



STADIUM BUSINESS SUMMIT 2011

14-16 JUNE, HESPERIA TOWER, BARCELONA

**CONFERENCE PROGRAMME
& EVENT GUIDE**



MANICA ARCHITECTURE

DESIGN FOR THE WORLD'S GREATEST CUPS

IN SPORT AND ENTERTAINMENT VENUES AROUND THE GLOBE

KANSAS CITY | LONDON | SHANGHAI

CONTACT: info@manicaarchitecture.com US +1 816 421 8890 UK +44 (0)20 7147 1852 PRC +86 136 0049 3567

MANICAARCHITECTURE.COM



Download the free MANICA App for iPhone and iPad at the official iTunes App Store

WARNING: MANICA Architecture offers the global design experience of an international firm with the creativity and personal attention of a boutique design studio.



Benvingut. Bienvenido. Welcome.

Thanks for joining us in Barcelona. The *Stadium Business Summit* team has pulled out all the stops to put together our most comprehensive, extensive and intensive event programme to date.

We kick-off with a Tour and Welcome Reception at RCD Espanyol's new home, Estadi Cornellà El Prat. This venue has been recognised for its low-cost, highly-efficient design – scooping the *International Venue of the Year* at the inaugural *Stadium Business Awards* in Dublin last year.

From Wednesday onward, our world-class conference programme explores many of the key elements of a thriving stadium business – from **Programming** and the **Guest Experience** through to **Revenues** and **Innovations**. We include a session dedicated to the **Transition** to a new stadium and we will explore the synergies with **Tourism**. Plus we present many new **Projects**.

We also welcome a host of key executives from some of the industry's leading organisations – including Manchester United FC, Juventus FC, AEG Facilities and the Canadian Olympic Committee – as guest speakers over the next two days.

We close with a tour and reception at the city's historic Estadi Olímpic de Montjuïc. Those 1992 Summer Olympic Games were the catalyst for the transformation of the city, the region and, in many ways, the Catalan people – an evolution that continues today.

The highlight are the *Stadium Business Awards 2011* at the home of FC Barcelona, on a purpose-built stage overlooking the famous Camp Nou pitch. Only in their second year, *Stadium Business Awards* showcase our industry's achievements, creativity and leaders.

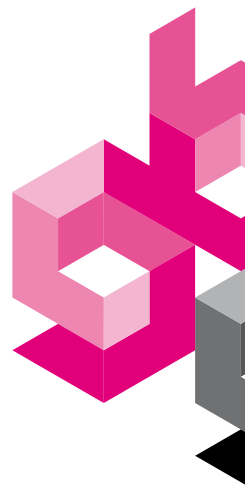
Our thanks to our judges for their time and expert input during the judging process. We also thank our speakers, our sponsors, our partners, our suppliers and our team.

Finally, above all, our thanks to YOU for joining us. We wish you a great 'guest experience' at *Stadium Business Summit 2011* – and if there's anything we can do to assist, please let us know.

Ian Nuttall
& the *Stadium Business Summit* team

PS. We are committed to making *Stadium Business Summit* the industry's most important calendar event – so, if you enjoy your time with us here in Barcelona then please tell your colleagues. But if you don't, then tell us and we'll get it fixed!

DON'T FORGET: Please collect your ticket for the *Stadium Business Awards* party at Camp Nou from our Information Desk no later than 14.00 on Wednesday

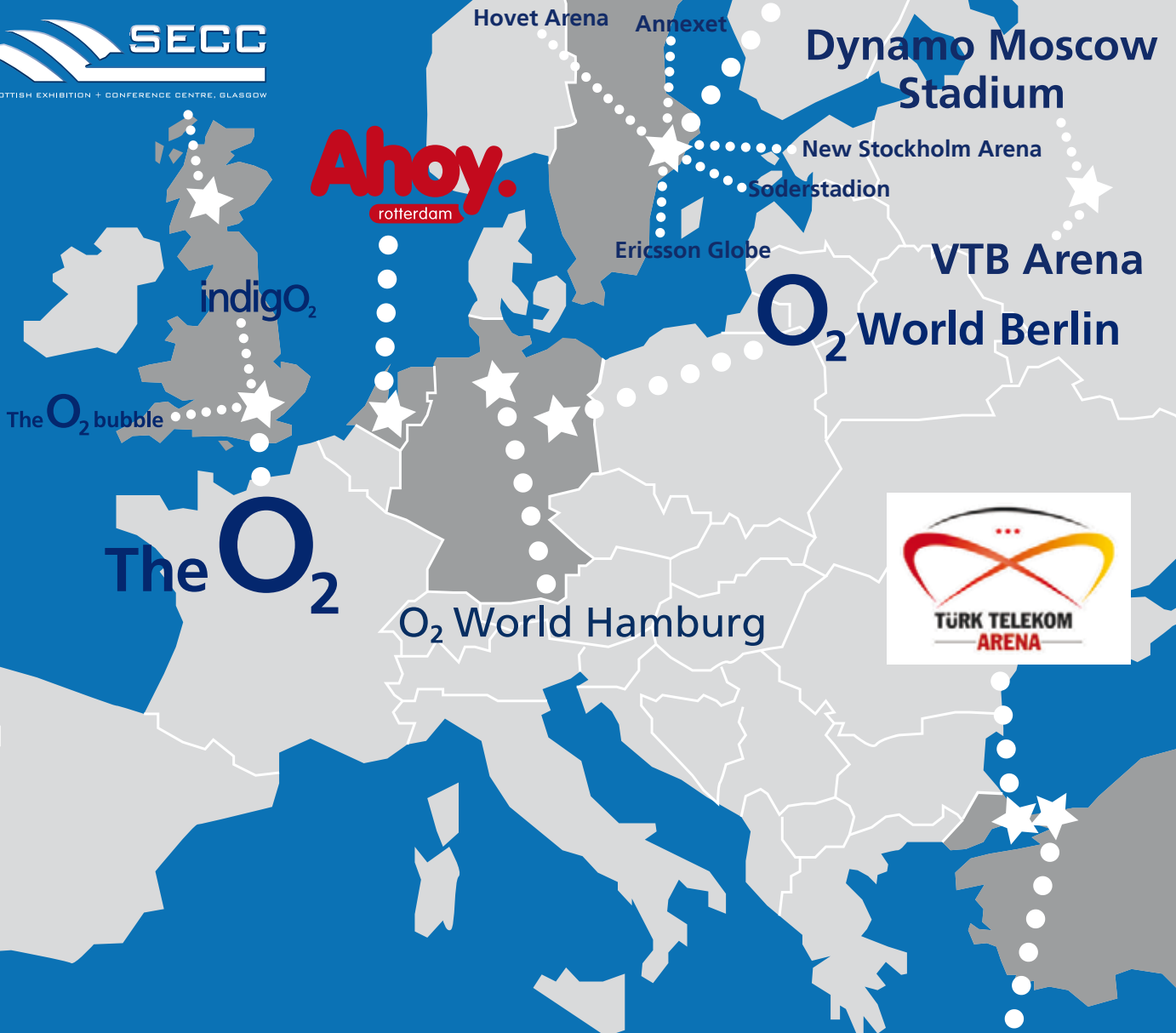


AEG FACILITIES

Europe's Leading Stadium and Arena Services Company



STOCKHOLM ● ● ● ● ●
 GLOBE ARENAS ● ● ● ● ●



OPENING RECEPTION & TOUR ESTADI CORNELLÀ-EL PRAT



DAY 0: Tuesday 14 June 2011

- 18.30 Meet in lobby for transfer to Estadi Cornellà-El Prat stadium
- 19.00 **Opening Reception & Tour: Estadi Cornellà-El Prat**
Welcome address by Joan Collet, Managing Director, RCD Espanyol.
Tour this award-winning stadium with the venue's management, followed by drinks in the club's hospitality and event spaces.
- 20.00 Reception ends/Return to hotel

DAY 1: Wednesday 15 June 2011

08.30 Registration & Networking
Sponsored by ESTO



09.00 **Welcome to Stadium Business Summit 2011**

- **Ian Nuttall**
CEO, Xperiology, UK

09.10 **Keynote Speaker**

An entertaining business: From the circus of the sun to the Theatre of Dreams...

- **Michael Bolingbroke**
Chief Operating Officer, Manchester United FC, UK

09.30 **Session 1: TRANSITIONS**

Out with the old and in with the new. Stadium businesses thrive on the 'honeymoon effect' of a new building. But how important is this uplift? And how do we maximise the gains from the opportunity – and still build a sustainable, long-term sports entertainment business. Speakers include:

- **Ebru Koksal**
General Manager, Galatasaray Sports Club, Istanbul
- **Barry Pollen**
Director, Stadium Management SA (Pty) Ltd, South Africa
- **Paul Barber**
Chief Executive Officer, Vancouver Whitecaps FC, Canada

11.00 Coffee & Networking
Sponsored by Daplast



11.30 **Session 2: EXPERIENCES**

We are told that sport is a business and that entertainment is our 'product'. Surely then the method of delivery is customer service. How are leading stadium businesses enhancing their matchday (and non-matchday) experience to deliver world-class customer service? And how do we compare with the best customer-focused businesses? Speakers include:

- **Steve Sayer**
Operations Director, Manchester City FC, UK
- **Cathy Long**
Head of Supporter Services, The Premier League, UK
- **Julian Jenkins**
Head of Customer Services & Ticketing, Cardiff City FC, Wales

12.45 Special: FIFA World Cup™ 2018 Project Preview

Scheduled as a host stadium for FIFA™ World Cup 2018, the VTB Stadium & Arena Park includes the redevelopment of the existing Dynamo Moscow stadium and its surrounding historic park. This will be one of the largest sports and entertainment projects to be developed in the Russian Federation in the coming years. Speaking exclusively at Stadium Business Summit 2011, we are delighted to welcome:

- **Andrei Peregoudov**
Senior VP and Chairman of VTB Arena Park, Russia
- **David Manica**
President, MANICA Architecture, USA

13.15 Networking Lunch
Sponsored by MANICA Architecture

MANICA
architecture

14.15 Guest Speaker

A new stadium in Italy. A new home for Juventus FC. And a renaissance for Italian football

- **Jean-Claude Blanc**
Board Member, Juventus FC, Italy

14.45 Session 3: INNOVATIONS

The stadium business increasingly relies on technological and service innovation to drive visitors, inter activity and revenues. This quick-fire presentation session which uses 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 stadium business.

15.45 Coffee & Networking
Sponsored by Sport + Markt

SPORT ↔ MARKET

16.15 Guest Speaker

'No Mirror in the Ladies' Toilets?' By bringing the experiences of 'new fans' to life and taking you on a journey through the customers eyes, Mark will highlight how you can transform your view of your customer, your product and your growth potential. Featuring some examples of innovation in the football industry, we'll explore a growth strategy that's less reliant on performance on the pitch but more dependent on your capacity to think differently.

- **Mark Bradley**
Founder, The Fan Experience Company, UK

17.00 Close of Day One

19.00 Camp Nou Experience: Tour & Museum

CAMP NOU EXPERIENCE TOUR & MUSEUM

18.30 Meet in lobby prior to departure

Welcome to FC Barcelona and Camp Nou

19.00 Welcome drink and canapés in FCB Museum. Then tour one of the world's greatest stadiums, engage with the club's award-winning museum and try for yourself the Camp Nou Experience, one of the city's top tourist attractions.

21.00 **Stadium Business Awards 2011: Gala Evening**

Take your seat for dinner with the global sports venue business at this year's celebratory Stadium Business Awards, hosted in collaboration with FC Barcelona. After drinks and dinner on a special stage overlooking Camp Nou's famous pitch, the industry's Stadium Business Awards 2011 winners will be announced.

NB: The Stadium Business Awards 2011 gala evening is a ticket-only event. Tickets (€95 each) can be purchased at the registration desk

23.50 Awards night ends/Return to hotel.



OPTIMISING REVENUE THROUGH DESIGN

Populous is the world's leading designer of sports and entertainment facilities. As Sports Federations take a closer interest in the financial stability of their Clubs, Populous looks at the challenges and opportunities of optimising revenue generation in sports and entertainment buildings.

Held up by UEFA as the financial model that all European football clubs should follow, Arsenal FC's commercial success is underpinned by the return from its investment in the stunning 60,000 seat Emirates Stadium – designed by Populous.

POPULOUS
DRAWING PEOPLE TOGETHER

For further information contact:
T: +44 (0)20 8874 7666
E: sophie.therouanne@populous.com
www.populous.com



Implementing once-in-a-lifetime projects



Lagardère Unlimited Stadium Solutions
136, avenue des Champs Elysées ★ 75008 Paris ★ France
Phone +33 1 42 99 34 15

Email: info@lu-stadiumsolutions.com ★ www.lu-stadiumsolutions.com

Lagardère
Unlimited®
 **STADIUM SOLUTIONS**

STADIUM BUSINESS AWARDS 2011

Category 1. Venue of the Year

- Turk Telekom Arena, Istanbul
- STAPLES Center, LA
- Emirates Stadium, London
- Meadowlands Stadium, New Jersey
- AVIVA Stadium, Dublin
- LG Arena, Birmingham
- Target Field, Minneapolis

Category 2. Sports Event of the Year

- Barclays ATP World Tennis Finals at The O2
- World Wheelchair Basketball Championships 2010 at The NIA Birmingham
- T20 Finals Day at The Rose Bowl, Southampton
- 2010 FIFA World Cup Final at Soccer City, Johannesburg

Category 3. Guest Event of the Year

- U2 360° World Stadium Tour
- Capital FM/Delaware North Summertime Ball at Wembley Stadium
- Roger Waters in concert at Air Canada Centre
- Ben Hur at ANZ Stadium, Sydney

Category 4. Executive of the Year

- Daniel Gidney, Chief Executive, Ricoh Arena
- Ebru Koksak, General Manager, Galatasaray AS
- Uwe Frommhold, Managing Director, O2 World Hamburg
- Paul Cuttill, General Manager, Liverpool Football Club
- Jean-Claude Blanc, Juventus FC

Category 5. Unsung Hero Award

- Eric Randerson, Sports & Education Foundation Manager, Doncaster Rovers
- Trevor Bow, Building Services Manager, Suncorp Stadium
- Alan Gallagher, Operations Manager, Croke Park
- Facility Operations Team, New Meadowlands Stadium

Category 6. Bulldozer Award

- London 2012 Olympic Stadium, UK
- Memorial Stadium, Bristol, UK
- Candlestick Park, San Francisco, California, USA

Category 7. Customer Experience

- City of Manchester Stadium, Manchester City FC
- Customer Experience Department, Liverpool FC
- Cardiff City Stadium Family Area, Cardiff City FC
- LG Arena, The NEC Group
- York Racecourse, UK

Category 8. Team Player of the Year

- Lucas Hampl, RKW Rhode Kellerman Warwowski
- Jacky Isaac, HR and Operations Director, Ricoh Arena
- Julian Jenkins, Head of Customer Services and Ticketing, Cardiff City FC

Category 9. Safety & Security Award

- Training Event Safety Solutions Ltd
- Wembley Stadium Crowd Safety Team
- Northern Racing's Safety Management System
- Arsenal FC / Emirates Stadium

Category 10. Product Innovation

- Ping HD Digital Menu Board at AT&T Park
- PACIFA Decision
- Aviva Stadium's innovative use of Digital Coupons & Cashless technology via Mobile Phone
- AstroTurf's Magic Carpet II system
- Wembley Stadium Centre of Excellence
- StewardCall at Blackburn Rovers FC

THE SHORTLIST

Nominations from around the world were submitted prior to the 22 April deadline. Spanning 20 categories – from the “Unsung Hero” to the coveted “Venue of the Year” – the shortlisted entries showcase the international expertise of the stadium, arena and major sports venue sector around the world. Congratulations to all our potential winners.

Thanks to our 2011 Judging Panel

- Alexander V. Atamanenko, CEO, Donbass Arena, Ukraine
- Michael Bolingbroke, COO, Manchester United FC, UK
- Simon Clegg CBE, Chief Executive, Ipswich Town FC, UK
- Ninna Engberg, CEO, Stockholm Globe Arenas, Sweden
- David Manica, President, MANICA Architecture, USA
- Peter McKenna, Stadium Director, Croke Park, Ireland
- Patrik Meyer, Managing Director, Commerzbank Arena, Germany
- Chris Overholt, COO, Canadian Olympic Committee, Canada
- Ian Nuttall, Founder, Stadium Business Awards, UK

www.stadiumbusinessawards.com



Category 11. Sustainability Award

- The NEC Group (LG Arena and The NIA), Birmingham, UK
- Aviva Stadium, Dublin, Ireland
- CONSOL Energy Center, Pittsburgh, USA
- BMO Field in Toronto, Canada
- Air Canada Centre, Toronto, Canada
- Stadio Marcantonio Bentegodi- Verona, Italy

Category 12. Backlash Award

- 2012 Olympic Stadium Legacy Decision
- Roland Garros Customer Service
- Superbowl XLV at Cowboys Stadium

Category 13. Industry Supplier

- Call Systems Technology
- Barco
- Sony
- Ticketmaster
- GMP Architects
- Daktronics
- Figueras International Seating

Category 14. Rising Star

- Lukasz Wysocki, Euro 2012 Stadium Coordinator, National Sports Centre, Poland
- Steven Salm, General Manager, Maple Leaf Sports and Entertainment Ltd., Canada
- Justine Hewitt, Events Manager, Ricoh Arena, UK
- Hans-Joerg Otto, Head of Stadium Operations, gluecksgas Stadion, Germany

Category 15. Project of the Year

- The Boot Room Sports Café at Anfield, Liverpool FC, UK
- New conferencing and hotel facilities at Ricoh Arena
- Eden Park Redevelopment, New Zealand
- Arsenal Club Level at Emirates Stadium

Category 16. Outstanding Achievement

- David Campbell in his role as President/CEO, AEG Europe/The O2 (now COO, Formula 1)
- Bernie Mullin, Chairman and CEO, The Aspire Group, USA
- Jim Host, Chairman, Louisville Arena Authority, USA
- Paul Latham, President, Live Nation UK

Category 17. Community Award

- Everton In The Community
- York Racecourse
- Keepmoat Stadium
- Cardiff City FC

Category 18. Architecture & Design

- Michael Hopkins and Partners for London 2012 Velodrome
- Zwarts & Jansma Architects / Merckx+Girod Architects for Ahoy, Rotterdam
- Ellerbe Becket for JELD-WEN Field (formerly PGE Park)
- Populous / Scott Tallon Walker for AVIVA Stadium

Category 19. New Venue

- Turk Telekom Arena, Istanbul
- Empire Field Stadium, Vancouver
- New Meadowlands Stadium, New Jersey
- Legia Warsaw Stadium, Warsaw
- AVIVA Stadium, Dublin
- Omnilife Stadium, Guadalajara Jalisco, Mexico
- MMArena, Le Mans

Category 20. Sponsorship & Sales

- BC Place, for Budweiser sponsorship agreement
- Manchester City FC for fan marketing campaigns
- AEG for Farmers Field naming rights (LA Football Stadium)
- New Meadowlands Stadium, for 'Cornerstone Sponsor' model
- Haydock Park Racecourse, for Live Music Open-Air Concerts

DAY 2: Thursday 16 June 2011



09.00 Registration & Networking
Sponsored by ESTO



09.20 **Keynote Speaker:**

"Energising our business: From California's Home Depot Center to The O2, via the X Prize Foundation and US Department of Energy!"

- **Rod O'Connor**
Executive Vice President, AEG Europe

10.00 **Session 5: REVENUES**

We should all be looking to maximize the returns from our stadium assets but all too often areas of the business can under-perform. How do we enhance our revenue-generating opportunities and at the same time improve customer service and reduce operating costs? Speakers include:

- **Dr. Ines van der Schalk**
VP Development & Services, Lagardère Unlimited Stadium Solutions, Germany
- **Nick Reynolds**
Principal, Populous, UK
- **Maria Walsh**
Business Development Manager, Stadia Consulting, Sport+Markt, Germany

11.15 Coffee & Networking
Sponsored by Barco



11.45 **Session 6: PROGRAMMING**

Our attention turns to programming and more specifically, events – the 'lifeblood' of any stadium. What are the latest guest events and spectacles? How do we enhance our current programming? And what events should every self-respecting stadium owner hope to host before they retire? Where's the balance between matchday and non-matchday? Speakers include:

- **Jean Christophe Giletta**
President, StadeFrance Live Events, France
- **Patrik Meyer**
CEO, Commerzbank Arena & The Sports Promoters, Germany

12.45 Address by **Alejandro Figueras** Executive Member,
Figueras International Seating, Spain

13.00 Networking Lunch
Sponsored by Figueras International Seating



14.00 **Special Guest**

From interacting with Dolphins to building the Olympic ideal

- **Chris Overholt**
Chief Operating Officer, Canadian Olympic Committee, Canada

14.30 **Session 7: PROJECTS**

A quick fire introduction to new stadium projects from around the world, each with unique characteristics and challenges. Hear from the project backers about their stadium proposals, new approaches and project challenges.

15.00 Coffee & Networking
Sponsored by AEG Facilities



15.30 **Session 8: ATTRACTIONS**

Are stadiums not fundamentally another form of tourism business? Tourism industry experts tell us that 'entertainment-driven tourism' is one of the fastest-growing travel sectors, yet few stadiums have their marketing fully-aligned with broader city and international tourism strategies. How do we deliver stadium-focused 'visitor destinations'?

Moderator: **Dr. Terry Stevens** Principal, Stevens & Associates, UK

Speakers include:

- **Daniel Fernandez**
Founder, RED (Recreation, Entertainment & Sport) & Advisor, Museos Deportivos, Argentina
- **Daniel E. Gazzo**
President, Museos Deportivos S.A.

16.30 Review/Closing Thoughts

17.30 Closing Reception Estadi Olímpic de Montjuïc

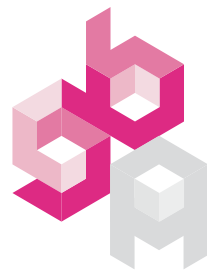
Programme correct at time of press but may be subject to change. E&OE.

CLOSING RECEPTION ESTADI OLÍMPIC DE MONTJUÏC



- 17.30** Meet in lobby prior to departure
- 18.00** Welcome by Barcelona de Serveis Municipals.
- We close with a tour of the city-owned and managed Estadi Olímpic de Montjuïc and the adjacent Palau St Jordi arena with canapés and drinks to follow.
- 20.00** Official close of Stadium Business Summit 2011

Congratulations!



RCD Espanyol Stadium, from Barcelona, Spain winner of **THE STADIUM BUSINESS AWARDS** 2010



It's a pleasure to have
the world's best stadium of the year as a seatmate



INNOVATION FOR YOUR PROJECTS

telf: 93 844 50 50
info@figueras.com
www.figueras.com



Paul Barber, Chief Executive Officer, Vancouver Whitecaps

Paul Barber joined the Vancouver Whitecaps in March 2010 from Tottenham Hotspur Football Club of the English Premier League. As Whitecaps Chief Executive Officer, Barber joins president Bob Lenarduzzi and Chief Operating Officer Rachel Lewis in heading up the Whitecaps FC executive team, as the club moves towards 2011 and their inaugural season in Major League Soccer (MLS). Prior to joining the Whitecaps, Barber spent five years as Executive Director of Tottenham Hotspur FC, where he was responsible for all of the club's key operational divisions, including commercial areas, ticketing and hospitality, as well as international tours and friendly matches. A former Commercial and Marketing Director of The Football Association in England, Paul was responsible for developing programmes for marketing, communications, and commercial affairs, including broadcast rights of the England national team and The FA Cup—the largest domestic knock-out cup competition in world soccer.



Jean-Claude Blanc, Member of the Board, Juventus FC

Jean-Claude Blanc is a member of the board at Juventus FC, having previously served as both CEO and Chairman at the Italian club between 2006 and 2011, and 2009 to 2010 respectively. Blanc's current responsibility is to oversee the delivery of the club's new stadium project; the first stadium in Italy to be wholly owned and operated by the club, it is set to open on the old site of the Stadio Delle Alpi in August 2011. Prior to joining Juventus, Blanc was CEO of the French Tennis Federation (responsible for organizing the French Open at Roland Garros, the Paris Master Series and the Davis Cup tennis tournaments), a role he had formerly held at Amaury Sport Organization (organiser of the Tour de France). Born in Chambéry, France, Blanc is an International Business and Marketing graduate from CERAM, France and holds an MBA from the Harvard Business School.



Michael Bolingbroke, Chief Operating Officer, Manchester United FC

Michael Bolingbroke joined the Board of Manchester United in May 2007 and his responsibilities cover all aspects of the Club's operations and business management. Working for the CEO, David Gill, his remit includes management of Old Trafford and the club's Carrington training centre, all aspects of ticketing and hospitality, and operational management of Old Trafford on game days. Michael also oversees the Club's corporate administration and Club Secretarial functions. Prior to joining United, Michael was SVP, Shows, at the French-Canadian circus company Cirque du Soleil, responsible for the management and profitability of the company's resident and touring shows throughout the world. An Economics graduate of Reading University, Michael qualified as a Chartered Accountant with PricewaterhouseCoopers, and also holds an MBA from The London Business School.



Mark Bradley, Founder, The Fan Experience Company

A bestselling author and expert in customer service, and an agent for change in the football industry, Mark Bradley's USP is an ability to use the 'real customer experience' to expose organisational weaknesses, highlight opportunities, entertain and inform but, most significantly, act as a wake-up call for the industry. The Football League has credited The Fan Experience Company with increasing family attendance at fixtures by over 12% (more than 2 million people) in the four years since they together established the Family Excellence Awards to let Clubs see themselves through the fans' eyes. Mark has now successfully taken his work to the Scottish Premier League, Ireland's Airtricity League and the Football Association, and is also working with a number of individual Clubs, including Liverpool, Sunderland and Middlesbrough, each of whom has seen a renewal of fan consultation, engagement and 'off the pitch' performance improvement.



Daniel J. Fernández, Founder, RED (Recreation, Entertainment & Sport)

A respected stadium management expert, Daniel Fernández developed his career during a 20 year spell at Argentina's Club Atlético River Plate. Serving as the club's Stadium Manager, he was responsible for coordinating operations for major concerts (including Rolling Stones, U2, Madonna) and for top sporting events (including Super Prime Rally and International Davis Cup as well as numerous World Cup qualifying matches and a host of domestic football tournaments). Daniel was also Project Manager for the development of the club's widely heralded MuseoRiver (River Museum). In 2010 Daniel founded RED (Recreación Entretenimiento & Deporte); a consultancy specialising in sports and recreational infrastructure. A member of the IAKS, the IASLIM and the Subcommittee on Sustainable Events in the IRAM, Daniel also serves as Director of the Department and the Bachelor of Media and Entertainment Management at the Universidad Argentina de la Empresa (UADE)





“Not only seats,
also creative solutions”



daplast.com

daplast@daplast.com

CTRA - PALMA DEL RÍO Km 9
14005 CORDOBA - SPAIN
34 957 329 448
34 957 329 449



Barco LED sports perimeter system

Now with additional
brand-up display

www.barco.com



With over 20 years of experience in outdoor, large-screen LED displays and visual solutions for the broadcast industry, Barco knows how to get the best image to your TV audience, and the highest return on your advertising investments.

Barco
Pres. Kennedypark 35,
8500 Kortrijk, Belgium
+32 56 36 80 47
media.sales@barco.com

BARCO

Visibly yours



Alejandro Figueras, Executive Member, Figueras International Seating

Headquartered in Barcelona but with a presence in more than 130 countries, Figueras International Seating is a global leader in public seating solutions, with over eight million individual seats installed at more than 40,000 reference sites. In the case of sports facilities, Figueras provides a range of solutions designed to meet specific needs, from high-performance, upholstered VIP products through to safe and comfortable general admission seating. Each seating concept, system or model is designed to achieve the same objectives – to optimize the use of space and maximize profitability. The firm's impressive sports references include RCD Espanyol's Estadi Cornellà-El Prat, Telefónica Arena and the Palacio de Deportes in Madrid, Khalifa Stadium in Doha (Qatar), Parken Stadium in Copenhagen (Denmark), VIP areas of the Santiago Bernabéu Stadium (home of Real Madrid), Camp Nou (home of FC Barcelona) and the O2 World Arena in Berlin (Germany).



Daniel E. Gazzo, President, Museos Deportivos S.A.

Daniel E. Gazzo is founder and CEO of Museos Deportivos S.A.; a company specialising in design, construction, content development and day-to-day operation of sports museums. In the past 12 years, Daniel has overseen the design, construction and delivery of the Boca Juniors Museum, Museo River and Museo del Club Libertad de Sunchales in Argentina, as well as the Museo del Fútbol Sudamericano in Paraguay. A certified accountant, Gazzo has previously served as President and Managing Director of Aurora S.A., the largest home appliance manufacturer in Argentina. Daniel is also the Founder of Mude Events S.A., through which he oversees design and production of large-scale public events including, most recently, the re-opening ceremony of the Teatro Colón (Opera House) and the Plácido Domingo open-air concert, both held in Buenos Aires, and which attracted a cumulative total of 450,000 spectators.



Jean Christophe Giletta, President, StadeFrance Live Events

Jean-Christophe Giletta started his career at IMG, (Mark H. McCormack group of companies), and spent 10 years organising sporting events and classical music productions. He joined the team at the Consortium Stade de France in 1997 as Development and Programming Director. After seven years at the helm of event and production at the Stade de France, he was promoted to Deputy Managing Director. In 2009, Jean-Christophe was appointed Chairman and CEO of STADEFRANCE Live Events. His goal is to turn STADEFRANCE Live Events into a benchmark player in the stadium content creation market within the next five years.



Julian Jenkins, Head of Customer Services & Ticketing, Cardiff City Football Club

Julian Jenkins has amassed over 10 years' experience in the football industry, carving out a highly successful career in a variety of off-the-field roles. After working in a number of sales and sponsorship positions in both the public and private sectors, Julian joined Cardiff City Football Club in 2001 as Head of Media & Communications. Following two years away from the club setting up his own company, Julian returned to Cardiff to take on his current position as Head of Customer Services & Ticketing, and has since won a number of awards nationally, with international recognition for innovation and excellence in his field. Julian's customer-centric approach recently saw Cardiff City awarded the Football League's Family Club of the Year for the 2010/11 season.



Ebru Köksal, General Manager, Galatasaray Sports Club

Ebru Köksal began her career in New York, as a financial analyst in at Morgan Stanley, before moving back to Turkey to serve as a Senior Manager at Citibank between 1992 and 1999. In 1999, Ms. Köksal joined the private equity fund of AIG as a VP, before joining Galatasaray in 2001. Ebru has held several senior positions at Galatasaray including, Galatasaray Marketing General Manager (2001–2006), Galatasaray SC Marketing and Finance Group Head (2006–2009) and Galatasaray Stadium General Manager (2009–2010). Following the merger of football, stadium and marketing companies in 2010, she was appointed as the General Manager of the merged entity, Galatasaray Sportif A.S. Ms. Köksal was elected to the Executive Board of European Club Association in September 2010 and is the Vice-Chairwoman of Institutional Relations Working Group.



Cathy Long, Head of Supporter Services, Premier League

Cathy Long is Head of Supporter Services at the English Premier League. She runs a wide range of projects covering stadium and fan issues and is particularly interested in improving the stadium experience. Her previous experience includes consultancy for the Football League and Premier League, and running the Fans' Embassy at Euro 2000. She has written about football for a number of publications, co-edited a book on Liverpool FC and its role in the city (Passing Rhythms, published in 2000), and contributed to various other books on football and its fans.

GREAT IDEA ... AND NOW?

MAXIMISE THE **REFINANCING POTENTIAL**
AND ENSURE A **SUSTAINABLE ROI**
FOR YOUR STADIA AND ARENA.



SPORT  **MARKT**

sportundmarkt.com | +49 221 430 730

STADIA  **CONSULTANCY**

Thinking of using synthetic turf ?

ESTO - The European Synthetic Turf Organisation provide free impartial advice and information to help you make decisions regarding all aspects of synthetic turf. From choosing a supplier through to installation and maintenance. Keeping you up to date with products and developments in the marketplace. Including the latest case studies in all sports at professional and community level.



For the latest advice and information visit www.theESTO.com

European Synthetic
Turf Organisation



WE ADD PERSPECTIVES TO PRIME LOCATIONS

MDT develops, designs, manufactures and supplies innovative, high-quality sun protection systems, membrane constructions and custom-made products for textile outdoor architecture to customers all over the world.



MDT-tex[®]

Membranes & Structures

www.mdt-tex.com

MDT Sonnenschutzsysteme GmbH | Industriestraße 4 | D - 74736 Hardheim | +49-6283-22170 | info.de@mdt-tex.com
MDT Sonnenschutzsysteme AG | Rheinblickstrasse 6 | CH - 8274 Tägerwilten | +41-71-666 82 82 | info.ch@mdt-tex.com
MDT Inc. | 971 West Dogwood Trail | USA-30290 Tyrone, GA | +1-770-631-9074 | info.us@mdt-tex.com



David Manica, President, MANICA Architecture

In his 17 years designing sport and entertainment venues, David Manica has forged a vision for some of the world's highest-profile stadium, arena and convention projects. Prior to establishing his own design studio in 2007, David worked for 13 years as a Senior Project Designer and Managing Director of Design at HOK Sport (now Populous), where he was responsible for leading the design of over \$5 billion construction on some of the largest and most recognized facilities in the world, including; Toyota Center, Reliant Stadium, O2 Arena London, Beijing Olympic Arena, and the new Wembley Stadium. As President of MANICA Architecture, his recent projects include the concept design for the new Inter Milan Stadium (Milan, Italy), the Guangzhou International Arena (Guangzhou, China) and the new AEG operated Mercedes-Benz Arena (Shanghai, China). He is currently leading the design of the new VTB Stadium and Arena for FIFA 2018 (Moscow, Russia) and is the sport design architect working in partnership with Foster+Partners for the new Lusail Iconic Stadium for FIFA 2022 (Doha, Qatar).



Patrik Meyer, CEO, Commerzbank Arena & The Sports Promoters

A qualified bank clerk and business administration graduate, Patrik Meyer began his career in the sports and entertainment industry by working as a financial controller for a concert promoter, overseeing shows with artists including The Rolling Stones, Bon Jovi, Tina Turner, Michael Jackson and Luciano Pavarotti. In 1997 he began working for the Koelnarena Management GmbH as director for the financial department, ticketing and controlling, both during the pre-opening and the operating period. In 2005, Patrik was named Managing Director of the operating company for the Commerzbank-Arena – Frankfurt's World Cup stadium. Since 2009, Patrik has also served as Managing Director of TSP (The Sports Promoters); a subsidiary of SPORTFIVE specialising in event management and event promotion. A member of the Stadium Managers Association, Patrik was named "Executive of the Year" at the Stadium Business Awards 2010.



Ian Nuttall, CEO, Xperiology, UK

Ian Nuttall is a leading global sports and entertainment facility consultant, specialising in the feasibility, planning, design, operations and management of all venue types – from stadiums and arenas, through to convention centres and concert halls. Ian began his career in the sports events sector over two decades ago, hosting corporate hospitality at F1 Grand Prix motor racing events across Europe. After an award-winning career in business journalism, he founded the industry's respected Stadia magazine in 1999 (and, in 2001, its sister title Auditoria) to fill the 'knowledge gap' in the global sports and entertainment facility sector. In 2005, Ian partnered with industry colleagues to establish the Event & Venue Management Institute – which provides the only fully-accredited Stadium Management training programme in the world – and he continues to serve the Institute today as a course developer, tutor and Board Member. In addition to his ongoing commitments as a sports business writer and international conference speaker, Ian provides highly-valued, specialist consultancy to the sports and entertainment venue sector. Utilising his unrivalled network of industry contacts and specialists he delivers strategic results on any consulting assignment.



Rod O'Connor, Executive Vice President, AEG Europe

Returning to AEG after serving in the public sector for the past two years, Rod O'Connor is the Executive Vice President for AEG Facilities Europe, overseeing all operations, programming, marketing, revenue maximization, sponsor activation and new business development for AEG's network of venues across the continent. Rod is formerly the Chief of Staff for the U.S. Department of Energy (DOE) where he directed the department's principal initiatives and oversaw day-to-day operations for a federal agency with a workforce of 115,000 and an annual budget of \$27 billion. Prior to joining the Department of Energy, O'Connor spent three years as Senior Vice President for AEG. During his first tour, he helped grow a division from two properties in Los Angeles to a global network of elite venues-including operations in London, Berlin, Beijing and Sydney. In this role, he was responsible for marketing, sponsorship, booking, facility management and new business.



Chris Overholt, Chief Operating Officer, Canadian Olympic Committee

Chris Overholt joined the Canadian Olympic Committee in April 2010 in two roles; Chief Operating Officer and Chief Marketing Officer. Working directly with CEO Jean R. Dupré, Overholt brings a long career of sports marketing success to the COC, most recently with the Miami Dolphins of the National Football League. As the Dolphins' Vice President - Corporate Partnerships and Broadcasting, he was responsible for leading the organization's efforts in selling corporate sponsorships as well as overseeing all of the team's radio and television broadcast relationships. Prior to joining the Dolphins, Overholt served as the EVP, Business Operations of the Florida Panthers Hockey Club and VP, Sales & Service of Maple Leaf Sports & Entertainment Ltd. from 1998-2003 where he was responsible for marketing and ticket sales planning and execution of Canada's two top professional sports enterprises, the NHL's Toronto Maple Leafs and the NBA's Toronto Raptors.





Andrei Peregoudov, Senior VP and Chairman of VTB Arena Park

A graduate from The College of Asian and African Studies of Moscow State University, Andrei Peregoudov has more than 15 years experience in the field of real estate and asset management. After a highly-successful career in sales and leasing for a number of projects in Moscow, Toronto and throughout the Ukraine, Andrei joined VTB as Head of Real Estate in 2006. He was appointed Senior Vice President of VTB Bank, and Chairman of the Board of CJSC VTB Arena / MC Dynamo in 2009. He is currently charged with overseeing the Dynamo/VTB Arena park project development that comprises the Central Stadium Dynamo reconstruction and adjustment, building of Multifunctional Sports and Entertainment Center and a commercial part that includes a five-star hotel, offices and apartments.



Nick Reynolds, Principal, Populous

Nicholas Reynolds is a Senior Principal and a Director of the London office of Populous. He is responsible for design development in the office, promoting innovation, sustainability and high quality throughout the design, documentation and construction phases of all projects. Nicholas is a guest critic at the Ecole Spéciale d'Architecture and a regular speaker at conferences around the world on the architecture of sport and entertainment buildings, their social impact and the role that branding and sponsorship plays in defining their design. Nicholas was Design Principal for the O2 Arena in London and most recently headed the Populous design team, which successfully won the Sochi 2014 Olympic stadium.



Dr Terry Stevens, Principal, Stevens & Associates

Professor Terry Stevens is Managing Director of the award winning, international leisure and tourism consultancy, Stevens & Associates. In 2010 Terry was short listed in the top five most influential people in the stadia industry at the Guinness Stadium Business Awards. This follows his leading-edge work on the role of stadia and arena as tourist attractions. He was formerly Director of the UK Stadia and Arena Management Unit and has published extensively on this topic.



Dr. Ines van der Schalk, VP Development, Lagardère Unlimited Stadium Solutions

Dr. Ines van der Schalk is Vice President Development & Services of Lagardère Unlimited Stadium Solutions. She is responsible for the strategic evaluation of stadium projects, managing the general outline of tender procedures, market and economic analyses as well as consultancy regarding FIFA / UEFA requirements for stadia. She successfully supervised projects such as the development of the comprehensive marketing strategy for the city of Hamburg as Host City during the FIFA World Cup 2006. She also was responsible for the outline of the FIFA Fan Fest in Hamburg, one of the first and biggest official public viewing events in Germany. For the UEFA EURO 2012 event, she directed the business planning and development process of different stadia projects in Poland and is currently involved in stadia operational matters for the PGE Arena in Gdansk. In further eastern European stadia projects she supervised the operational consultancy process of the international team.



Maria Walsh, Business Development Manager, Stadia Consulting, Sport+Markt, Germany

The expert on stadia and arenas Maria is International Sales Manager at SPORT+MARKT, following her engagement in the company's Project Team. Born in Wroclaw, Poland, Maria Walsh's expertise on stadia goes along with her focus on business development in Poland and Eastern Europe. Next to her work with key international clients of SPORT+MARKT, Walsh represents the company at various exhibitions and trade fairs, as well as client workshops and seminars. The 34-year-old has her roots at SPORT+MARKT since 2001 as she had already joined the company for her internship following her Master of Sport and Sport Science in Heidelberg, Germany.



Moderator: Andrew Williams, Founding Director, Align2

Andrew has been involved in the creation of sports facilities for almost 30 years since graduating in Quantity Surveying from the University of Reading, UK. His focus, particularly in the latter years, has been the creation of viable and sustainable facilities. Until recently, Andrew was MD of Franklin + Andrews – a 500 strong cost engineering consultancy which was part of the multinational Mott MacDonald group. In that role he successfully remodeled the business to focus more on the objectives of clients and the services that bring direct benefits to them. He also established their credentials as a UK market leader in their discipline for sports leisure projects and created the specialist brand of Franklin Sports Business. Together with a colleague, Andrew has now formed Align2. This company provides advice to sports/leisure organizations seeking to optimize their facilities through new building, renovation/refurbishment or operational change.

Beyond **Entertainment...**



STADEFRANCE
Live Events

Creator of premium live shows scaled for stadia

www.stadefrance-live-events.com
contact@sfle.fr • +33 (0) 1 58 69 38 81

WE WOULD LIKE TO THANK OUR PARTNERS
& SPONSORS FOR THEIR SUPPORT OF
STADIUM BUSINESS SUMMIT 2011



YOUR HOST

Stadium Business Summit 2011 is organised by Xperiology, the event and advisory specialist to the global sports and entertainment sector. For more on our events and services visit our website www.xperiology.com