leadership, Sun Life Stadium and the Miami Dolphins were recognized by InfoWorld as one of the "Top 100" companies who have made the best use of technology and also named one of the "Top 10" companies using technology to improve the business by PC Magazine. Howard was recognized by Sports Business Journal as a Game Changer in Sports for her innovation and impact to the sports industry.



**Umut Kutlu**  
CHIEF MARKETING OFFICER,  
BESIKTAS JK, TURKEY

Umut previously worked for Çukurova Media Group, Hürriyet Newspaper and Vodafone. After he joined Vodafone Turkey, he took the role of establishing mobile marketing, mobile advertising and loyalty schemes. He designed and launched Vodafone Turkey's award winning loyalty programmes and also managed many award winning mobile marketing campaigns. In 2013 he joined Beşiktaş JK as Chief Marketing Officer and he became responsible for

the income management of the club. He is also responsible for the establishment of a new marketing and sponsorship structure, designing the new business model for the club, redesigning digital and social media management and finally defining, designing and also marketing of the new business areas and models for the new stadium.



**Kunal Malik**  
FORMER CTO, SAN FRANCISCO 49ERS,  
USA

Malik spent over two years as the CTO for the San Francisco 49ers. Malik set the technology vision for the new Levi's® stadium and executed plans that will

make Levi's® stadium the most technologically advanced in the NFL. Prior to joining the 49ers, Malik led the creation of the IT department at Facebook, a department he founded in 2007 and helped enable the growth for one of the world's leading companies. He was credited for building the next generation IT organisation. In a career that spans over 15 years of technology experience in senior leadership roles, Malik has managed and developed large organisations.



**Javier Martinez**  
MANAGING DIRECTOR OF THE BUSINESS  
DEVELOPMENT, MARKETING & SALES,  
ATLETICO DE MADRID, SPAIN

Javier started his professional career as the Marketing & Sales Director at Ernst & Young - Innova, and MPG (Havas), In

2001 he was appointed as Vice President of Marketing & Sales for Southern Europe at Euro Disney. Just 11 years after joining the company, he was appointed as Vice President of Marketing & Sales for Disney Destinations France & Benelux at The Walt Disney Company. In 2014 he joined Atletico de Madrid as the new Managing Director of the Business Development, Marketing & Sales area, a position he currently holds.



**Roger Maslin**  
MANAGING DIRECTOR, WEMBLEY  
STADIUM (THE FA GROUP), UK

Roger started his career with the intention of being a pathologist but ended up as a Chartered Accountant, qualifying with Ernst & Whinney in 1985. However,

his interest in chemistry and in particular, alcohol, persisted, with positions in Courage, Guinness Brewing, and whiskey giant, United Distillers. He joined Wembley Stadium as Finance Director in 1999 and spent the first month handling the acquisition of the stadium from Wembley plc. He was instrumental in developing the business plan and the funding structure, and responsible for a number of operational areas during the redevelopment phase; he was appointed Acting MD in August 2008, and confirmed as MD in July 2009.



**Ted Mattsson**  
PROJECT DIRECTOR (TELE2 ARENA), SGA  
FASTIGHETER AB, SWEDEN

Ted has over 20 years' experience in a wide range of real estate developments and construction projects, both as a contractor and client including sports, retail malls, restaurants, churches, hospitals, railways and now arenas! For the past six years he has been Project

& Development Director at SGA Fastigheter (the City of Stockholm's agency which owns the Stockholm Globe Arenas complex) and in this role been in charge of the development of Tele2 Arena - a €300m multi-use stadium with retractable roof which is home for the city's two biggest soccer teams: Hammarby and Djurgarden. Prior to joining SGA Fastigheter, Ted spent seven years with WSP Management as project manager on a €300m, 100,00 sqm development of the city's Sture quarter and, before that, several years with NCC Construction / SIAB.



**Patrik Meyer**  
MANAGING DIRECTOR COMMERZBANK-  
ARENA, GERMANY

Born in 1968, Patrik Meyer boasts a wealth of knowledge and experience within the sports management and live event sector. Having gained his degree in Business

Administration, Patrik's experience within the industry includes roles such as Director for the Financial department, Ticketing and Controlling at a local concert promoter and at Koelnarena Management GmbH, Managing Director of the operation company for Commerzbank-Arena - the World Cup-stadium in Frankfurt (since the opening in 2005), and Managing Director of TSP - The Sports Promoters, a company of SPORTFIVE who specialise in event-management and event-promotion. In June 2010 Patrik Meyer was awarded as "Executive of the year" at TheStadiumBusiness Summit in Dublin. Since 2012 he is also a Senior Consultant for LUSS Lagardere Unlimited Stadium Solutions.



**Jordi Moix**  
VP/BOARD OF DIRECTORS, FC  
BARCELONA, SPAIN

Jordi Moix, Member of the Board of Directors, FC Barcelona, is a Real Estate Advisor to financial institutions, public administration entities and private

corporations. With an MBA from Thunderbird (Phoenix, AZ) and ESADE (Barcelona), Jordi has worked for the last 30 years in several executive positions in financial institutions, including AIG and Citibank in the US, and top-ranked real estate firms such as Metrovacesa and Reyal Urbis in Spain.



**Ian Nuttall**  
FOUNDER, THESTADIUMBUSINESS/  
XPERIOLOGY, UK

Ian Nuttall is the owner and founder of TheStadiumBusiness, presented by his Xperiology events business. His working life began in sports hospitality

events management (including Formula 1, horse racing and Wimbledon) before pursuing an award-winning career in B2B magazine publishing. He has co-launched and edited numerous business titles (ranging from energy and industrial processes through to airport design and Intelligent Transportation Systems). He has also founded many of the sports sector's most respected publications and news sources. In addition to his ongoing commitments as a sports business writer and speaker, Ian provides highly-valued, specialist consultancy to the sports and entertainment venue sector. Xperiology also owns and organises the industry's much-respected Fan Experience Forum, Premium Seat Seminar, Ticketing Technology Forum and The LEVEL Summit meetings.





**Asim Pasha**  
CO-FOUNDER AND CEO, SPORTING  
INNOVATIONS, USA

As co-founder and co-CEO of Sporting Innovations, Pasha leads the creation of software solutions for venues, properties and brands within the international sports community. Its FAN360 platform is a sportsspecific ecosystem that is redefining how teams utilise data and technology to enhance the fan experience and grow revenues. Pasha's earliest vision for Sporting Innovations began as CIO & chief architect for MLS team Sporting Kansas City, where he designed and was later awarded for advancements in fan experience technology at Sporting Park, which is now considered one of the most technologically-advanced stadiums in the world. Prior to this, Pasha spent 13 years at Cerner Corporation developing new architectures, strategies and solutions for the healthcare industry.



**Amie Becton Ray**  
DIRECTOR, DIRECT MARKETING AND  
STRATEGY & ANALYTICS, NATIONAL  
HOCKEY LEAGUE, USA

Amie Becton Ray is the Director, Direct Marketing, Strategy & Analytics for the National Hockey League (NHL). Amie oversees all league email campaigns, direct mail plans and customer data collection and database analysis, as well as the analytics team for NHL.com. Through targeted segmenting and messaging, Amie and her team continue to improve open and conversion rates, while working with the analytics team to build better reporting and tracking. Amie has been in the sports and entertainment marketing industry for over fifteen years in a variety of roles, working with the Carolina Hurricanes, Centerplate, the PGA, and others. She has been focusing on email and direct marketing at the National Hockey League for the past eight years. Amie is a graduate of the University of North Carolina (School of Journalism and Mass Communication) and resides in New York, NY.



**Stuart Robertson**  
COMMERCIAL DIRECTOR, HAMPSHIRE  
CRICKET, UK

Stuart has over 20 years sports marketing experience and is widely recognised as the 'architect' of Twenty20 Cricket. He has a passion for developing and implementing creative ways of engaging people with sport, be they commercial partners, participants or individual fans. He has Board-level experience at both Governing Body and elite Club level and a reputation for innovation and strategic thinking. Stuart is currently Commercial Director of RB Sport & Leisure Holdings Plc, the holding company responsible for The Ageas Bowl and Hampshire Cricket.



**Jim Smith**  
EVP | CHIEF MARKETING AND REVENUE  
OFFICE, ATLANTA FALCONS, USA

Jim Smith worked for two seasons as the club's Senior Vice President of Sales and Marketing following his promotion to the post on June 1, 2012. He was promoted to EVP, Chief Marketing & Revenue Officer in December 2013. Prior to joining the Falcons, Smith spent five successful seasons as General Manager and then President/General Manager of the Major League Soccer's Columbus Crew. Prior to this, Smith was the Director of Live Event Marketing for the World Wrestling Federation before his move to OSU. He also worked as the Coliseum Director at Sam Houston State University in Huntsville, Texas.



**Markus Wischy**  
MAJOR PROJECTS DEVELOPER,  
SIEMENS, UK

Markus A. Wischy is an experienced consultant for technologies and electrical infrastructure of sport venues, sport cities and major events such as FIFA tournaments, Olympics and World Expos. As part of Siemens Major Projects team in The Crystal in London, he is coordinating the Siemens sport venue activities for Russia and the Middle East as well as selected projects worldwide.

# Sponsors & Partners



## ADVANCED TICKETING

Advanced Ticketing has over 15 years' experience in providing proven ticketing commerce solutions for the sports, stadia, arts and live events industries. Its flagship solution, TALENT Sport, is known for being fast, reliable and secure. It includes audience profiling, retail merchandise, hospitality, non-match day events, food & beverage, as well as ticketing packages and promotions. Our solution allows detailed profiling data for our customers to utilise and enriches them as an asset for sponsorship. Clients get control of their own customer data, integrated in the TALENT platform, to profile and engage with their fans more intimately with targeted and tailored communications. Customers include: Leicester Tigers and Worcester Warriors rugby clubs, Liverpool, Everton, Leeds United and Galatasaray football clubs, The Scottish FA, Durham County Cricket Club and Chester Racecourse.

[www.advancedticketing.co.uk](http://www.advancedticketing.co.uk)

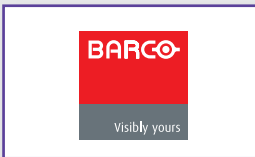


## AECOM

AECOM is dedicated to creating, enhancing and sustaining the world's built, natural and social environments. We work with emerging and developed

cities around the world to create environmentally, socially and economically sustainable solutions to challenges brought about by rapid urbanisation and climate change. Our global sports team, responsible for over 100 stadia and arenas around the world and masterplanners of the London 2012 and Rio 2016 Olympic Games, is a collaborative community of urban designers, engineers, economists, planners, cost consultants, project managers and architects, who use their expertise to deliver projects that regenerate and transform cities and leave a meaningful legacy.

[www.aecom.com](http://www.aecom.com)



## BARCO

Barco LiveDots provides large screen LED video display systems for giant screens, scoreboards, fascia, field-side perimeter and digital signage applications, as well

as creative video displays for façade dynamic video surfaces. Next to that, Barco can also provide control room solutions for security and crowd control, next to projection systems for conference centres, press lounges and digital signage systems for digital way finding, food courts, ticket offices, loges and other public areas. In short, Barco can be the sole supplier of any visualization systems a modern stadium or venue nowadays require to maximize fan experience and above all, to maximize profitability of the venue far beyond sport events. Barco's LED displays are known for their image quality, scaling capabilities, HD broadcast coverage, reliability, colour accuracy and user friendly operations. Existing for over 75 years and mastering this technology for over 20 years with successful installs in major stadiums and venue all over the world, including Wembley Stadium, UK, Juventus Stadium ITA (in partnership with Sony), Dubai Swimming Pool UAE, Abu Dhabi Yas Marina International Circuit UAE, Indian Jaypee International Circuit IND, Capetown Greenpoint Stadium (RSA) and many, many others.

[www.barco.com](http://www.barco.com)



## CENTERPLATE

Centerplate specialises in providing great food and service at discerning venues throughout the UK. We have the right ingredients to deliver great experiences at our venues and the

customer is foremost in our minds. A key area that we focus upon is ensuring that our catering offer at our venues is bespoke and reflects the dynamic, fun culture of our client partners. Through our knowledge of the specific demands of catering, we are experts in creating memorable experiences through food within distinguished venues. We are not solely a catering company; we sell venues, drive revenue and proactively raise the profile of our client sites. We currently manage the sales and marketing function at 18 of our venues and promote events through a variety of traditional and digital marketing mediums.

[www.centerplate.co.uk](http://www.centerplate.co.uk)



## COLOSSEO

COLOSSEO introduces a unique integrated solution for complex sports arena or stadium management systems. It offers full range starting from multimedia

management to security with accent on maximum comfort for visitors. COLOSSEO by using the latest technologies gives you chance to maximize marketing and entertainment effect in the arena, while being operated by significantly smaller amount of personnel and thus achieve savings and service enhancement.

[www.colosseo.com](http://www.colosseo.com)



## CROWDTORCH

CrowdTorch, a wholly-owned subsidiary of Cvent (NYSE: CVT), develops, markets, sells and supports Cvent's consumer event management solutions. The

CrowdTorch Audience Management Platform (AMP) comprises a suite of tools, including white-labeled ticketing, mobile, website, social, engagement and fan insights. AMP is designed to help venues, promoters, artists and event organizers engage fans, drive revenue and generate insights to better market to their crowd. In addition to client branded point-of-sale sites, CrowdTorch also powers sites for fans to find and buy tickets to events, including LaughStub or comedy, TuneStub for music and ElectroStub for electronic dance music/nightlife.

[www.crowdtorch.com](http://www.crowdtorch.com)



## DAKTRONICS

From humble beginnings, Daktronics grew to become the world leader in LED digital display systems and today sets the market standards for customized digital display systems.

During the journey, we haven't forgotten where we came from. From our CEO on down, we guarantee our employees will put you first. We're the world leader in LED digital display systems and services with thousands of installations and satisfied customers all over the world. With more than 400 engineers, we continually invest millions of dollars into researching and developing our display products. In 2011 alone, we invested \$22 million into our cutting-edge technology.

[www.daktronics.com](http://www.daktronics.com)





## DALLMEIER

Dallmeier has at its disposal more than 30 years of experience in transmission, recording as well as picture processing technology and is an outstanding pioneer of CCTV/IP solutions worldwide. This profound knowledge is used in the development of intelligent software and high quality recorder and camera technologies enabling Dallmeier to not only offer stand-alone systems, but complete network solutions up to large-scale projects with perfectly integrated components. Right from the beginning the company always focused on own innovative developments and highest quality and reliability. Dallmeier is the only manufacturer in Germany that develops and manufactures its own components

[www.dallmeier.com](http://www.dallmeier.com)



## EXTRICOM

Extricom is a manufacturer of next generation enterprise WLAN solutions, based on its Channel Blanket® technology architecture. Extricom's patented interference-

free architecture for Large Venues is an innovative WLAN architecture that makes it possible for the FIRST time to offer a true Wi-Fi platform for thousands of users in a very challenging environment, crowded with fans, and smartphones providing a proven solution that works! Extricom solutions are used by customers in numerous industries worldwide, including Education, Healthcare, Manufacturing, Warehousing, Retail and LPV. Extricom serves its growing global customer base through offices in the USA, Europe and Japan, and with a global network of partners.

[www.extricom.com](http://www.extricom.com)



## FELD ENTERTAINMENT

If you suddenly sense the hairs standing up on the back of your neck, you know you're in the right place. We've become quite famous

for creating that kind of electricity, the kind that tells you something magical is about to happen and the show is about to start. It's all part of the Feld Entertainment® experience and just one of the many thrills we spine-tingling, giggle-making specialists provide as the world's largest source of live family entertainment.

More than 30 million people flock to Feld Entertainment's productions every year. On any given day, families from every corner of the globe rush to take their seats at more than 30 live performances that bear the Feld Entertainment name. And in offices and production facilities worldwide, more than 3000 employees fill their days finding new ways to thrill, dazzle and delight audiences so they keep coming back for more.

[www.feldentertainment.com](http://www.feldentertainment.com)



## GREEN 4 SOLUTIONS

Green 4 Solutions is the CRM market leader within the Sport and Leisure industry. Their joined-up solution has taken CRM to the next level by incorporating a world class fan

loyalty programme and through the development of a customer focused ticketing solution. Green 4 are a Microsoft Gold Partner with Microsoft Dynamics CRM at the heart of all solutions. Their philosophy is focused on building long-term relationships with fans and customers, improving the fan experience, as well as commercial revenues. The full joined-up solution from Green 4, has a powerful CRM engine as well as full functionality for ticketing, retail and hospitality sales, inbuilt marketing and eCommunications modules,

food and beverage sales, loyalty programmes and cashless sales. By providing functionality for all stadium requirements on one single platform, the marketing team has complete power over their data. All customer touch points will provide a valuable data source which can be used to trigger automated communications and build loyalty.

[www.green4solutions.com](http://www.green4solutions.com)



## HARMAN

As the parent company of JBL Pro, AKG, Studer Soundcraft, Crown, Lexicon and others, HARMAN leads the world in the design and manufacture of professional audio equipment. Harman brands bring you to your feet at a rock concert, or to the edge of your seat in a cinema. It's how audio professionals have been working with sound, and how the rest of us have been hearing it, for more than 50 years. Our exclusive HiQnet protocol ties the whole package together, from the smallest portable PA systems to stadium installations. Harman is distributed in the UK by Sound Technology Ltd.

[www.soundtech.co.uk](http://www.soundtech.co.uk)



## HORIZON COMMUNICATIONS

Horizon Communications is a market leader in Wi-Fi and Small Cell design, installation and management in large sporting

venues, both in the US and the UK. We have provided our robust wireless network solutions to over 50 venues, deploying over 100,000 Wi-Fi access points and 500 miles of copper and fiber optic cabling, driving revenue increases for clubs and enhancing the Fan Experience. Horizon understands the need for robust connectivity as well as the challenges involved with achieving it. We are proactive, flexible and confident that we can provide a robust, affordable solution for any stadium's wireless needs."

[www.horizon-com.com](http://www.horizon-com.com)



## IMG

Founded in 1960, IMG defined the sports marketing business. As the global leader in sports, fashion and media, IMG is now involved in over 8,500 major events every year.

IMG's Stadium Group has over 15 years' experience working with venues around the world to maximise revenues from naming rights, sponsorship, catering, hospitality, premium seats and ticketing. Current clients include Wembley Stadium in London, Maracanã Stadium in Rio de Janeiro, Vodafone Arena in Istanbul and VTB Arena in Moscow.

[www.img.com](http://www.img.com)



## LEVY RESTAURANTS

Levy Restaurants UK, the sports, leisure and hospitality sector of Compass Group UK & Ireland, provides premium food and beverage services across a portfolio

of venues including, The O2, Twickenham Stadium, Ricoh Arena, Chelsea Football Club, The Kia Oval, Olympia London to name but a few. The company specialises in the creation of tailor-made concepts as well as award-winning service standards and designs to appeal to differing target customer bases in conference and banqueting areas. Levy Restaurants UK is at the fore of its game and has won major awards for its service levels, including a UK Customer Experience Award for its work at Chelsea FC.

[www.levyrestaurants.co.uk](http://www.levyrestaurants.co.uk)



**MANICA ARCHITECTURE**

MANICA Architecture provides its clients with the unique combination of large scale project experience and the personality and creativity

of a boutique international design studio. And unlike many large architectural firms that specialize in projects of similar scale, MANICA is dedicated to ensuring that all of its clients are given the personal attention and unparalleled expertise they deserve. The experience of MANICA Architecture and its President and Director, David Manica, includes the design of over \$5 billion in the construction of high profile sport and entertainment venues worldwide. Current and recent MANICA projects include the VTB World Cup 2018 Stadium and Arena (Moscow, Russia), Lusail World Cup 2022 Stadium (Doha, Qatar), STU Sport Park (Shantou, China), The Guangzhou International Arena and Entertainment District (Guangzhou, China), The Shanghai World Expo Arena (Shanghai, China), and the Beijing Olympic Basketball Arena (Beijing, China).

[www.manicaarchitecture.com](http://www.manicaarchitecture.com)



**MERU NETWORKS**

Meru Networks (NASDAQ: MERU) is a market leader in the development of mobile access and virtualized Wi-Fi solutions. Meru's MobileFLEX wireless architecture addresses the

ever-growing need for higher bandwidth and higher client densities. The Meru Identity Manager solution greatly simplifies secure device onboarding and the company's unique Context-aware Application Layers (CALs) enable dedicated channel assignments for specific applications, devices and usage scenarios. Meru customers include Fortune 500 businesses as well as leaders in education, healthcare and hospitality. Founded in 2002, Meru's headquarters are in Sunnyvale, California; with operations in North America, Europe, the Middle East, Asia Pacific and Japan.

[www.merunetworks.com](http://www.merunetworks.com)



**MICROS SYSTEMS**

MICROS Systems UK Limited, is a wholly-owned subsidiary of MICROS Systems, Inc., which provides enterprise applications for the hospitality and retail industries

worldwide. MICROS is a world leader in providing systems to stadiums and arenas. We offer highly scalable point-of-sale (POS) software that can be used on workstations and mobile devices across your venue - in kiosks, restaurants, hospitality suites and retail stores. MICROS can provide a comprehensive enterprise venue management system that allows you to run multi-concept food and beverage operations and also support your retail outlets both inside and outside the stadium/arena to maximise sales and deliver the optimum customer experience.

[www.micros-systems.co.uk](http://www.micros-systems.co.uk)



**NCR**

The NCR Venue Manager solution is a fit-for-purpose, Point-of-Sale and Management system designed and developed specifically for the

Stadium, Arena and Venue market. It is a fully-integrated solution that provides comprehensive functionality for Concessions, Restaurants/Bars, Handhelds, Retail/Merchandise, Suite Catering, Vending, Digital Menu Boards, Self-service Kiosks, Loyalty, Loaded Tickets, and Gift Cards. Each of these functional areas are managed and administered using one central Back Office application that also provides robust capabilities for Inventory, Cash, and Sales Reporting.

We help our clients operate and manage their business efficiently and redefine the consumer experience in over 150,000 restaurants, stadiums, cinemas and other customer-service venues worldwide.

[www.ncr.com](http://www.ncr.com)



**REAL WIRELESS**

Real Wireless is the pre-eminent independent expert advisor in wireless technology, strategy & regulation worldwide. Established in 2007, its clients include many of

the largest stadiums & venues in Europe, transportation hubs, shopping malls, OFCOM and mobile network operators. We specialise in solving challenging problems for network planning, wireless technology expertise and strategies for in-building coverage. We are independent wireless experts delivering better wireless for better business.

[www.realwireless.biz](http://www.realwireless.biz)



**SIEMENS**

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the fields of industry, energy and healthcare as well as providing

infrastructure solutions, primarily for cities and metropolitan areas. For over 165 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is one of the world's largest providers of environmental technologies. Around 43 percent of its total revenue stems from green products and solutions. In fiscal 2013, which ended on September 30, 2013, revenue from continuing operations totaled €75.9 billion and income from continuing operations €4.2 billion. At the end of September 2013, Siemens had around 362,000 employees worldwide on the basis of continuing operations.

[www.siemens.com](http://www.siemens.com)



**SKIDATA**

The SKIDATA Group is a global leader in access solutions and their efficient management. With almost 7,500 installations worldwide, SKIDATA provides sports stadiums,

ski resorts, shopping malls, major airports, municipalities, trade shows and amusement parks with secure and reliable access solutions for people and vehicles. SKIDATA places great value in offering solutions that are intuitive, easy to operate and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits.

SKIDATA Group ([www.skidata.com](http://www.skidata.com)) is a member of the publicly traded Swiss Kudelski Group ([www.nagra.com](http://www.nagra.com)), a market leader in digital security solutions.

[www.skidata.com](http://www.skidata.com)



**STECHERT**

Seats for all over the world! Founded in 1954, Stechert's comfortable stadium and arena seats can be found in the Berlin Olympic Stadium as well as in

numerous host stadiums of the Football World Cups in Germany, South Africa and Brazil. From the body shape adapted shell seat to the foldable design-awarded heatable and cooling VIP seat, Stechert offers a complete portfolio of innovative solutions. Manufacturing at three specialised German company sites the family-run company strongly relies on its high in-house production depth. Besides seating for sports venues Stechert supplies



chairs and tables for offices and commercial areas as well as for university auditoriums and theatres.

[www.stechert.de](http://www.stechert.de)



## STREAMBOLICO

Streambolico technology provides scalable WiFi video streaming in high density scenarios, by making it possible to provide video to 10 times more users per WiFi hotspot.

Streambolico revolutionises the video distribution to any mobile platform using a ubiquitous new delivery channel, WiFi networks. Users can watch their favourite TV channels in the food court, in the airport or in any other public venue using their smart devices, while fans in sport and music events can also view different cameras, replays in their own devices, providing an immersive event experience. A new added value advertising channel for your business that allows to monetise your WiFi and business investments.

[www.streambolico.com](http://www.streambolico.com)



## THE STADIUM BUSINESS AWARDS

The Stadium Business Awards are the first industry awards for the stadium sector, by the stadium sector. Launched in 2010, the

awards were initiated to recognise leadership, innovation and achievement in the delivery, operation and management of major sports facilities around the world.

[www.stadiumbusinessawards.com](http://www.stadiumbusinessawards.com)



## VERTEDA

Our innovative SaaS, Hosted and on premise IT solutions enable hotels & resorts, Sports & Entertainment venues, restaurant chains and foodservice partners to streamline

operations to enhance customer satisfaction, increase workforce productivity and maximise revenue and profitability. World-class solutions combine award winning software, hardware and services to increase reliability, performance and control across retail, food & beverage operational management and include point-of-sale, mobility, eCommerce, property management, procurement, inventory, workforce scheduling & forecasting and Business Intelligence reporting. Headquartered in Warrington, UK, we operate directly or through a trusted partner ecosystem in Europe, North America, Middle East and Africa.

[www.verteda.com](http://www.verteda.com)



## VISIONEVENTS

VisionEvents Manchester is an industry-leading event production company creating world-class events across the UK and Europe. We produce a range of event

styles from small, bespoke and intimate dinners, to high profile international award ceremonies and conferences. No project is too big or too small. Our expert team will create an event package tailor made for you. Our services include event design & branding, stage & set build, video and film production, multi-media & graphics effects production, event equipment hire and full stage management & project control. Equipment stock includes lighting, sound, video, staging & design - all you require for your event.

[www.visionevents.co.uk](http://www.visionevents.co.uk)



## WEMBLEY STADIUM CONSULTANCY

Wembley Stadium Consultancy is the consultancy arm of Wembley National Stadium Limited, owners and operators of the world

famous Wembley Stadium, host venue for the 2011 & 2013 UEFA Champions League Finals and the 2012 London Olympics Football Finals. The Consultancy offers venue owners and developers the experience and expertise of those involved with the design, build, commercialisation and operation of this iconic Stadium. The company has multi-skilled consultants across the entire spectrum of venue management. The re-development of Wembley Stadium between 2003 & 2007, means that WSC also has specific experience of the challenges involved in the demolition, rebuild and re-opening of an existing venue.

[www.wembleystadium.com](http://www.wembleystadium.com)



## WIRE & SKY

Wire and Sky Ltd provides Urban Aerial Adventures for venues seeking innovative ways of increasing profitability. They currently operate the 'Up at

The O2' attraction, a high-wire aerial walkway over the roof of The O2 Arena, on behalf of AEG Europe. Within four months of opening, it is already ranked in the top 50 attractions in London by TripAdvisor. The firm offers a range of services from design, consultancy and project management to the full operational management of Aerial Adventure Tours. These can comprise of a simple aerial walkway or more adrenalin-based activities, such as a simulated parachute jump or zip wire. Wire & Sky provide venues with the opportunity of creating significant additional revenue streams by utilising unused roof space, whilst increasing brand awareness. Meanwhile, they use their wealth of experience to guarantee the safety, operational effectiveness & profitability of the attraction.

[www.wireandsky.co.uk](http://www.wireandsky.co.uk)



## XIRRUS

Wireless connectivity is everywhere. At rock concerts? Of course. At sporting events? You bet. People expect to connect without wires everywhere they

go. They now depend on it. The explosion of smartphones and tablets has seen to that. According to the Wi-Fi Alliance, there are now about 800 million Wi-Fi-enabled devices being produced every year. Intelligent event and entertainment organisations are using those devices to engage audiences, provide new digital marketing opportunities and ensure attendees can connect under even the most demanding circumstances. At Xirrus, we see why. When we connect thousands of U.S. Open Tennis fans and press flawlessly, once-in-a-lifetime moments can be shared. And when sport enthusiasts wirelessly connect across Gillette Stadium, live video can be captured and shared so fans don't miss a play. Wireless isn't a "nice-to-have" anymore. Done right, it's a strategic IT infrastructure advantage that fuels event and entertainment organizations, letting them do more than ever before.

[www.xirrus.com](http://www.xirrus.com)

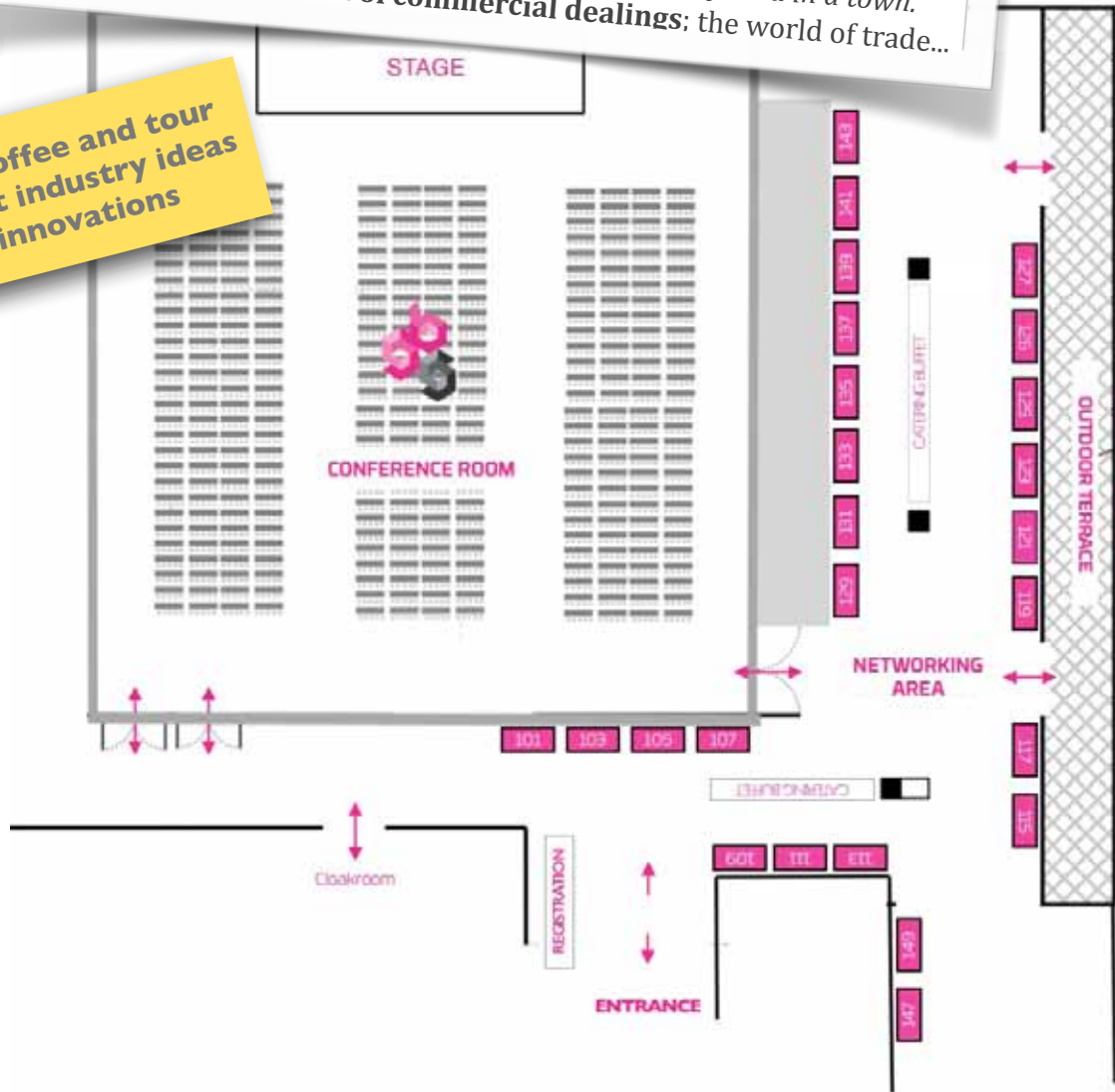
# THE \*MARKETPLACE

@ Hilton Wembley

**\*marketplace** |'märkət,plās| noun  
 an open space where a market is or was formerly held in a town.  
 • the arena of commercial dealings; the world of trade...

Grab a coffee and tour  
 the latest industry ideas  
 and innovations

Floor plan correct at 27 May 2014. May be subject to change. E&OE



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Ticketing



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Engagement



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Insight

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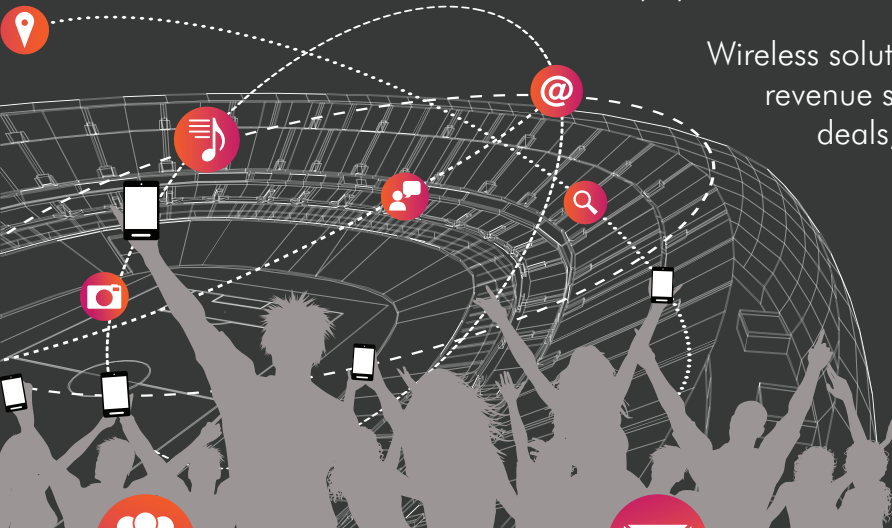
**HIGH-PERFORMANCE WIRELESS =  
BETTER CUSTOMER EXPERIENCE + HIGHER REVENUES**

Your customers increasingly expect to be 'always connected'. But who will pay for the technology to meet their needs?

Wireless solutions can meet these needs AND provide new revenue streams; there are opportunities from rights deals, retail analytics and sponsorship.

**Real Wireless are the leading independent advisors on wireless deployment.**

**We work for many of the largest stadiums and venues in the world, solving their problems with wireless and helping them find new revenue opportunities. Perhaps we can help you?**



Meet us at the conference.



Or email [mark.keenan@realwireless.biz](mailto:mark.keenan@realwireless.biz) to set up a call



# Notes

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# Notes

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# Notes

A series of horizontal dotted lines for taking notes, filling most of the page.

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