THE STADIUM BUSINESS SUMMIT
& VENUE TECHNOLOGY SHOWCASE
THE STADIUM BUSINESS
DESIGN & DEVELOPMENT SUMMIT
30 NOVEMBER - 1 DECEMBER 2021 · MANCHESTER
#REOPEN.
#RESTART.
#REIMAGINE...
INCORPORATING
THE STADIUM BUSINESS AWARDS

pti

ACTIVATING
DIGITAL
ENGAGEMENT

DIGITAL TRANSFORMATION

for the Sports and Entertainment Industry

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THE STADIUM BUSINESS SUMMIT
& VENUE TECHNOLOGY SHOWCASE

THE STADIUM BUSINESS
DESIGN & DEVELOPMENT SUMMIT

Where have we all been?

It's staggering to think it's been two years since we were last gathered together in person. Our *Design & Development Summit 2019* concluded with record numbers at Wembley, we were set to deliver the *Business Summit* in April 2020 just as the wheels were coming off our industry wagon. We wrote to all of our partners with new dates and the (shockingly naïve) line: "six months to let the pandemic run its course, and our sector to re-establish itself". If only!

Heading into 2022 the pandemic – and its impacts – are still very much directing our lives and our livelihoods. It's clear that the pandemic has accelerated the pace of change. But what new challenges await us?

Our business is a wonderful community – generating millions of memories everyday, everywhere on this Earth. And we are honoured to play our (little but hopefully productive!) part in it. We trust the *Summit* provides new ideas, inspiration and connections – with real people – to assist your business recovery.

Ian, Angelina, Lizzie & *TheStadiumBusiness* team

PS. Whether it's your first time or you're a (returning) regular, we wish you a great visitor experience at #SBS21. We may be a little rusty so if there's anything we've missed or can do to assist, please let us know.

INDEX

The Schedule:
- Welcome Back Reception [29 Nov] 4
- Day One [30 Nov] 6
- *TheStadiumBusiness Awards* 12-13
- Day Two [1 Dec] 14

Speaker Profiles [A-Z].....19
Design & Development Summit 2022 28
Sponsor Profiles [A-Z].....41
Attendee List [A-Z] 57
Ticketing Business Forum 2022 64
The*StadiumBusiness ASIA*.....64

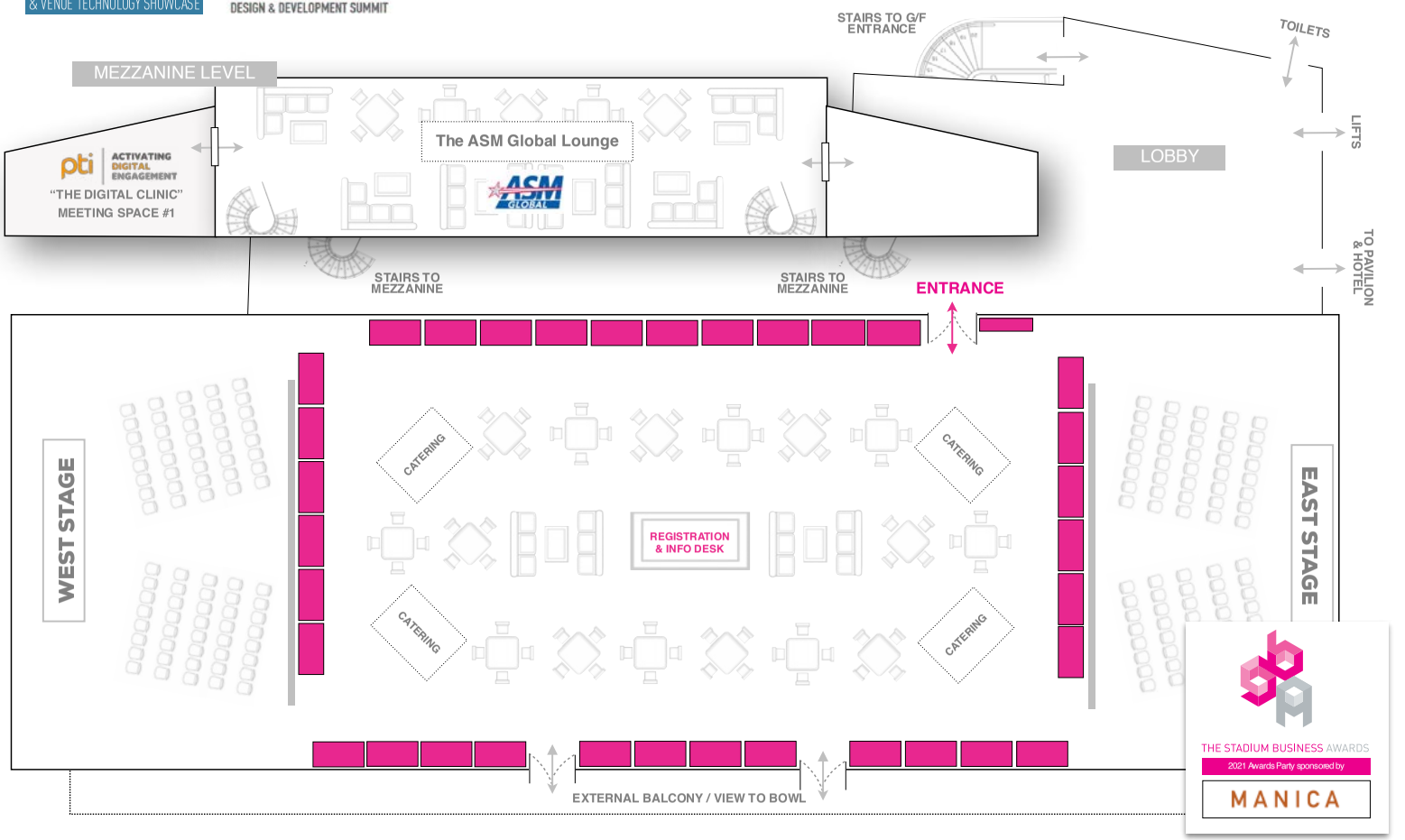
Disclaimer: This print edition of the programme is correct at time of press on 20/12/2021. E&OE. Copyright ©Xperiology. While we endeavour to deliver the full programme as presented here, given the variable nature of all session timings and speaker availabilities are subject to change. Please check for updates on the event days and in the revised digital programme releases, which are available online to delegates only.

THE STADIUM BUSINESS SUMMIT
& VENUE TECHNOLOGY SHOWCASE

THE STADIUM BUSINESS 2
DESIGN & DEVELOPMENT SUMMIT

THE MARKETPLACE

› 30 Nov - 1 Dec 2021 › Emirates Old Trafford › Manchester



THE STADIUM BUSINESS AWARDS
2021 Awards Party sponsored by
MANICA

Monday 29 November 2021

REGISTRATION

BADGE COLLECTION

Lobby, Hilton Garden Inn Emirates Old Trafford

18.30 Arriving early? Collect your delegate badge from the pop-up guest desk in the Hilton lobby bar.

NETWORKING

WELCOME (BACK) RECEPTION

Hilton Garden Inn Emirates Old Trafford
Garden Bar (Ground Floor)
Entry: All registered delegates

18.30 We kick off with our icebreaker in the HQ hotel bar. All registered delegates are welcome along. Collect your badge, catch up with old friends and make some new contacts in an informal atmosphere.

20.00 Close of reception.

OUR THANKS TO

Bidfood
Inspired by you

Heineken

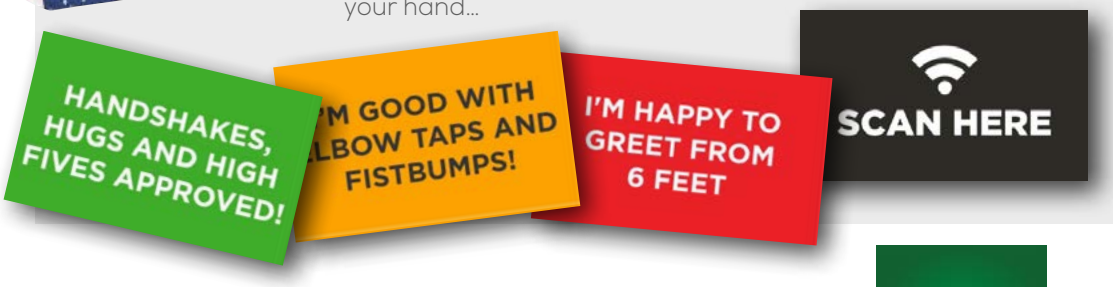
Activations....

WRISTBANDS

Happy with handshakes? Or keep your distance?

RFID Wristbands courtesy of ID&C

Those talented wristband experts at ID&C are providing every delegate with an RFID wristband so you can display your 'proximity comfort' level, exchange contact details with our Marketplace partners, enter special sessions with just a wave of your hand...



EXCLUSIVE

XR VIDEO PRODUCTION STUDIO

Experience this in The Point's entrance lobby

Say goodbye to boring flash interview backdrops. Transform your concourse into an interactive experience. **Create new forms of engagement at the flick of a switch!**

The Bendac Group is thrilled to launch its state-of-the-art XR/VP studio at #SBS21. This LED backdrop is camera-friendly, delivering hyper-realistic content. Working alongside industry-leading partners – Brompton, Mo-Sys and Unreal Engine – Bendac is showcasing a miniature, mobile XR/VP set-up, with a wide range of features directly applicable to stadium and arena engagement: i.e. live broadcasts, matchday entertainment, brand promotion, competitions, educational videos, training.

›› **Transform your concourse** or hospitality space into a year-round attraction and creative content studio – bridging the real and virtual world with endless possibilities!

...everyday of the Summit

WIN a year with this robot!

PRIZE DRAW

SPECIAL FX with a special offer

GroundWOW® announce One Year Subscription Prize

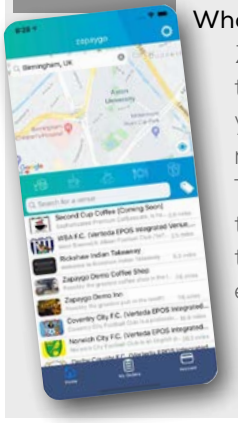
Launched in October 2019, GroundWOW® was developed with a founding mission to make printing on ground as easy as printing on paper. GroundWOW® SPECIAL FX can print any logo, any size, on any surface. Deployable in under 10 mins, autonomous technology, A.I. and an end-to-end Cloud platform combine to create images as accurate as a blade of grass. Your venue could win a year of printing, fully-supported as a prize!

›› Drop by GroundWOW's pod to enter the prize draw – and keep an eye out for the live printing demo during the Summit!

zapaygo

MOBILE ORDERS

Official #SBS21 Mobile Ordering Partner



What surprises await you on a mobile order?

Zapaygo is the convenience app that cuts the queues – and boosts your catering and merchandising revenues. Download the app, select TheStadiumBusiness Summit 2021, then choose your option for pick-up throughout the Summit. It's that easy with Zapaygo...

Download on the App Store

GET IT ON Google Play

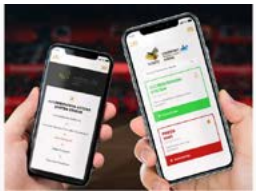
›› Scan to download the app ››

...everyday of the Summit

MEZZANINE

PTI DIGITAL CLINIC

Reconciling an RoI model on your tech investment?



Striving to create the ideal digital customer experience? Seeking to build a more dynamic digital-led commercial model?

Drop by The PTI Digital Clinic on the mezzanine during the Summit to help you answer these questions and more.

PTI Digital are specialists in venue and rightsholder digital transformation from strategy conception to vendor selection, execution and monetisation.

›› Scan the QR code to book your slot via Calendly

The ASM Global Lounge

WORKSPACE

Get together... Get it done... with ASM Global

Need to finish a report? Answer a call?

The ASM Global Lounge is open throughout the Summit for all delegates on the mezzanine level for that impromptu meeting, calls back to the office and any last-minute workload demands. Complimentary tea/coffee is available all day, with a pay bar for those hardier souls!

Tuesday 30 November 2021

REGISTRATION

REGISTRATION & COFFEE

The Marketplace

08.00 We open for check-in, coffee and to start your networking.

THE RE-START

Opening Thoughts

East Stage

09.00 Welcome back to TheStadiumBusiness Summit – it's been a while since we were last together! A lot has happened – and a lot more is going to happen in the years ahead.

- *Ian Nuttall, Founder, TheStadiumBusiness*

ROUNDTABLE

Rethinking Stadium Operations

East Stage

09.30 The pandemic turned our sector upside down. It's time for a rethink. We welcome our expert panelists:

- *Marie Lindqvist, SVP Operations Europe, ASM Global*
- *Gary Simpson, Director of Security, Safety and Risk, ASM Global*
- *Tom Lynch, Group Commercial Director & SVP Europe, ASM Global*

COFFEE BREAK

NETWORKING COFFEE BREAK

The Marketplace

10.30 Grab a coffee. Visit the pods. Catch up on the gossip.

Conference

DESTINATIONS

Riverside destination

West Stage

11.00

Fulham FC is currently redeveloping its iconic Craven Cottage home, creating Fulham Pier – a world-class facility for fans and visitors to enjoy all year round. Fulham Pier incorporates contemporary design, state-of-the-art concourses and innovative new experiences to create a reinvented, reimagined and vibrant new destination, bringing to life for the first time the section of the River Thames that the Club calls home.

The session will showcase the project, its broader goals and the progress to date since construction began in 2019. Fulham Pier is scheduled to open next year.

◉ *Rob Paddon, Venue Sales Director, Fulham FC*

Tuesday 30 November 2021

INNOVATIONS

Quickfire Ideas #1

East Stage

11.00

Our first tranche of new ideas – delivered quickfire, using the proven *pecha-kucha* format:

Your Digital Twin
Meet Venue Twin, the hyper-realistic and fully interactive software that unlocks new operational and commercial value in stadiums and arenas.

◉ *Paul Foster, Founder & CEO, Venue Twin*

Wristbands: Psychology & Evolution
It might sound crazy, but we have a passion for wristbands. We've spent nearly 20 years developing products that are the mainstay of event operations around the world. But there's still more to learn...

◉ *Dan Barkaway, Business Development Manager, ID&C*

Fans for Life... and Forever
The foundation of any club is the fans. We're on a journey to create the ultimate fan tribute experience. We've already worked with world-famous Ajax FC to create a special place...

◉ *Peter Biemans, Founder & Owner, Funeral Products*

An App Store for your Venue
This quickfire explores how we can leverage AI and Smart Cameras to improve fan experience and optimize stadium operations. You can easily retrofit your IP cameras with video analytics and optimize the fan experience. A queue management app can help optimise your food service waiting times.

◉ *Alexander Harlass, Head of Developer Relations, Azena*

Conference

ARCHITECTURE

Mastering the Stadium Masterplan

East Stage

11.30

As KSS celebrates 30 years in 2021, chairman David Keirle explains how creative and strategic thinking provides masterplans with business-sound solutions, from the first commission of its kind for Chelsea FC to recent work at Anfield and future exciting developments (above) for Leicester City FC at King Power Stadium. David will illustrate how a holistic design approach has a positive influence to regenerate local neighbourhoods and deliver outstanding experiences from spectator arrival to the main event.

◉ *David Keirle, Chairman, KSS*

INNOVATIONS

Quickfire Ideas #2

East Stage

12.00

Our second batch – delivered in a quickfire format:

ACDA - The Roadmap to Proactive Operations
Enhance ACDA to maximize guest experience, operational efficiency, safety and security, and reduced risk.

◉ *Scott Meyers, Founder & Executive Vice President, 24/7 Software*
◉ *David Payne, Sales-UK & Ireland, 24/7 Software*

Nextgen lightweight cladding (Compton & Edrich Stands at Lord's)
How lightweight cladding won the toss at Lord's for an organic non-repetitive design. This cladding smashes boundaries every day!

◉ *Guy Monkley, Key Account Manager, Architen Landrell*

Embedding Technology in the Matchday Experience
POS and payments are key to the 'new world', with cashless solutions, mobile EPOS, matchday ordering applications, self-service and data and analytics tools all crucial factors for stadium businesses moving forward.

◉ *Steve McArdle, Director -Stadia & Venues, Bleep UK PLC*

Tuesday 30 November 2021

ENGAGEMENT

Co-op Live. The Digital & Data Journey

West Stage

11.30

Redefining live with the help of EngageRM

Co-op Live – the UK's largest, most sustainable and future-thinking arena – is due to open in 2023. EngageRM is a fast-growing global leader in Business Automation, CRM and Analytics for the Sports and Entertainment industry. Hear how this partnership utilises digital and data to power commercial outcomes and personalise communications with fans at Co-op Live. This session will provide a 360-degree insight for venues, teams and rights holders intent on building a truly centralised platform for managing all fan data.

- *Sara Tomkins, Marketing & CSR Director, Co-op Live*
- *Alex Stasyszyn, Head of Customer Experience - Europe, EngageRM*

ARCHITECTURE

Allegiant Stadium: The Design Journey

West Stage

12.00

A New Home for the NFL's Las Vegas Raiders

From its early design stages to its opening, Allegiant Stadium required the utmost diligent work, precision, and skill. The venue's booming success as the beautiful, cutting-edge new home for the NFL's Las Vegas Raiders proved worth the tireless effort and passion it took to bring it to fruition.

- *David Manica, President, MANICA*

Conference

SPONSORSHIP

Activate Your Stadium Real Estate

East Stage

12.30

A world-first: Autonomous ground printing
What if you were able to activate your real estate 24 hours a day, 365 days of the year? GroundWOW's print management platform and stadia ground printers allow you to turn campus-wide real estate into a profitable new revenue stream. Efficient. Engaging. Profitable.

- *Tony Rhodes, Chairman & CEO, GroundWOW*
- *David Pritchard, Chief Commercial Officer, GroundWOW*

13.00 LUNCH IN THE MARKETPLACE

INNOVATIONS

Quickfire Ideas #3

East Stage

14.15

How Payment Tech is Changing Stadium Service
Real world case studies that show how payment technologies can increase revenue and improve the fan experience at every level.

- *Conor Wingham, Business Development Manager, SumUp POS*

Allianz Arena: Sound system upgrade for FC Bayern Munich
We explore the L-Acoustics KARA sound system at Allianz Arena and how it met the challenging requirements of this 75,000-capacity outdoor stadium.

- *Ross Brett, Application Project Manager - Sport Facilities, L-Acoustic*

Digitising Operations
We look at how clients such as Wembley Stadium automate and simplify the management of operations to free up resources.

- *Gary Dalton, Chief Marketing Officer, VenuePro/Approved Tech*

Three Perspectives on Integrated Solutions
Integrated solutions within large scale audio and visual platforms from both a standards-driven and customer experience perspective.

- *Eddie Thomas, Managing Director, Pro Media Audio Video EU*
- *Andy Rigler, Project Dev Lead EMEA, Pro Media Audio Video EU*
- *Tom Williams, Project Dev Lead/Technical Design EMEA, Pro Media AV EU*

Tuesday 30 November 2021

ENGINEERING

Venue Design & Delivery: 'It's all about results'

West Stage

12.30

Five components to deliver ROI

Many clients who want a new or enhanced venue tell us that they don't want to go on a design journey, they want to get to the destination as fast as they can. Buro Happold, Vanguardia and Crowd Dynamics collaborate with exceptional architects to create game-changing venues. So what's next? This session explores the 5 key components of getting results that lead to a fast return on investment.

- *Andy Pottinger, Venue Design Director, Buro Happold*
- *Olly Creedy, Associate Director, Vanguardia Consulting*

13.00 LUNCH IN THE MARKETPLACE

ENGAGEMENT

Life after email: A new conversation

West Stage

14.30

Fan engagement is changing... fast

With the explosion of mobile channels, there are now more ways than ever to engage with your fans. Even better, whilst email usually delivers a 1-5% open rate, SMS and conversational channels like WhatsApp and Instagram attain an open rate of 30% on average. We evaluate the growing list of customer entry points, explain the importance of an integrated tech stack, and showcase how the Dutch F1 was relaunched with a unified conversational approach

- *Jan Saan, CTO, CM.com*

Conference

OPERATIONS

Lean Management: A New Approach

East Stage

15.00

Complexity. Kaizen. Success

If you think 'lean management' is only applicable to a manufacturing business then it's time to think again. Applying this management philosophy has reaped dividends for Lithuania's leading basketball club, leading to improved decision-making processes, faster identification of 'red flags' and, perhaps most significantly, improved internal communication and consistency between different departments towards the common goals.

◉ *Une Marija Jurkstaite, former Chief Business Officer, Zalgiris Kaunas*

AUDIO-VISUAL

Technology to Drive Engagement and Experiences

West Stage

15.30

Dwell Time: Southampton FC

How do we increase dwell time and spend per person? That's the question we're addressing in this session.

Drawing on Saints' multi-million pound investments in AV upgrades at St Mary's Stadium, our speakers will share their process to locating and specifying technology to maximise impact – and offer lessons during the planning and implementation processes. And, once you have installed all the tech in the right places, how do you activate different zones (be that pre- or post-match) to drive success? Putting the focus on its concourse offer, Southampton FC is creating a place where fans want to spend time.

◉ *Darren Parker, IT Operations Manager, Southampton FC*

◉ *James Groves, Director of Information Technology, Southampton FC*

16.00 NETWORKING BREAK IN THE MARKETPLACE

Tuesday 30 November 2021

DIGITAL & DATA

Digital Transformation: What it Actually Means...

West Stage

15.00

... & Why Sport Needs to Embrace It

Everyone has their own definition of "Digital Transformation". Ours is simple: it enables organisations to shift from engaging and monetising on a limited number of days each year to a model which can engage and monetise customers wherever they are, 365/24. We explain in layman's terms how it can be achieved.

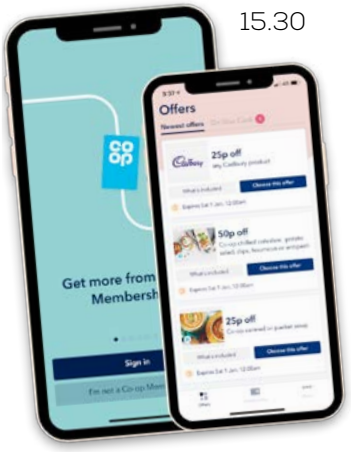
◉ *Mike Bohndiek, CEO, PTI Digital*

Scan this to reserve your place at The PTI Digital Clinic on the mezzanine >>>

DIGITAL & DATA

Digital Transformation: 100 Pitches...

West Stage



15.30

On the Trail for Innovation Value

In this session we will discuss the value of digital and R&D initiatives for sports and stadiums. Our guest speaker will offer insights on his time as Chelsea FC's CTO and explore the club's drive into digital ventures. We'll also take a look into how to create value in your stadium innovation, digital product or R&D, and how to get audiences to adopt and embrace an innovation they didn't know they needed, ultimately driving revenue back to the organisation.

◉ *Marcus Hadfield, Chief Strategy Officer, Apadmi*

◉ *Duncan Ross, Executive Consultant, Apadmi*

16.00 NETWORKING BREAK IN THE MARKETPLACE

Conference

SUSTAINABILITY

Net Carbon Strategies

East Stage

16.30

A right way to measure zero carbon?
Could the sports sector lead the sustainability charge to revolutionise how we think about energy and carbon emissions? The aim is to create sustainable venues that benefit business, people and the planet. Maximising venue usage and creating a destination that benefits the local community, provides opportunities to increase revenue beyond the venue's primary purpose and creates a long-term sustainable future. Then the legacy focus shifts to accelerating climate action in our industry. We need to help clients develop their net zero, climate resilient plans and build practical solutions that drive performance and lasting value.

- *Martin Willis, Director – Sports Sector Structural Lead, Ramboll*
- *Adam Selvey, Director – Sports Sector Building Services Lead, Ramboll*

ENGAGEMENT

Marketing ideas? Just do it... take the risk!

East Stage

17.00

Stop trying to please everyone!
After 20 years with the Seattle Sounders organization wrapping up as Chief Business Officer for the Major League Soccer version, Bart Wiley now serves as the CEO, North America for the Cedar Packaging Group. Bart will share his observations after two decades in U.S. Sport (examples – "Stop attempting to please everyone" and "Just do it, take a freaking risk") and will discuss his take on the future of sport as we continue to crawl out of a pandemic ("We're still one cycle away from something that resembles normal" and "If there was ever a time for fan engagement, it's now").

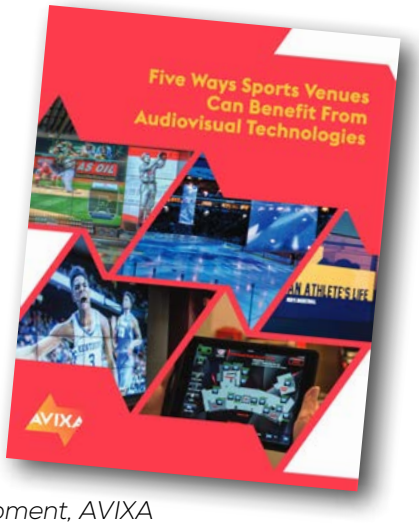
- *Bart Wiley, CEO - North Ameria, Cedar Packaging*

Tuesday 30 November 2021

AUDIO-VISUAL

Smart Stadiums: Creating a Winning Fan Experience

West Stage



16.30

Heightening the overall fan experience
During this deep dive into the top stadiums across the globe, this session will explore how today's upgraded stadiums and arenas can create the nostalgic experiences of tomorrow, where new forms of revenue can be found 24/7/365, and how technology can forge a network to bring people together for these shared experiences as easily and frequently as possible.

- *Chris Lavelle, Senior Director of Development, AVIXA*
- *Bob Kronman, Director, Kronman Associates*

AUDIO-VISUAL

Screens & Signage: The Turnkey Approach

West Stage

17.00

Designing, creating and delivering solutions
When it comes to digital signage and LED displays, we explore why quality design and build should be non-negotiable, both commercially and environmentally. The end solutions create a canvas for creatives, film-makers, marketeers and broadcasters to deliver engaging content for audiences. And remember ROI comes in many, alternative ways – always with the need to underpin the opportunity.

- *David DaCosta, CEO, Bendac Group*

››› *Experience the world-first XR Production Studio in the entrance lobby*

Conference Tuesday 30 November 2021

DESTINATIONS

Kai Tak Sports Park: The Nextgen Stadium District

East Stage

17.30

Project & Vision Update

Currently in construction, Hong Kong's Kai Tak Sports Park brings together a host of sports venues, open spaces, park facilities, retail and dining outlets across 28 hectares, as an urban oasis to meet the diverse needs of the public, and professional and amateur athletes. The project includes a 50,000-seat, retractable roof main stadium, a 5,000-seat public sports ground, a 10,000-seat indoor arena, and other ancillary/supporting facilities. We look to the future of stadium destinations in this project update from the venue's operator:

◉*John Sharkey, Executive Vice President Europe, ASM Global*

Images: Kai Tak Sports Park Limited

The Awards

Tuesday 30 November 2021

THE PARTY

TheStadiumBusiness Awards 2021

West Stage & The Marketplace

Entry: All registered delegates & Finalists

18.00-20.00 Out goes the formal dinner this year. And in comes a more relaxed, cocktail-mixer of a celebration in the Marketplace as we recognise the Finalists, celebrate success and announce the Winners of *TheStadiumBusiness Awards 2021*

PARTY SPONSOR

MANICA architecture

RAISING FUNDS FOR

EMERGENCY

TheStadiumBusiness AWARDS 2021

SUSTAINABILITY & COMMUNITY AWARD
- Aarhus. Ansvar. Fremtid: Strategic sustainability program – AGF Aarhus BeAsOne Community Program – Cagliari Calcio
- The Beacon: Community Hub – Foundation of Light, Sunderland FC SMISA Stadium – St Mirren FC
- Toronto Vaccine Day: Our Winning Shot – Maple Leaf Sports & Entertainment
- Wall of Honour: Ajax Fan Columbarium – PC Uitvaart/Ajax FC/Funeral Products

FAN EXPERIENCE AWARD (sponsored by AVIXA)
- Allegiant Stadium Tours – Las Vegas Raiders/BRC Imagination Arts, USA
- 5G Test Bed at Cegeka Arena – KRC Genk, Belgium
- Power Portal – Cleveland Cavaliers, USA
- AberDNA & Challenger Club strategy – Aberdeen FC, Scotland
- Warriors' Dub Hub – Golden State Warriors, USA

INNOVATION AWARD
- AV/AI-driven Ground Printer– GroundWOW
- Social Distancing Seating Tool – 3D Digital Venue
- VenueShield™ Programme – ASM Global
- Venue Twin – OnePlan
- VfL Connect hospitality app – VfL Wolfsburg
- Covid Safety Hub – Realife Tech

INTERIOR & FIT-OUT AWARD
- Cache Creek Club at Levi's Stadium – San Francisco 49ers
- Field Cabanas and Bungalow Suites at SoFi Stadium – LA Rams
- Interior Preservation and Modernisation – Helsinki Olympic Stadium
- Westview at Stamford Bridge – Chelsea FC/KSS
- Wynn Field Club at Allegiant Stadium – Las Vegas Raiders

VENUE TECHNOLOGY
- Infrastructure and Technology Services at Adams Park – Wycombe Wanderers FC / Landways Management
- LED Lighting System in Berlin's Olympic Stadium – Olympiastadion Berlin GmbH
- Nationwide EPOS Implementation – ASM Global (UK)
- PAM Wayfinding & Touchpoints at SoFi Stadium – LA Rams/Hollywood Park
- Technology Partners Integration at Chase Center – Golden State Warriors

PROJECT OF THE YEAR
- Grand Palais Ephemere – Jean-Michel Wilmotte/GL Events/Paris2024
- Helsinki Olympic Stadium renovation – Helsinki, Finland
- Leicester City FC Training Ground – Leicester City FC
- Lynn Family Stadium – Soccer Holdings/Louisville City FC/HOK
- Compton & Edrich Stands at Lord's – Marylebone Cricket Club/ WilkinsonEyre
- Sahlen Field renovations – Toronto Blue Jays

SPONSORSHIP, SALES & MARKETING AWARD
- Avicii Arena – Trygg-Hansa and Bauhaus/ASM Global/Tim Bergling Foundation
- DRV PNK Stadium – Inter Miami CF
- The Hundred – England and Wales Cricket Board (ECB)
- 'New Lawn' naming rights – Forest Green Rovers FC
- Virtual Pink Seat – Sydney Cricket Ground/McGrath Foundation/Cricket Australia

ABOUT THE AWARDS

TheStadiumBusiness Awards recognise leadership, innovation & achievement in the delivery, operation and management of sports facilities globally.

Inaugurated in 2010, the Awards are presented each year during TheStadiumBusiness Summit.

THE STADIUM BUSINESS AWARDS

UNSUNG HERO AWARD

- Danielle Snyder, Senior Vice President, Guest Services & Security, STAPLES Center
- Lesley Spuhler, CEO, Foundation of Light (Sunderland AFC)
- Gary Storrie, Health and Safety Manager, Formula 1
- James Tagg, Executive Head Chef, Manchester United
- Jackie Ventura, Director of Facility Health and Hygiene, Golden State Warriors
- Guy Wickett, Development Manager (En Todo), Crystal Palace FC

EXECUTIVE OF THE YEAR AWARD

- Vince Cicero, SVP of Corporate Partnerships, FC Cincinnati /TQL Stadium
- Eric Granger, General Manager, KFC Yum! Center
- Al Guido, President, San Francisco 49ers
- Freyja Handy, General Counsel (Europe), ASM Global
- Joe Lacob, CEO & Co-Executive Chairman, Golden State Warriors
- Tim Shannahan, CEO, Orangetheory Stadium

VENUE OF THE YEAR AWARD

- Allegiant Stadium
- Anfield
- Brentford Community Stadium
- Chase Center
- SoFi Stadium
- Suncorp Stadium
- WiZink Center Madrid

OUTSTANDING ACHIEVEMENT

The Outstanding Achievement Award recognises an individual that has shown exceptional commitment, service and leadership to the stadium, arena and major venue industry over a sustained period of time. (And no, they don't have to be retiring any time soon!)
No shortlist. Recipient is selected privately by TheStadiumBusiness Awards team and will be announced at the 2021 Winners Party.

JUDGES:

- **Jacque Holowaty**, VP Employee & Guest Experience, Climate Pledge Arena
- **Nick Sautner**, Chief Executive Officer, The Eden Park Trust
- **Dionna Widder**, Chief Revenue Officer, Houston Dynamo
- **Darren Burden**, Executive Director, Kai Tak Sports Park
- **Mel Raines**, EVP of Corporate Comms, Community Engagement & Facility Operations, Pacers Sports & Entertainment
- **Paul Fisher**, Consultant (Former Chief Executive, Jockey Club Racecourses)
- **Ian Nuttall**, CEO & Co-Founder, TheStadiumBusiness
- **Christian Lau**, CTO, Los Angeles FC / Banc of California Stadium
- **Andy O'Sullivan**, Venue Director, Tottenham Hotspur FC
- **Anne Gnauk**, Director – Strategy, Marketing & Communication, Hamburger Sport-Verein e.V

ACTIVATING DIGITAL ENGAGEMENT

INTRODUCING
The PTI Digital Transformation Pyramid

At PTI Digital, we have recently been talking about the need for our industry to embrace the concept of digital transformation and understand fully what it means.

At PTI Digital we have built an end-to-end model that enables our clients to effect wholesale change to their business through harnessing the power of digital and technology, at a pace that works for them. PTI view the process as an evolutionary revolution: the endgame is transformational but we approach it in a pragmatic fashion which dovetails with our clients' own priorities and financial planning process. This is indeed the P of PTI – pragmatic.

PTI's unique model cuts across its three core pillars – Commercial Services, Data & Digital and Venue Tech – and ensures a seamless journey from business vision to execution with a single throat for our clients to choke.
We tailor our approach to suit whilst ensuring at all times that our approach is modular, meaning that we are constantly building towards your vision without the need to start again or retrace our steps.

There are some fundamental truths about the limitations of the traditional sports commercial model. These weaknesses have been exposed by the COVID crisis and make the need for an alternative approach at this time absolutely necessary:

- The match/event day model is finite, limited by venue capacity and number of events
- What if you could engage your audiences year round, wherever they are?
- Rather than convincing them to come to you 20-30 times a year, they come to you anytime
- Every time you engage, you collect more information about them
- Imagine those insights enabling a more personal customer experience, greater satisfaction, retention and advocacy
- Imagine those insights driving new revenue streams and business diversification
- Imagine an always-on, personalised platform at the heart of your sponsorship proposition

This is digital transformation.

And it doesn't matter where you are on the journey and how you started. You may even have done it without meaning to due to operational needs.

In an ideal world, you would begin by understanding "why?". Too many rush straight into the "what?" without first understanding what the question is they are trying to answer. Our pyramid model provides context for all your commercial, marketing, data, digital and technology activity and investment considerations and allows you to map your journey over a period of time with which you feel most comfortable.

The strategic approach enables you to filter what adds value and what doesn't, prioritises decision making and critically, allows you to approach such decisions thinking about investment rather than cost, thus negating our industry's natural tendency towards inertia.

Our approach ensures that every component is integrated – each contributing to and benefitting from the pyramid – and ensuring that there is no requirement for every investment decision to have its own ROI: it is clear how spend in one part of the model drives value elsewhere. Indeed "value" need not always be defined in direct revenue terms.
Our approach comes with a fully-costed short and long-term payback model.

"Digital Transformation" may seem daunting but in basic terms it is the application of strategy, turbo-charged by the possibilities of data and digital technology. It is not an overnight process but by starting the journey, you are already ahead of 99% of your competitors.

PTI are going to be talking a lot more about our Digital Transformation Pyramid in the weeks to come as we announce a number of hugely exciting new client projects. If you would like to understand more about how we can help you, please contact ben.wells@ptidigitalgroup.com

Ben Wells
Chief Commercial Officer at PTI Digital

MANICA

Lead Design Architect of Allegiant Stadium, Las Vegas, NV

manicaarchitecture.com

Wednesday 1 December 2021

REGISTRATION

REGISTRATION & COFFEE

The Marketplace

08.30 Welcome to day two with coffee and networking.

WELCOME BACK

The Second Half

East Stage

08.50 A quick recap, Awards Winners, some housekeeping and then into day two.

◉ *Ian Nuttall, Founder, TheStadiumBusiness*

NAMING RIGHTS

Avicii Arena: For A Better Day

East Stage

09.00

Stockholm Globe repurposes naming rights for a better purpose

We explore how a commercial partnership is driving awareness of one of society's most important issues – mental health.

Stockholm's Ericsson Globe has been renamed as the Avicii Arena to honour the late producer and recording artist, with the agreement intended to become a symbol for mental illness prevention. Stockholm Live, managed by ASM Global, made the announcement, made possible through a partnership with the Tim Bergling Foundation, and support from local naming rights sponsors Trygg-Hansa and Bauhaus. The venture represents a new way of arranging naming rights within the industry, with different partners coming together to fund the name change but without their branding. Avicii – born Tim Bergling – found worldwide fame through his success as a DJ and producer. Bergling's father and his wife, Anki Lidén, founded the Tim Bergling Foundation after the death of their son by suicide in 2018 at the age of 28. The foundation's work includes its 'For A Better Day' project that collects young people's voices, thoughts and needs into content that will serve as an important part of the continued Avicii Arena collaboration. Visible from most of Stockholm, the 15,000-capacity venue which opened in 1989 as the world's largest spherical building, is intended to become "a hub for sharing ideas and hosting activities with the focus on young peoples' mental health."

◉ *Marie Lindqvist, SVP Operations Europe, ASM Global*

Conference

SUSTAINABILITY

The Sustainability Agenda

East Stage

PANEL HOST

BURO HAPPOLD

9.30

Doing more with less... forever more

COP26 is fresh in our minds as we open this session to consider the 'delivery' and 'operation' of venues in a more sustainable way. We draw on expert views from a range of perspectives as we ask: How can we – as an industry – support the fight against climate change?

We'll begin with the question: Why even bother? Then explore the first steps every venue – be they existing or conceptual – can undertake. We'll examine the broader approach to sustainability – The Five Pillars approach, taking in:

- Customer Value.
- Environmental Footprint.
- Quality Workforce.
- Responsible Management.
- Strong(er) Communities.

One key challenge remains the approach to measurement – especially around carbon. How should we measure embodied carbon? e.g. kg per m2, kg per m2 including the seating bowl), kg per fan, kg per user (to reward sweating the carbon investment).

Moderator:

- *Andy Pottinger, Director - Venue Design, Buro Happold*

Panelists:

- *Jim Saywell, Director - Sustainability, Buro Happold*
- *Freyja Handy, General Counsel (Europe), ASM Global*
- *Steve Wilbrenninck, Director, Steven Stadium Construction SLU*

10.30 NETWORKING BREAK IN THE MARKETPLACE

Wednesday 1 December 2021

ENGAGEMENT

Thinking outside the box

West Stage

9.30

Apollon FC's pre-stadium engagement
The world has been taking an interest in what this Cyprus-based club has been doing to engage and grow its fanbase – before and during the pandemic – as it looks to move into its long-awaited new home. Apollon Limassol FC has had challenging times but it has consistency thought "outside the box" to keep its fans close and to find new revenue streams for the club.

◉ *Christoforos Matheou, Ticketing & Operations, Apollon Limassol FC*

DIGITAL SIGNAGE

Opening Stadiums Safely: The Role of IP Technology

West Stage

10.00

Getting the message across
Like many other sectors, stadiums were desperate to open their doors and welcome fans back. With the need for strict social distancing and hygiene measures, combined with the challenges of managing visitor flow and ensuring smooth event operations, this session will look at how digital signage and IP-based communications have played a vital role in preparation for the safe return of fans.

◉ *Andrew Smith, UK Sales Director, Exterity - A Vitec company*

10.30 NETWORKING BREAK IN THE MARKETPLACE

Conference

PANEL HOST
SECUTIX

ENGAGEMENT

A New Tournament for a New Age

East Stage

11.00

The Hundred - Growing the Game through Innovation

The ECB has taken a radical approach to help grow the game of cricket. The Hundred is one of its key strategic planks to do this. Innovation in the sport, its presentation, the technology it uses and the digital content-led marketing are just a few ways this is happening. Rob & Stuart will explore how this enhanced media and digital experience, along with innovation at the venues, is helping to deliver this.

Moderator:

- *David Hornby, Managing Director, Northern Europe, UK & Ireland, Secutix*

Panelists:

- *Stuart Cain, Director, Birmingham Phoenix & CEO, Edgbaston*
- *Rob Calder, Commercial Director - The Hundred, ECB*

Wednesday 1 December 2021

OPERATIONS

Signing up for Sustainability

West Stage

11.00

Two Clubs. Two Sports. One Agenda
AGF Aarhus football club was the first signatory in Denmark to the UN Sports for Climate Action framework. As such it has committed to minimising the environmental impact across all of its club operations – and to lead the way towards a greener future by inspiring others to take action against climate change. The UN's five principles have also been adopted by Worcester Warriors, the first rugby club to sign to the framework. In this session our guest speakers share their experiences of implementing changes and new processes at their clubs – exploring the barriers and the success to date.

- *Gené Willis, Head of Stadium Operations, Worcester Warriors*
- *Anne Jensen, Head of Brand & Sustainability, AGF A/S*

WORKFORCE

Women in Workforce Management

West Stage

11.30

Leading the Events Recovery
The pandemic transformed workforce management across the board, but as the events industry reopens new challenges arise. We discuss the experiences of Louise Cope and Eve Crotty-Joyce, their leadership through the pandemic and reopening, and how events and stadia organisations can leverage technology to respond the modern workforce challenges facing the industry.

- *Nathan Miller – Managing Director, UK & Europe, Humanforce*
- *Eve Crotty Joyce, Technology Project Manager, Lord's*
- *Louise Cope, Operations Manager (Staffing), Lord's*

Conference Wednesday 1 December 2021

SPONSORSHIP

PayPal Park – The Silicon Valley Sponsorship

West Stage

12.00 **Technology and the Fan Experience**
The San Jose Earthquakes new stadium naming rights partnership with PayPal brings the best of Silicon Valley technology to the core of the fan experience. This presentation will detail the short and long term objectives of the partnership – and also explore how the partnership itself has informed the club's go-forward commercial strategy.

◉ *Ian Anderson, VP of Strategy, The San Jose Earthquakes*

12.30 LUNCH IN THE MARKETPLACE

DIGITISATION

VfL Connect: Wolfsburg's hospitality solution

West Stage

13.30 **Embracing app development, in-house**
Conceived and designed by Bundesliga club VfL Wolfsburg, VfL CONNECT is its hospitality app desiged to give suite- and premium seat-holders the tools they need on their mobile device to use, share and manage ticket allocations. It also serves as a B2B comms platform to add value for the club's business partners. Our speaker – now responsible for optimising all digital touchpoints to the fans – explores the business case, along with the development approach that saw much of the work undertaken by an 'in-house dev team'.

◉ *Christopher Schielke, Corporate Development – Digitalization & User Experience, VfL Wolfsburg-Fußball GmbH*

Conference Wednesday 1 December 2021

DESTINATIONS

Economic & Community Impact

West Stage

14.00 **Ashton Gate's Sporting Quarter**
With the aim of creating a world-class Sporting Quarter for the city of Bristol, Ashton Gate's Sporting Quarter Development Plans include a new 4,000 capacity arena, hotel, gym, multi-storey car park – plus residential, retail and office space. But this is a two-site development which also sees the sports business group create a new urban village development just 500m from the stadium.

- *Mark Kelly, Managing Director, Ashton Gate & Bristol Sport*
- *Lisa Knights, Group Head of Communications, Ashton Gate Stadium*

ROUNDTABLE

The Executive Briefing: 3 x 3 x 5

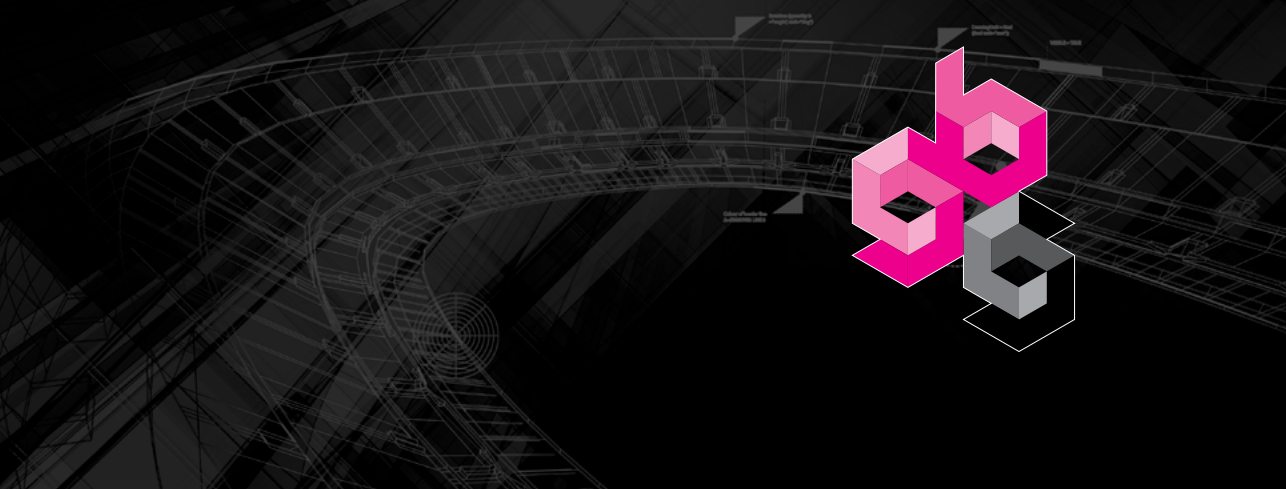
West Stage

14.30 **Three Questions. Three Execs. Five Minutes**
What does the next 12-18 months hold for our sector? We pose three critical industry questions to three top execs – giving them a few minutes each to answer. No waffle. No padding.

15.15 Thanks. Goodies. And to 2022.

15.30 Close of The Marketplace

A huge thank you to all of our 2021 speakers for sharing their insights, expertise and experiences...



Ian Anderson

VP OF STRATEGY, SAN JOSE EARTHQUAKES

Ian Anderson is VP, Strategy for the San Jose Earthquakes of Major League Soccer, where he oversees all strategic planning, commercial (sponsorship), and data/analytics functions. Under his leadership, the club has secured new marquee sponsorship deals with major technology brands – including stadium naming rights with PayPal and jersey/kit sponsorship with Intermedia Cloud Communications. Ian is in his second stint with the Earthquakes – he worked for the club from 2012 to 2016 in business development roles and then as Special Assistant to the President. He began his career at the Major League Soccer league office in New York. Ian has an MBA from Stanford Graduate School of Business and played college soccer at Claremont McKenna College.

Peter Biemans

FOUNDER & OWNER, FUNERAL PRODUCTS

Peter is a self-made entrepreneur with a very high sense off social awareness. He currently owns several companies in the funeral industry: Funeral Products/ Funeral Projects and Atlantis Memorials. The bases for doing business with Peter is the relationship, there has to be a level playing field where everybody needs to feel appreciated and welcome. Peter is a high-energy entrepreneur with a visionary approach to doing business, he is able to create a strong balance between: people, planet, and profit. Peter protects these values so that everybody gets his or here fair share in the chain.

Mike Bohndiek

CHIEF EXECUTIVE OFFICER, PTI DIGITAL

Mike formed PTI Consulting with the aim of enabling clubs and venues to access industry specific technology leaders. In the current climate PTI address the considerable digital transformation and strategic technology needs in the sports and entertainment industry. Having worked across 23 venues in football, rugby, cricket, golf and venues in general over his 14-year career in the sector to date, Mike brings a wealth of knowledge and experience in the ticketing, data and insight space from a provider and customer perspective having built, deployed and operated the platforms behind several club operations and procured industry recognised systems.

Ross Brett

APPLICATION PROJECT MGR – SPORTS FACILITIES & CRUISE SHIPS, L-ACOUSTICS

Ross Brett is an application project manager for L-Acoustics supporting Sports stadium and arena projects around the world. Since graduating from Anglia Ruskin University in Audio and Music Technology, Ross has garnered nearly twenty years' experience in stadium sound system design, integration and calibration – driven by a passion to deliver the best fan experience whilst maintaining compliance to local safety standards. Ross will be providing an insight to the L-Acoustics KARA sound system installation at the Allianz Arena and explain why KARA was the perfect choice to exceed the challenging requirements of the 75,000-capacity outdoor stadium, home to FC Bayern Munich.

Rob Calder

COMMERCIAL DIRECTOR - THE HUNDRED, ENGLAND AND WALES CRICKET BOARD

Rob Calder is the Commercial Director for The Hundred. He has been working at the ECB for six years, previously working across the ECB's wider commercial portfolio before moving to focus on The Hundred exclusively, collaborating with partners including Cazoo, KP Snacks, Dream11, New Era, Sky, BBC and Fancode. Rob made the move into the sporting world after previously working within the drinks/FMCG space on some impressive brands including Magners, Kopparberg and Heineken. He is thrilled to see The Hundred opening up the sport to new audiences with world class cricket and a great fan experience, whether in ground, watching from home via Sky and BBC or following digitally via The Hundred app and our digital channels.

Olly Creedy

ASSOCIATE DIRECTOR, VANGUARDIA CONSULTING

Olly has been working in Acoustics since September 2005 and has been part of Vanguardia since January 2008. He has a wide range of understanding in many acoustic disciplines from architectural acoustic design to electro acoustic and sound system modelling. His previous experience has involved extensive work on detailed computer modelling and acoustic design for a number of prestigious worldwide projects including published papers on the propagation of sound from high powered sound systems. He is a member of the Institute of Acoustics after completing his degree in Physics and Music at Edinburgh, has completed a diploma in Acoustic and Noise control at Salford University. Olly's experience in computer modelling and prediction for large scale projects will provide the design team with confident results. His experience and verification processes over many years will allow smaller margins for error and will minimise cost and over engineering solutions. Olly has worked on numerous projects, providing ingenious and cost effective solutions to practical problems as they arise. Olly has brought value to past projects by providing engineering solutions to key elements of the design. His attention to detail in computer modelling allows thebest solutions to be implemented without over engineering. Olly has carried out a number of verification exercises to demonstrate that the predicted performance satisfies the measured solutions.

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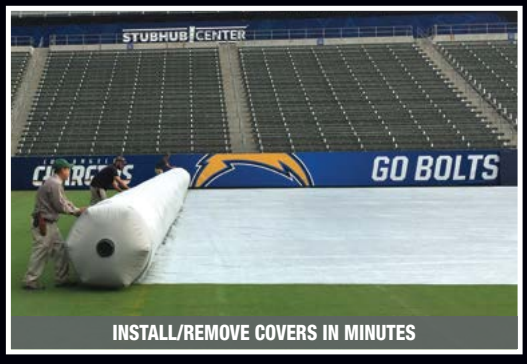

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Eve Crotty-Joyce

TECHNOLOGY PROJECT MANAGER, MARYLEBONE CRICKET CLUB

Eve is a Technology Project Manager for MCC working at Lord's Cricket Ground. She is the lead on Humanforce and its usage across the Ground and was also the Catering department super user for the project implementation in 2017 while she was the Assistant Staffing Manager. She works on numerous cross departmental technology projects including their Venue App and In-Suite Ordering Platform and works closely with the CIO (Jeff Wollen) to develop the MCC Technology strategy across key areas of delivery.

David DaCosta

CEO, BENDAC GROUP

After a career in the world of global insurance, David commenced his journey into AV visualisation almost 25 years ago. In the first 15 years, David created digitalisation networks for rail networks, designed visual enhancement delivery in both primary and secondary care, and built a network of technology solutions in retail & shopping malls. Over the recent decade, David and his business partner Ben, have invested in Bendac, the UK's leading LED technology group, working in multiple sectors from sports, marine, retail, corporate, leisure, education and hospitality, delivering solutions to a global customer base, covering 20 countries.

Gary Dalton

CHIEF MARKETING OFFICER, VENUEPRO

Gary Dalton is a technology and digital marketing specialist operating across Europe, the Middle East and Asia. With a career spanning over 20 years across client and agency marketing, digital transformation and product development, Gary has worked with and delivered growth for major corporations including Hertz, General Electric, Whitbread, Disney and Rank Group, as well as being a founding member of numerous successful start-ups. Gary's main area of focus is on business growth through building coherent marketing strategies, leveraging technology to develop world class products and utilising analytics and the most effective marketing channels to drive performance.

Paul Foster

FOUNDER AND CEO, VENUE TWIN

Paul Foster is the founder and CEO of Venue Twin, the hyper-realistic and fully interactive software that unlocks new operational and commercial value in stadiums and arenas. An international crowd management expert, Paul is an advisor to Qatar 2022 FIFA World Cup, Paris 2024 Olympics and Interpol. His experience working on six Olympic Games, two Commonwealth Games and many more major events led him to create OnePlan, the multi-award winning event planning platform used by Arsenal, Chelsea, LA Clippers, World Triathlon and over 2,000 events worldwide. Venue Twin seamlessly integrates with OnePlan, opening new opportunities for fan and sponsor engagement, and more.

Daniel Gidney

CHIEF EXECUTIVE, LANCASHIRE COUNTY CRICKET CLUB, UK

An established sports industry CEO for over ten years now, Daniel Gidney launched the first ever cricket bond as part of an innovative £12m fundraising to develop and operate a new 150 bedroom Hilton hotel, which will open summer 2017. Daniel's time at LCCC has generated record profits and the securing of the largest ever naming rights in First Class Cricket, with Emirates. He also secured ECB International matches, including an Ashes Test and a World Cup semi-final in 2019. Daniel was also the 2011 Midlands Business Person of the Year, and the 2014 Trafford Business Person of the Year.

James Groves

DIRECTOR OF INFORMATION TECHNOLOGY, SOUTHAMPTON FC

Director of IT at Southampton Football Club. Experienced motivated and results-focused IT Leader with a proven track record of implementing IT strategy and developing high performing customer-orientated teams. Previous industry experience in Manufacturing, Hospitality and Education working in Sport for the last two years. Role encompasses a range of responsibilities and activities including defining IT strategy, operations management, team leadership and business partnering while ensuring the Club-wide strategy and fan engagement initiatives are fulfilled.

Marcus Hadfield

CSO, APADMI

Marcus brings 20 years' strategic experience in digital and brand marketing including as Managing Partner at McCann. Marcus moved from advertising to mobile in 2017, excited by the growth potential. Marcus loves finding creative solutions to business problems with his clients and is passionate about delving into creative storytelling, creative strategy and exploring the value of technology.

Freyja Handy

GENERAL COUNSEL (EUROPE), ASM GLOBAL

Freyja is General Counsel for ASM Global (European Region) based in their European corporate headquarters in Manchester. ASM Global is an international venue and event management company which specialises in managing stadiums, arenas, convention centres, theatres and unique venues. Freyja joined the business in 2015, having previously worked as a commercial litigator for eight years at a national law firm. Freyja provides strategic advice and support to the senior executive team in relation to all legal matters, including new business projects, risk, and reputation management. She is also the European lead for ASM Global's sustainability initiative; ASM Acts.

Alexander Harlass

HEAD OF DEVELOPER RELATIONS, AZENA

Alexander Harlass is heading the solution consulting at Azena with several years of experience in technology development and consulting. Prior to Azena, Alexander worked for Bosch in Europe and the United States in roles including Product Lead, Product Management and Software Development. He is a person eager to teach and learn and has high interests in hardware and software development backed by his studies in Information Systems.

David Hornby

MANAGING DIRECTOR - UK & IRELAND, SECUTIX, UK

David is currently leading the development of a leading European Ticketing business, SecuTix. David is also the Founder & Managing Director of WHY NOT, a strategic consultancy business in the world of major events, entertainment, tourism & hospitality sectors. Projects have included working with; Red Bull, The NFL, Live Nation, the RFU, London 2012 & Its Legacy Company, Formula 1 and the next phase of development at The O2 with AEG Europe. He was also a Founding Director of Jamie Oliver's events catering company Fabulous Feasts. Previously David was Commercial Director at Visit London.

Sean Jarvis

CHIEF EXECUTIVE OFFICER, LEICESTERSHIRE CCC

Sean Jarvis initially joined Huddersfield Town in August 2006 before joining the Board of Directors in June 2009. Sean moved from Oldham Athletic to become Director of Business Development of both Huddersfield Town and the Huddersfield Giants in August 2006 before becoming focused on the Football Club on a full-time basis in July 2008, shortly after former Chairman Dean Hoyle invested in the Club. He has been a driving force as the Club's Commercial Director in developing new income and sponsorship activities. Jarvis' focus has not only been on commercial aspects, he has also been instrumental in improving relations between the Club and their fans as the driving force behind the formation of one single supporters' group - now known as the Huddersfield Town Supporters Association.

Une Marija

EX CHIEF BUSINESS OFFICER, BC ZALGIRIS KAUNAS

Une Marija Jurkstaite, until November 2021, was Chief Business Officer at Zalgiris basketball club and Zalgirio arena. Zalgiris is the most well known and best-supported basketball club in Lithuania. The arena functions as a 365 day flexible and innovative venue and has hosted international sell-out concerts, large exhibitions and national conferences. Une has been employed at the club since 2014 and, in 2016 became Ticket Sales Director. Leading from the front, she drove various initiatives such as new premium zones, dynamic pricing, projects and marketing campaigns based on the visitor experience. In 2018, Une was promoted to CBO of the club and Arena with overall accountability for developing and executing the business plan, overseeing Marketing, Ticket sales, B2B sales departments, and innovation projects. Furthermore, Une was accountable for innovation and digital transformation projects within the organisation and initiated "Žalgiris Innovation Studio" - a startup acceleration program for sports-tech creators. Since the beginning of the program organisation has partnered with several startups and launched a new digital product - "Žalgiris Insider". In January 2022, Une will be relocating to the UK and joining a very exciting new music and entertainment industry project as Head of Experience.

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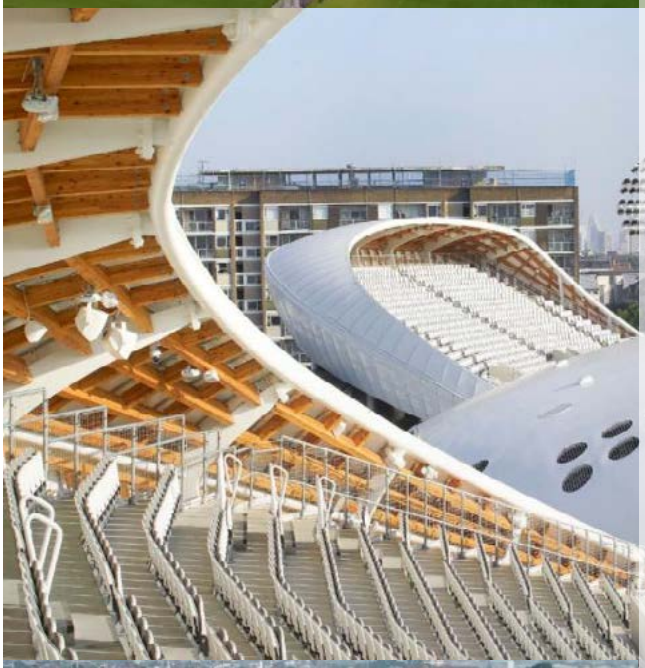

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David Keirle

CHAIRMAN, KSS

David Keirle founded KSS thirty years ago with the commission to transform Stamford Bridge and its surrounding masterplan for Chelsea FC. Today the multi award-winning AJ100 architecture and design practice still counts the Premier League club as a longstanding client alongside Liverpool FC, Brighton & Hove Albion and three national sports venues Twickenham, Wimbledon and Wembley. As Chairman, David is the driving force behind the practice, building its international reputation in the design of arenas, stadia and training centres. He has an instinct for understanding clients' needs, and as an avid sports fan enjoys the challenge of creating memorable venues for spectators and sports stars alike.

Mark Kelly

MANAGING DIRECTOR, ASHTON GATE STADIUM, UK

Mark joined Ashton Gate in 2015 after more than a decade working in the hotel and hospitality industry in senior management roles. He was involved in the £45m rebuild to transform Ashton Gate into a multi-sport venue and the largest conference and events space in the South West. In the last year he has seen hospitality revenue grow from £250k to over £3m following the two-year renovation project. During the last two years, Mark has evolved the matchday experience for both Bristol City and Bristol Rugby fans significantly driving matchday revenues and delivering more than £100k back to the fanbase through loyalty discounts.

Lisa Knights

GROUP DIRECTOR, MEDIA & COMMUNICATIONS – ASHTON GATE STADIUM/BRISTOL SPORT

Lisa has led the media and communications team for the Bristol Sport Group since she joined in 2014. A unique multi-sport model based at Ashton Gate Stadium, the group includes Bristol City men and women, Bristol Bears men and women, Bristol Flyers Basketball team and the associated community foundations. Lisa is also a board director of Ashton Gate Stadium, Bristol Flyers, Bristol Bears Women, Bristol City Women and the Robins Community Foundation. In June, Ashton Gate Stadium submitted planning for the next phase of its redevelopment - a £130m Sporting Quarter and new home for the Bristol Flyers. Prior to joining the group, Lisa worked for Sky News as a presenter with more than 15 years in broadcast television (Sky, BBC and ITV), covering many major live international news events. A keen sportswoman and passionate advocate of women in sport, she represented GB in water polo for more than a decade.

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Bob Kronman

DIRECTOR, KRONMAN ASSOCIATES

Bob Kronman, Director of Kronman Associates, has worked in the arts, entertainment and technology industry for more than 30 years. Progressing from theatre to AV and then into the LED market, he's worked on hundreds of projects in retail, sports and commercial integration as a technician, project manager and consultant.

Chris Lavelle

SENIOR DIRECTOR OF DEVELOPMENT OF EMEA, AVIXA

Chris Lavelle is the Senior Director of Development of EMEA for AVIXA, the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Having begun his career studying sound engineering and working freelance in the audio industry, Lavelle then went on to focus on the property development web portal market specialising in CAD drawings online. As IT started to be used more in the production and presentation industries, Lavelle returned to what he enjoyed most in the world of AV. As the Director of Event Technology for PSAV for the Maybourne Hotel Group he ultimately joined AVIXA in 2008 where he oversees and supports the EMEA region.

Marie Lindqvist

SENIOR VICE PRESIDENT, ASM GLOBAL

Marie Lindqvist, Senior Vice President ASM Global. Marie has the operational oversight of all the European venues in the ASM Global portfolio. Marie has a background of managing Stockholm Live, ASM Global's Swedish portfolio of venues, for example Tele2 Arena, Friends Arena and Avicii Arena. Marie has a sales & marketing background and have had different position in Marketing and Communication in the Event industry, Travel and Tourism.

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Tom Lynch

GROUP COMMERCIAL DIRECTOR & SENIOR VICE PRESIDENT, ASM GLOBAL

Tom Lynch is Group Commercial Director & Senior Vice President, Europe for ASM Global; the company formed by the merger of AEG Facilities and SMG; global leaders in venue management. Tom heads up business development and commercial strategy, leading on sponsorship, premium seating and conference & events among ASM's 20-strong European venue portfolio of arenas, stadiums, theatres and convention centres. Since joining ASM Global, Tom has overseen new venue development and mobilisation, as well as forming strategic partnerships and M&A strategy for new and existing markets. Tom has led the development and mobilisation of new-build arenas in the UK and Europe, consulted on major stadium and arena renovations, as well as overseeing group-wide procurement and commercial initiatives across the group. He continues to drive the group towards ambitious venue developments in key European markets, driving ASM Global's gold standard on customer experience, through inspiration, innovation and sustainability in venues and events. Tom joined ASM in 2015, following a career dedicated to live events, hospitality and the international exhibitions and conferences market. Previous roles included leadership positions within event agencies, media businesses and in management consulting.

David Manica

PRESIDENT, MANICA ARCHITECTURE

In his 27 years designing large public assembly facilities, David has forged a vision for some of the world's highest-profile stadium, arena, and convention projects totaling over $10 billion in construction. As president and director of MANICA, his company's designs are recognized worldwide as some of the most innovative, iconic, functional, and cost-effective projects in the industry. Current and recent projects include: Allegiant Stadium (Las Vegas, NV), Chase Center (San Francisco, CA), Inter Miami Freedom Park (Miami, FL), and Osaka Arena (Osaka, Japan). MANICA services its clients and high-profile projects from offices in Kansas City, USA and London, UK.

Christoforos Matheou

HEAD OF TICKETING & OPERATIONS, APOLLON LIMASSOL FC

Christoforos Matheou graduated from the University of Stirling (UK) with a Sports Studies degree in 2017 and later on received his MBA in Sports Management from The Real Madrid Graduate School (ES) in 2019. Christoforos started his career in the sports industry when he joined the ticketing department of his childhood club, Apollon FC, in 2017. Since then, Christoforos became a driving force in the operational and commercial development of the club. He has also been instrumental in striking numerous partnership deals which aided in the development of the Apollon FC brand and consequently the globalization of the club. Christoforos is now one of the key figures in the strategic development of the new Limassol stadium as he is responsible for the operational and commercial optimization of the project.

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Steve McArdle

DIRECTOR OF STADIA AND VENUES, BLEEP

Steve McArdle joined the team at Global Payments in 2020, following a distinguished career in stadium technology and card payments within the stadia and venue sector. His role as Director of Stadia and Venues has helped shape the new sector proposition, which brings together card payments and EPOS technology, culminating in a unique and innovative solution. With over 15 years experience within the sports venue space, Steve has personally managed over 80% of the UK's main sports and entertainment venues. Recognising the need to use data and analytics to drive the new digital era for the clubs and venues reopening post-COVID. Outside of work, Steve's passion is live sports, with Football, Basketball and Horse Racing being personal favourites. Steve is based in Manchester and commutes globally.

Scott Meyers

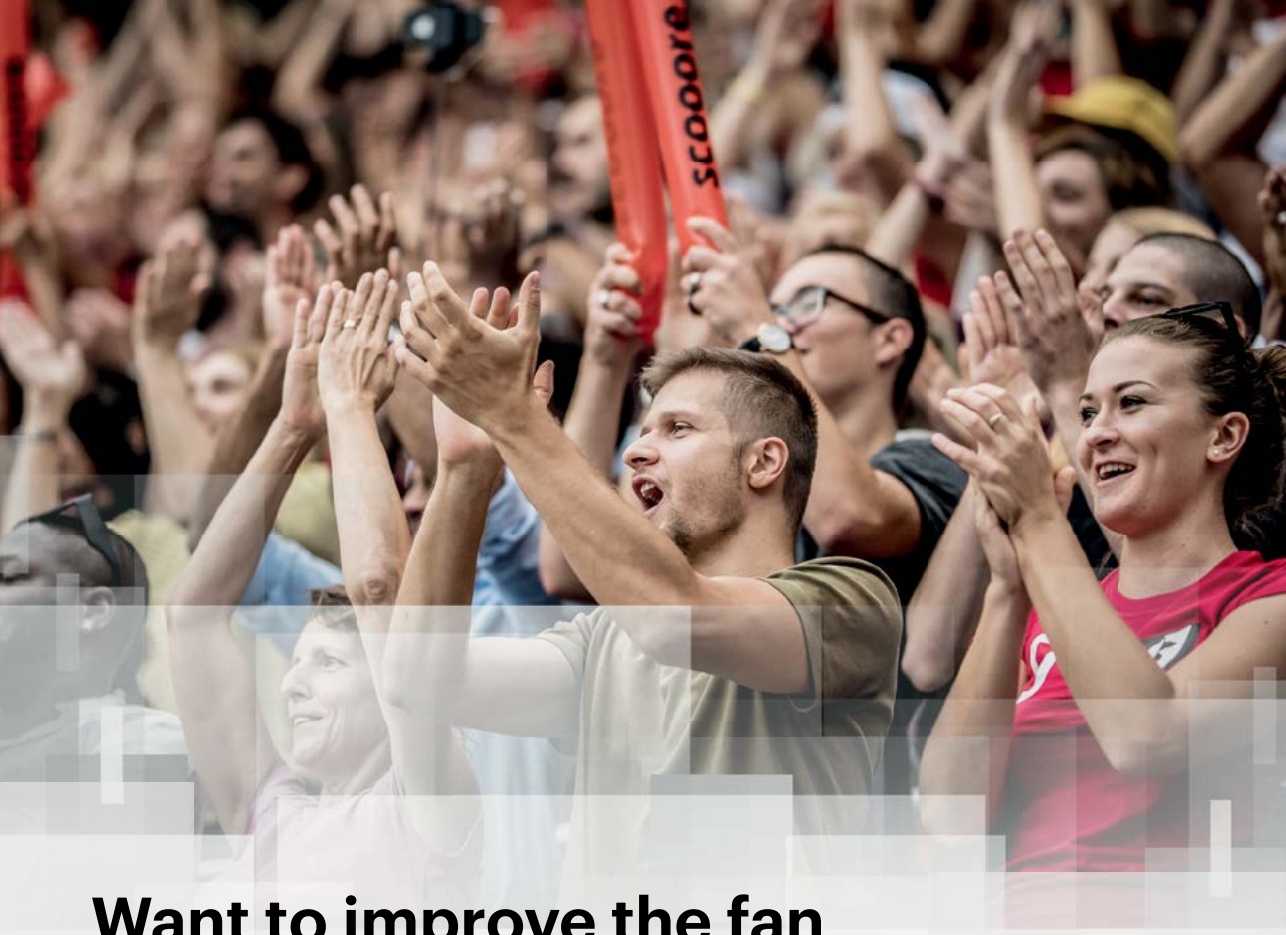
FOUNDER AND EXECUTIVE VICE PRESIDENT, 24/7 SOFTWARE

Scott Meyers is Founder and Executive Vice President of 24/7 Software, responsible for sales, growth initiatives into new verticals, and forging strategic alliances across the globe. Under Scott's sales direction, 24/7 Software became the world's leader in providing venue operations software solutions to the sports and entertainment industry with market penetration of over 80% across NFL, MLB, NBA, NHL, NCAA, NASCAR and MLS venues in the USA. He has brought in marquee international customers such as The O2 Arena and Lord's Cricket Ground in London, FC Barcelona in Spain, and Melbourne Olympic Parks & Trust and Marvel Stadium in Australia. Prior to 24/7 Software, Scott founded Cash Register Ads, the first company in the USA to feature national brands on the back of cash register tape. In Scott's earlier pre-entrepreneur days, he was a Florida CPA specializing in taxation and litigation support. He started his accounting career at the Big 8 firm of Deloitte, Haskins, and Sells. Scott graduated with a BS and MS of Taxation Degree from the University of Florida.

Nathan Miller

MANAGING DIRECTOR UK AND EUROPE, HUMANFORCE

Nathan is responsible for leading the region for Humanforce in their deployment and client support of workforce management solutions with a worker centric focus. Having held senior leadership roles across the events, catering, stadia, and hospitality sector both operationally and in procurement and project management Nathan brings a wide experience set to the table when helping understand client needs and shaping the strategic roadmap at Humanforce.



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Guy Monkley

KEY ACCOUNT MANAGER, ARCHITEN LANDRELL

Guy Monkley, Key Account Manager for Architen Landrell. A muti-disciplined background and 10 years' experience of Key Account Management, the last four years working with Architen on an exciting and varied portfolio of Tensile Architecture. Two recent projects he has delivered include Leicester City Football Club Training Ground ETFE Roof & Façade and the new Compton and Edrich Stands at Lord's, Marylebone Cricket Club. Working with all key stakeholders including clients, engineers and Architects on the journey from concept to delivery Guy is passionate about delivering Tensile structures capable of enhancing crowd experience and participants performance.

Ian Nuttall

CO-FOUNDER, THESTADIUMBUSINESS

Ian Nuttall is the owner and founder of TheStadiumBusiness Design & Development Summit, 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 – most recently TheStadiumBusiness News, delivering the all the latest Stadium Business news, blogs, videos, and up-to-the-minute media coverage from all the leading voices in the Stadium Business industry, all in one place. 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.

Rob Paddon

VENUE SALES DIRECTOR, FULHAM FC

Rob Paddon is Fulham FC's Venue Sales Director. Since joining in 2016, Rob has delivered record revenues and overseen the successful transformation of multiple hospitality spaces - ranging from the stadium's iconic Cottage to Seasons Wine Lounge and the Gin Bar – resulting in Fulham taking home the "Best Football Club Hospitality" gong at the 2019 Football Business Awards. The Club are currently redeveloping their iconic Craven Cottage stadium by creating a world-class riverside destination – Fulham Pier - that fans and visitors alike will be able to enjoy all year round. Bringing to life the banks of the river that the Club calls home, Fulham Pier will incorporate contemporary design, state-of-the-art concourses and innovative new experiences to create a reinvented, reimagined and vibrant new seven-day-a-week destination; the six-floor facility will also increase Craven Cottage's event day capacity to circa 28,000. Before joining Fulham FC, Rob was responsible for in excess of £50m of commercial revenue - including launching the much-coveted East Stand - at Twickenham Stadium, the home of English Rugby. Prior to Twickenham, Rob also held commercial positions at both Arsenal FC and Southampton FC.

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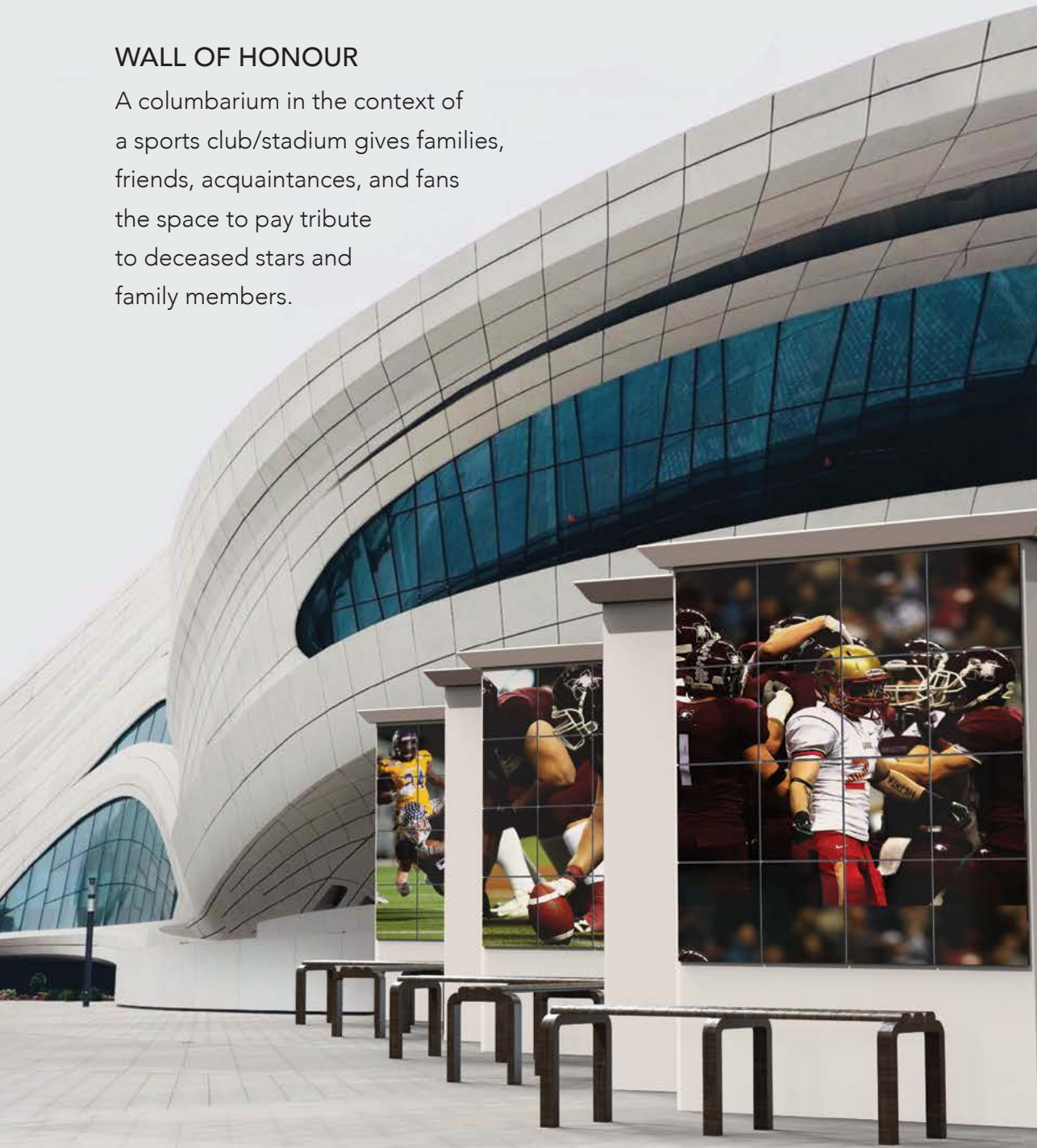

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Darren Parker

IT OPERATIONS MANAGER, SOUTHAMPTON FC

Darren Parker – joined Southampton FC in 2017 and focuses on managing IT Operations, AV support and IT match day services. With a passion for sport and technology, he is in a fortunate position to be able to work with the club to align business services and projects with IT to find solutions to help our fans and guests get the most enjoyment out of their experience whilst helping the club maximise revenue.

David Payne

SALES-UK & IRELAND, 24/7 SOFTWARE

David Payne heads up 24/7 Software across EMEA, responsible for customer development and supporting our existing relationships across the region. He has been working with 24/7 Software for 18 months liaising with facilities across Europe and educating the marketplace on how to implement their governments protocols. Prior to working for 24/7 Software, David has worked in sport for 12 years, working with leading organizations such as Lagardere/Sportfive, West Ham United, Manchester City, Napoli among many others.

Andy Pottinger

VENUE DESIGN DIRECTOR, BURO HAPPOLD

Andy is one of Buro Happold's leading structural engineers, with a passion for teamwork and a history of delivering successful projects and complex designs. Since joining Buro Happold in 2006 his drive for people-centred design has led him to focus on the Sports and Cultural sectors, and Andrew now leads the dedicated Sports and Entertainment Structural Engineering team in our Bath Office. Andy led the structural design of the Louvre Abu Dhabi through to its public opening day in November 2017. He began by leading the concept development of the dome structure, changing the steel arrangement to a complex patternisation in tune with the vision of Ateliers Jean Nouvel – this unlocked the potential for the structure to be an integral part of the layering system contributing to the iconic 'Rain of Light' that can now be seen in reality. This amazing experience, followed by multi-disciplinary leadership on Etihad Stadium Expansion and Bristol Arena, has given Andy a passion for designing to achieve transformative outcomes for clients. He leads the venue performance team, whose mission is to introduce a new field of sports science which entirely redefines what sports venues can offer, represent and achieve for clubs, their fans and their cities.

Ewan Prentice

BUSINESS DEVELOPMENT, DAKTRONICS

Ewan Prentice is a regional sales manager in the European geographic for Daktronics. He works with customers across multiple markets with a focus on the live events business. Ewan began working at Daktronics in 2006 and has been priviledged to work on many complex projects with some incredible design teams. Through the many contacts he has made and knowledge he has gained, he leverages his experiences to deliver world-class solutions for his customers. Outside of work, Ewan is blessed with an amazing family - his wife and two children that keep him busy. When he finds free time, he likes to keep fit and follow as many sporting events as time allows.

David Pritchard

CHIEF COMMERCIAL OFFICER, GROUNDWOW

David Pritchard is a commercial specialist steeped in sport in a multi-channel, global marketplace. At GroundWOW, he is responsible for bringing world first technology to market and driving brand awareness across an expectant target audience following a five year period in top-secret research and development. David is the primary contact for stadium owner-operators, sports clubs and governing bodies and with deep experience in world-class innovation-led environments, is well-versed in helping his clients to understand and embrace the benefits of bringing ground-breaking technology to their businesses.

Tony Rhoades

CHAIRMAN, CEO & FOUNDER, GROUNDWOW

Tony Rhoades is Chairman, CEO and Founder of GroundWOW. He is a former Russell Group academic director, award winning inventor of disruptive patented technologies, and specialist in commercialising emerging technology in entrepreneurial new ventures. Tony has held numerous Executive Board & Advisory appointments, including IMechE, Centre for Professional Engineering, and MoD. He combines a deep experience of creating global manufacturing capabilities with extensive knowledge of 3D scanning, robotics and engineering.

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Andy Rigler

BUSINESS DEVELOPMENT MANAGER, PRO MEDIA AV EUROPE

Andy Rigler, Project development lead in EMEA, has more than 30 years' experience within pro audio via a varied career which has spanned live performance, music composition, sound recording, pro audio system sales and integration. Following a career change decision in the late 1990s, Andy worked within the financial sector for 7 years, mainly working with corporate clients and retains Chartered Institute of Bankers qualifications. After returning to pro AV, via a spell at Stage Electrics, Andy joined the Bose Corporation in 2006, to launch the then new L1 Personalised Amplification and Loudspeaker System onto the UK/IRL MI and Pro markets. This business grew significantly and, in 2014, Andy transitioned to become the country manager for Bose Professional in the UK and Ireland. Since then, the Bose team has been involved in many large major projects, such as audio for stadia and arenas, alongside steady business within the retail, corporate and hospitality sectors. Like Eddie, Andy is a member of the industry recognised ISCVE.

Duncan Ross

EXECUTIVE CONSULTANT, APADMI

Duncan Ross has vast experience as a technical executive and as an independent consultant for world-leading companies and organisations. His speciality lies in strategic technical direction, architecture, R&D and building advanced application systems. As a CTO for Chelsea Football Club, he has led and overseen the creation of several health and fitness applications and IoT hardware in partnership with Apadmi. These digital initiatives were specifically aimed at utilising inherent expertise within the club to provide professional-grade fitness, nutrition and sports training through highly sophisticated computer vision and AI technology with cutting edge innovative use of data. In addition to still working closely with Apadmi as a consultant, he has also worked with clients such as LEGO, M&S, Tesco, Barclays, HSBC, Bentley, Alfa Romeo, Samsung, Shell Petroleum, Sony, Google and is a Non-executive Board member at Nintendo.

Jan Saan

CTO, CM GROUP

Jan is Chief Technology Officer at CM[.]com and is responsible for building out the companies product roadmap and developing our broad suite of solutions. Having been with CM[.]com for over 12 years, he has been instrumental in CM[.]com's development journey. Jan is passionate about the power of technology and aims to translate very technical issues into usable solutions for everyone.

Jim Saywell

DIRECTOR, SUSTAINABILITY AND PHYSICS, BURO HAPPOLD

An advocate of performance-based design, Jim is passionate about helping clients understand what performance means to them. He sets measurable goals that can be achieved in the design, construction and operation of stadiums.

A multidisciplinary and collaborative leader, he delivers projects with ambitions sustainability goals, focusing on high-quality internal environments and optimising energy efficiency. He has worked on multiple iconic stadia and venues worldwide, across the UK, Europe and Middle East.

Christopher Schielke

CORPORATE DEVELOPMENT DIGITALIZATION / USER EXPERIENCE - VFL WOLFSBURG

Christopher Schielke has been with VfL Wolfsburg since 2012. During this time he was initially involved in developing a new brand identity for the club. From 2015 to 2020, Christopher was responsible for Wolfsburg's e-sports activities and was able to position VfL Wolfsburg as a pioneer in this category. Christopher has been developing the club's digital infrastructure since 2016 and, as User Experience Manager, is now responsible for optimizing all digital touchpoints to the fans in order to ensure an optimal user journey and strong fan loyalty. In addition to his work at VfL Wolfsburg, he is the founder and CEO of a startup that has developed a leisure app.

Adam Selvey

DIRECTOR – SPORTS SECTOR BUILDING SERVICES LEAD, RAMBOLL

Adam is a Director at Ramboll specialising in building performance and carbon efficient solutions across the sports, leisure and entertainment sector. He is passionate that if designed and engineered with care and attention to detail, buildings can positively affect the community and society they are meant to serve. Key projects that Adam has been involved with include Valencia Basketball Arena, Gibraltar National Football Stadium and the Etihad Arena in Abu Dhabi. Adam pushes the Ramboll 'Sustainable Venues' campaign with a focus on opening venues up to the local community and delivering low carbon solutions.

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John Sharkey

EXECUTIVE VICE PRESIDENT, EUROPE, ASM GLOBAL

In his seven years with ASM Global, John has been responsible for existing business operations in Europe as well as spearheading the business development ambitions for the group in Europe and Asia. Based in Manchester, he was part of the international management team that oversaw the industry-changing merger of facility management groups SMG and AEG Facilities. Prior to joining SMG, John was CEO of the Scottish Exhibition + Conference Centre (SECC) in Glasgow – the premier venue in Scotland for exhibitions, conferences, corporate meetings and concerts & events. He oversaw finance and development of SECC's Hydro Arena, Scotland's leading home for live entertainment. Before his switch to sports and entertainment, he was Deputy MD/Director Scotland for bus, coach, rail and tram business FirstGroup. Earlier this year John announced he will depart his position at ASM Global at the end of 2021 to explore new challenges.

Gary Simpson

DIRECTOR OF SECURITY, SAFETY & RISK, ASM GLOBAL

Gary joined ASM Global in 2018 to support the business in creating amazing experiences grounded in world class security. Responsible for developing and implementing ASM Global's European Security Strategy, Gary works closely with event teams in every venue to bring the aims to life. From regular risk assessments to training and development, Gary is involved in every aspect of making ASM Global's arenas, stadiums, conference & exhibition centres and theatres safe and secure. Before joining ASM, Gary worked at Manchester United Football Club, responsible for all aspects of event safety and security at Old Trafford, as well team operations across the UK and abroad. Gary had the pleasure of ensuring the people of Manchester and visitors could enjoy matches and events safely and securely. Gary spent many years with the military and the police, most recently in the Greater Manchester Police. His focus was specialist operations including assessing risks, co-ordinating and developing plans to mitigate potential criminal and terrorist threats to public events and major operations. He has taken his skills, insights and relationships developed over the years to bring these to venues across the UK and Europe including the first direct Arena, Leeds, Utilita Arena, Newcastle, The Friends Arena, Stockholm, Manchester Arena, and the Vaudoise Arena Lausanne in Switzerland.

Andrew Smith

SALES MANAGER, EXTERITY - A VITEC COMPANY

Andrew Smith, Sales Manager for Exterity UK since 2011, has worked in the AV industry for over 20 years. With particular expertise in the stadium and higher education sectors, Andrew has been working for a number years with the likes of Crystal Palace, Arsenal, Wembley, Southbank University, Warner Brothers' Harry Potter Tour and many more well-known names across the UK.

Phil Smith

PARTNERSHIPS SUCCESS DIRECTOR, ZAPAYGO

Phil Smith has over 20 years experience in the sports industry, from Client Relationship Executive at Manchester United to Club Chairman. Whilst at Manchester United he won the UK Stadium Hospitality Experience award and oversaw the launch of ten new hospitality areas. He also has experience of working with the New York Yankees, ran the Walt Disney Soccer World Cup and was Head of Operations for the Champions League Tour 2010, which took 16 Champions League teams on tour across the USA.

Alex Stasyszyn

HEAD OF CUSTOMER EXPERIENCE, EUROPE, ENGAGE RM

Alex Stasyszyn joined EngageRM as a Manchester based Customer Experience Manager in April 2021.On the back of an education in live entertainment and audio engineering, Alex has made the leap to tech, with roles in telematics and audio branding, whilst leveraging the unique lessons he has learned from his time at Apple. With a passion for developing solutions and a customer centric approach, Alex 's key business focus surrounds how to utilise technology to best deliver customer experiences and maximise revenue.

Eddie Thomas

MANAGING DIRECTOR, PRO MEDIA AUDIO VIDEO EU

Eddie Thomas is the Managing Director of Pro Media Audio Video EU. A member of the ISCVE with over 40 years of experience within the audio industry, he is an accomplished audio, life safety, and AV integration system designer and project and business manager working within large scale and commercial audio systems. He owned and operated an acoustic and audio consultancy, before moving into the audio contracting business. In recent years, Eddie has concentrated on the development of the life safety aspect of large-scale PA & VA systems with stadiums and arenas, with a focus on the audio systems design, production performance, AV integration and project delivery, this includes the electro-acoustic design, fire systems interface and other third-party equipment design to enable the safe control of evacuation of a building in the event of an emergency condition arising.

Sports and Entertainment Venues 2022

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Web: StadiumBusinessSummit

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Web: StadiumBusinessAwards

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Web: StadiumBusinessASIA

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Web: StadiumDesignSummit

THE STADIUM BUSINESS DESIGN & DEVELOPMENT AWARDS 2022

29 NOVEMBER 2022 / Manchester

The Design & Development Awards recognise leadership, innovation and achievement in the design, development, construction and refurbishment of sports and entertainment venues..

Web: StadiumDesignAwards

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The latest sports & entertainment venue news – all in one place. Daily updates, exclusive content, unique insights, job postings and newsletter twice-a-week to **›20k registered readers. ›116,000 page views pcm** and rising...

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*TBC. All other content correct at 20/12/2021 E&OE

Sara Tomkins

MARKETING & CSR DIRECTOR, CO-OP LIVE

Sara joined Co-op Live in November, 2020 bringing her 20 years' experience from working as Chief Executive of a charity, an Assistant Chief Executive in the public sector at Manchester City Council and in the private sector for marketing agencies and retailers including Shop Direct Group and Marks & Spencer. Sara's role has focused on leading destination marketing, managing strategic communications, digital, design, events and corporate social responsibility. Specialising in behaviour change and connecting residents, businesses and visitors to the city of Manchester. Currently, Sara is building the Co-op Live brand and preparing for artists who will announce they're coming to Manchester next year, prior to the opening of the 23,500-seat live entertainment venue in 2023. Co-op Live will not only be the biggest and best arena in the UK, it will also be planet friendly aiming to be net zero carbon with a charitable ethos - pledging over £1m per annum to local and national good causes. Outside of work, Sara is adventurous and enjoys keeping fit and healthy, going to gigs, gardening and walking her dog! When she is not being active she is watching sport and has enjoyed cricket with her Dad since she was a girl hence her role as a board member for Lancashire Cricket Club.

Don White

CEO AND CO-FOUNDER, SATISFI LABS

Don White is the CEO and Co-Founder of Satisfi Labs. Under his leadership, Satisfi Labs has grown exponentially YOY in the sports, entertainment, and tourism industries and acquired investment from Google, MLB, and Red Light Management. Prior to Satisfi Labs, Donny spent 15 years at Bloomberg in key roles, including Head of Research & Strategy, Head of Product, and Head of Sales for the Americas. He eventually jumped into the start-up world as VP of Sales for Datahug, setting them up for acquisition by SAP. He holds an MBA from Cornell University and a BBA from Baruch College.

Steven Wilbrenninck

DIRECTOR, STEVEN STADIUM CONSTRUCTION SLU

Steven studied civil engineering in Delft and has been in the stadium and arena business since 1996. He played an active role in the execution of many world-renowned stadiums and arenas for BAM, including the Gelredome in Holland, the Veltins Arena Auf Schalke in Germany, Mercedes Benz Arena in Berlin, Soccer City in Johannesburg, the Hazza Bin Zayed stadium in Al Ain UAE. In 2015 Steven started his own consultancy and has been construction and projectmanager at the Futur Camp Nou in Barcelona for the Club. Since 2008 he is Guest Lecturer at the University of Stuttgart in "Contracting, Construction and Cultures in different Countries". As a student he has been rowing on the world champeonships in 1982 and, because of his love for water and dealing with water problems as every Dutch boy wants, he recently is trying to extend his business in the flood water problematic as this is missing in the career until now. But for now he is staying in our so loved stadium business.

Bart Wiley

CEO, NORTH AMERICA, CEDAR PACKAGING GROUP

After 20 years with the Seattle Sounders organization wrapping up as Chief Business Officer for the Major League Soccer version, Bart Wiley now serves as the CEO, North America for the Cedar Packaging Group. Bart will share his observations after two decades in U.S. Sport (examples – "Stop attempting to please everyone" and "Just do it, take a freaking risk") and will discuss his take on the future of sport as we continue to crawl out of a pandemic ("We're still one cycle away from something that resembles normal" and "If there was ever a time for fan engagement, it's now").

Tom Williams

PROJECT DEVELOPMENT LEAD IN TECHNICAL DESIGN, PRO MEDIA AV EUROPE

Tom Williams, Project development lead in Technical design has worked in the professional AV industry since graduating from the University of Derby with a BSc in Music Technology and Audio Systems in 2003. A very experienced and accomplished engineer, throughout his career he has helped to design, negotiate and deliver integrated audio solutions for countless prestigious venues worldwide, including some of the largest stadia and arena in Europe and the Middle East. Prior to joining Pro Media Audio Video EU. Tom managed large venue installation projects globally for high end sound system manufacturer, L-Acoustics. He also worked for Harman Professional, heading up the application engineering group within the EMEA region, leading specialists across multiple technologies, disciplines, and vertical markets.

Martin Willis

DIRECTOR – SPORTS SECTOR STRUCTURAL LEAD, RAMBOLL

Martin is a Director at Ramboll and leads their Sports, Leisure and Entertainment Sector. Martin is currently working on Swansea Arena, Ashton Gate Sporting Quarter, Iceland National Football Stadium and Gibraltar National Football Stadium. Throughout his career he has worked on number of national and international projects including London 2012 Olympic Basketball Arena, the New Tottenham Hotspurs Stadium, Stadium MK and Molineux. He is currently driving the Ramboll 'Sustainable Venues' campaign with an emphasis on maximising the venue events programme and engaging the venue in the local community.

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24/7 Software is a leading provider of operations management software solutions for operations centers, including commercial properties, corporate, sports, and public entertainment venues. 24/7 Software provides real-time communications technology to promote security, increase efficiency and effectiveness of operations, enhance customer experience, and reduce risk. 24/7 Software offers software solutions for communication, reporting, maintenance management, security, tracking, inspections, and lost & found. 24/7 Software is the world leader in providing communication and reporting software solutions to the sports and entertainment market. The company's solutions are implemented in over 80% of North America's four major sports leagues. Many of the largest music festivals, corporate, and major events such as the Super Bowl, College Football Championship Game, World Series, NBA Finals, FIFA tournaments, and the Kentucky Derby have utilized 24/7 Software solutions. 24/7 Software's international customers include The O2 Arena in London, Lord's Cricket Ground in London, and Melbourne & Olympic Parks in Australia. 24/7 Software is also used by other leading organizations, including corporations, convention centers, shopping malls, amusement parks, and airports.

www.247software.com

3D DIGITAL VENUE

3D Digital Venue (3DDV) is a technology solutions company that creates 2D and 3D images of stadiums, arenas and other types of live event spaces, offering ticket buyers the opportunity to view the venue, and their view of the performance area, during and after the ticket buying process. Founded in 2012 and headquartered in Barcelona, Spain, the company technology currently integrates with over 35 different ticketing platforms in 20 countries, virtualizing some of the most iconic venues in the world, including Staples Center in LA, Wembley Stadium in London and Stadio Olimpico in Rome. 3D Digital Venue has been successfully building best in class 360-degree 2D and 3D interactive solutions that excel in delivering greater fan satisfaction, increasing season ticket holder renewal rates and providing special viewing for prospective VIP buyers.

www.3ddigitalvenue.com

APADMI

At Apadmi, our mission is to create digital solutions that move markets, businesses, people and expectations. We craft leading-edge mobile and web apps for enterprise clients, covering everything from digital strategy to designing, developing and delivering.
Our digital solutions are designed to connect people in ever-more innovative ways, wherever they are. By taking time to truly understand your needs, we can create experiences that not only meet your requirements now but continue to deliver genuine benefits into the future – both for your business and your customers.
From leading-edge technology to groundbreaking apps, our goal is to enrich the lives of people on the move all around the world.

www.apadmi.com

ARCHITEN LANDRELL

Architen Landrell is at the forefront of tensile architecture innovation. We specialise in structural membrane design to create landmark fabric structures, stadiums and arenas with iconic features. With 35 years' experience in the industry, an impressive portfolio of award winning projects and a growing list of over 6,000 structures in 48 countries, our track record speaks for itself.

From our UK office we offer a global service to the design and construction market. From initial design ideas to in-house manufacture, installation and after-care, we are here to look after your structure from its first day onwards.

www.architen.com

ASM GLOBAL

ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums, convention and exhibition centers, and performing arts venues.

www.asmglobal.com

AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

www.avixa.org

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AZENA

Azena (previously) Security & Safety Things operates an open IoT platform that connects camera manufacturers, SoC providers, application developers, VMS providers, and systems integrators. Its goal is to accelerate the speed of innovation for security cameras and applications that make use of AI and computer vision. To achieve this, the company offers a free and open operating system for security cameras, a development tool kit for app developers and a device management portal as well as an application store for integrators. Azena is based in Munich, Germany and has been on the market since September 2018.

www.azena.com

BENDAC

Bendac are the UK's leading custom LED display solutions provider, designing and delivering industry-leading LED solutions to multiple industries. Headquartered in our dedicated technology, engineering and innovation centre, Bendac continues to grow and invest in UK-based engineering, ensuring that our clients are supported equally, for the duration of our projects.

With installations at several prestigious UK stadiums, Bendac have gained significant traction within the sporting sector. Providing full sporting solutions – inclusive of replay screens, scoreboards, conference solutions and concourse displays – Bendac Sports is built on a commitment to provide innovative yet practical LED solutions for stadia environments.

Bendac Sports adhere to a curated process, involving a host of professionals who design, develop, and deliver refined and reliable solutions that align with your vision. Our design team work with clients, from initial consultation stage, through to the installation of your project, ensuring you achieve the optimal solution for your concept.

Bendac is a customer centric, LED specialist organisation, focusing on innovative solutions. Our strategic structure has allowed us to heavily invest in a wide variety of product and technology initiatives, enabling us to excel as not only an LED specialist company but as an innovator of custom visualisation.

www.ebendacgroup.tech

BIDFOOD

At Bidfood, we firmly believe that our great partnerships with customers, colleagues across the industry, and, importantly, our own teams is what makes us who we are. In this section of our website, you will learn more about how we build these partnerships with the long-term in mind…. Our proposition is based around our five key ingredients, which are; Service excellence, Great food, Real value, Best team and, Forward thinking. At Bidfood we develop our business and teams with the customer at heart. Our five key ingredients help ensure that everything we do is focussed on being able to serve our customers with insight and tailored support, whether an independent business or part of a national brand.

www.bidfood.co.uk

BLEEP

Bleep UK PLC is a designer, manufacturer and supplier of EPOS and Payment solutions with over 35 year's experience catering for stadia, arenas and events. We possess a proven track record catering for clients such as the London 2012 and Rio 2016 Olympics, the 2014 World Cup and UEFA Euro 2016 – in addition to the Principality Stadium, Middlesbrough FC and MK Dons FC. All of our clients have benefitted from investment in Bleep EPOS technology, whether they are operating merchandise stores, bars, food stands or popup shops. Our systems are easy to use, intuitive and will add value to your operation.

www.bleepplc.co.uk

BOTTOMS UP BEER

The Bottoms Up System has finally arrived in the UK – a new, patented fast- pour system from the US that is revolutionising the draught industry. Invented by GrinOn industries, Bottoms Up has become a multi-million pound business in the US since Josh Springer designed the system in 2008, distributed throughout Mexico, Germany, Austria, Switzerland, and now the UK and Ireland. This hands-free, automated piece of kit is mechanical – not computerised, so forget about the system crashing.

www.bottomsupbeer.com

BURO HAPPOLD

Buro Happold is a world-class engineering and consultancy practice. As a community of creative specialists, we work collaboratively to deliver outcome-focused solutions for clients within the sports and entertainment industry. Our founder, Sir Ted Happold, believed that only by sharing our different skills and knowledge can the highest quality transformative results be achieved. This approach continues to drive a culture of integrated thinking. Whatever the challenge, as a multidisciplinary team we have the expertise and experience to meet it.

www.burohappold.com

AXA Training Centre, Liverpool FC

King Power Stadium Development

Leicester City FC Training Centre

MASTERPLANNING
STADIA
TRAINING CENTRES
INDOOR ARENAS
HOSPITALITY

East Stand, King Power Stadium

KSS

Architecture and Design

Anfield Stadium Development, Liverpool

Westview, Stamford Bridge

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CEDAR PACKAGING

Add value to your fan engagement with bespoke ticket packaging and merchandise designed, sourced and manufactured for you by the experienced Cedar Packaging team. From pin badges, pens, bags and ticket wallets, through to membership tins and hospitality boxes, we have it covered! Our solutions can help you create the all important engagement you are looking for with your fans and guests, all within your desired budget. Why not put us to the test? We'd be delighted to find the perfect solution for you and your fans.

www.cedarpackaging.com

CM.COM

CM.com (AMS: CMCOM) is a global leader in cloud software for conversational commerce that enables businesses to deliver a superior customer experience. Our communications and payments platform empowers marketing, sales and customer support to automate engagement with customers across multiple mobile channels, blended with seamless payment capabilities that drive sales, gain customers and increase customer happiness....

www.cm.com

COVERMASTER

Whether your pitch needs protection against rain, snow, frost, or even concerts, there's a COVEREMASTER® pitch cover to do the job. For over Fifty Years, we have supplied the widest range of pitch covers, frost covers, germination blankets and turf protection systems. What's more, with our proven TARPMATE AIR® field cover handling system, you can install or remove full size football pitch covers or in surprisingly little time. Additionally, solve the problem of excess seating capacity or physical distancing with our stadium seat covers. They are bespoke and can even be printed with logos and generate advertising revenue.

www.covermaster.com

D&B AUDIOTECHNIK

d&b audiotechnik has long been known for its market leading position in live music, touring productions and permanent installations. In close cooperation and consultancy with stakeholders of sport projects, we have consistently delivered performance audio solutions to globally renowned stadiums with clarity and fidelity ensuring the fan experience stays true and connected with the emotional journey on the pitch.

www.dbaudio.com

DAKTRONICS

From humble beginnings, Daktronics grew to become the world leader in LED digital display systems and today sets the market standards for customised 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. With offices world-wide, Daktronics has had more than 18,000 video capable installations, satisfying customers around the globe. With more than 550 engineers, we continually invest millions of dollars into researching and developing our display products. In 2016 alone, we invested $23 million into our cutting-edge technology to ensure our products outperform your expectations.

www.daktronics.com/en-us

ENGAGE RM

Sports & entertainment businesses worldwide come to us frustrated by systems that don't talk to each other, isolated data sources, and fragmented audience engagement, making building meaningful connections on an individual basis a near-impossible task.

For years, we've solved these problems with a single platform for data, analytics, CRM, and marketing automation to deliver value that drives insights, revenue, and profitability across teams, leagues, venues, and arenas.

This centralised platform enables world-leading organisations to deliver sold-out stadiums quicker than ever, increased corporate sales, innovative partnership programs, unforgettable hospitality and event experiences and tailored communications.

EngageRM leverages the full capability of Microsofts industry-leading ecosystem, including AI, machine learning, blockchain and other next-gen technologies. We centralise data from any location to provide a single source of truth, enabling customers to generate revenue, interaction and engagement with their audience 365 days per year.

www.engagerm.com

BURO HAPPOLD

VANGUARDIA
A BURO HAPPOLD COMPANY

CROWD DYNAMICS
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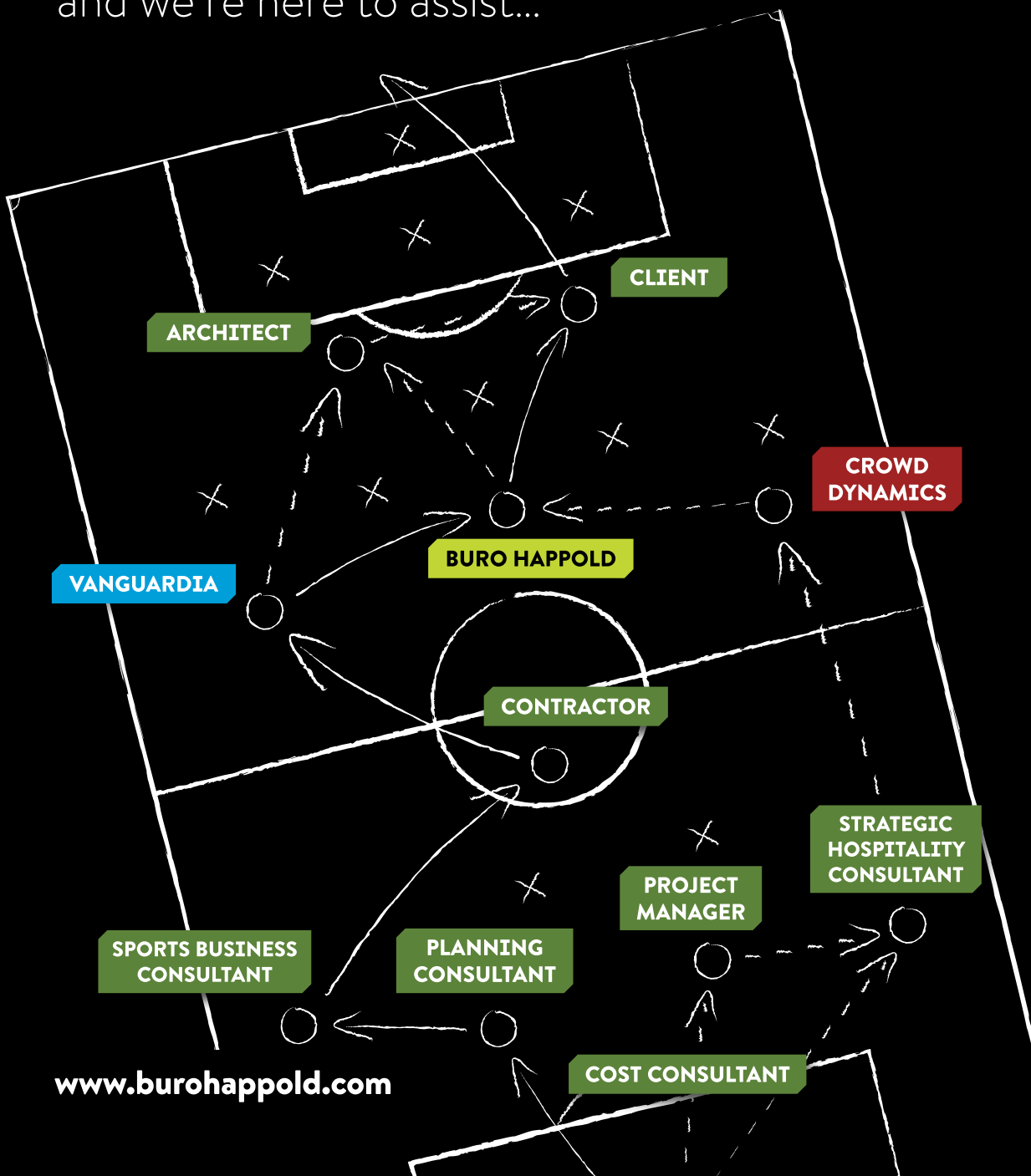
It's all about results

and we're here to assist...



www.burohappold.com

EXTERITY - A VITEC COMPANY

Exterity, a VITEC company is a market-leading provider of integrated IP Video and Digital Signage solutions that enable stadiums to harness the power of video to engage and entertain fans. Our solutions enable stadiums and venues to deliver a dynamic mix of live footage and action replay to TV screens and mobile devices across the connected campus. Integrate live TV with digital signage announcements, advertising and scores. Create a personalised viewing experience for guests in VIP suites and hospitality areas. With an impressive global customer list, Exterity's stadium & sporting clients include Arsenal FC, Celtic FC, MK Dons FC, Ulster Rugby, PSV Eindhoven, Stade Pierre-Mauroy, The Open, Royal Randwick Racecourse and Hazza bin Zayed Stadium. Recent customer wins include the prestigious racecourses Paris Longchamp and Goodwood, German stadiums TSG Hoffenheim and SV Sandhausen, Lou Rugby in Lyon and Lord's Cricket Ground in London.

www.exterity.com

FUNERAL PRODUCTS

Since 2005, Funeral Products has built a robust reputation as an international innovative wholesaler, specialising in high quality and ethically sourced remembrance items to remember a loved one. We provide tailor-made solutions from a single urn, software or fully equipped memorial rooms. They believe that social responsibility should be at the forefront of business thinking. Our corporate social responsibility and environmental awareness is reflected in every level throughout the company, among them products, packaging, transport, employees and partners. Many of our products are manufactured from non-pollutant, natural raw materials or recycled materials. Through our long-standing business relationships, we have built a solid reputation and bond of trust with our clients and partners. We only choose manufacturers, based on our code of conduct and company standards: premium-quality products and manufacturing responsibly. By regularly visiting the production sites and staying in touch with the manufacturers, we are able to authenticate the products by certification, thus offering a warrantee to our customers, starting from the raw materials.

www.funeralproducts.eu/en/

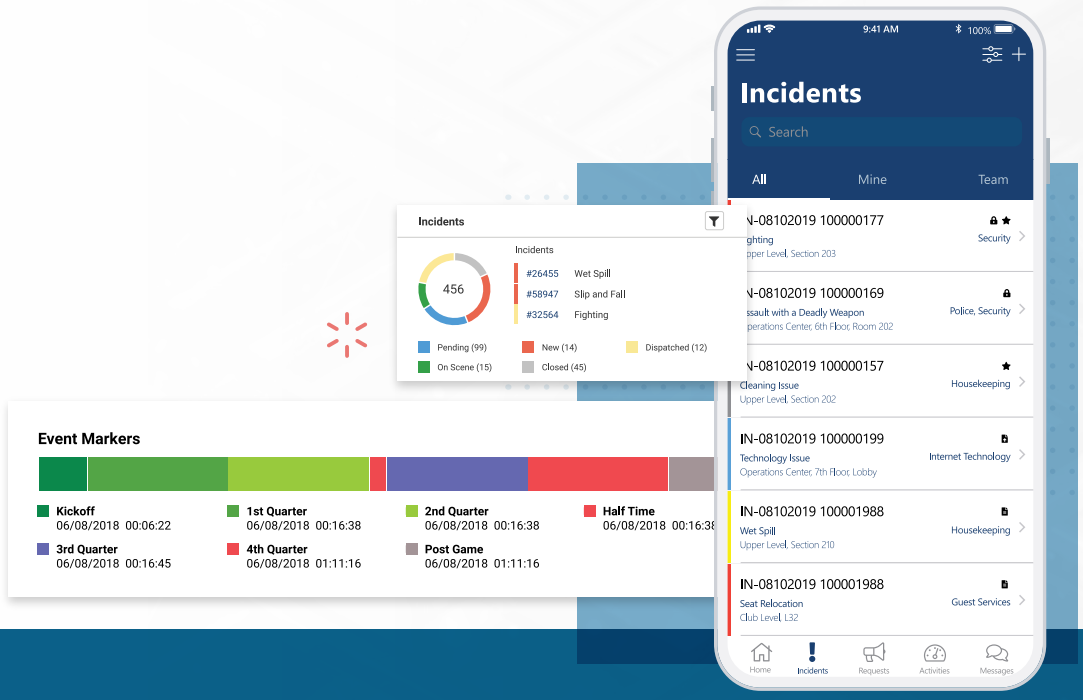
GROUNDWOW

GroundWOW® engages in the design, development and manufacture of the World's first and only full-colour autonomous ground printing vehicles. Launched in October 2019, GroundWOW® makes printing on ground as easy as printing on paper. GroundWOW® Model SFX can print any logo, any size, on any surface, turning real estate in stadia or sporting venues into prime advertising locations. Deployable in under 10 minutes, the GroundWOW® autonomous vehicle technology, artificial intelligence and end-to-end Cloud SAAS platform (Software As A Service) combine to create ground-printed images as accurate as a blade of grass. The company operates through Sports, Turf Management and Utility segments.

www.groundwow.com

Most operations are reactive.
You no longer have to be.

→ **24/7 Software** provides operations management software to help centralize your operation with one completely configurable system, offering a remarkable user experience, lightning-fast performance, real-time communications capabilities on mobile, and self-designed reporting & analytics.



247software.com

GSM SELLA

GMS Sella GmbH has a long tradition of producing high quality stadium seats, that can be found around the globus. Continuous development, constant optimizing and perfect manufacturing are the basis of our philosophy. Thanks to this quality-oriented approach, we have become one of the leading manufacturer of seats for sports areas.
Our seats have been awarded with the GS certificate and comply with the international quality standards of FIFA and UEFA.
Quality – That's what we stand for!
www.gsm-sella.de

HEINEKEN

HEINEKEN is the UK's leading pub, cider and beer company and the name behind iconic drinks brands such as Strongbow, Bulmers, Heineken®, Foster's, Kronenbourg 1664 and Desperados, together with a full range of speciality brands. We employ around 2,000 people across our eight sites in the UK. We have breweries, cider plants and offices in Edinburgh, Tadcaster, Manchester, London, Hereford and Ledbury. More than 90% of our beer sold in the UK is brewed in the UK and we are a major supporter of British agriculture, sourcing 100% of our malt and barley for our UK brewed beer from UK farms and maltsters. Around 30% of all UK apples are used to produce our ciders.
www.heineken.co.uk

HUMANFORCE

Humanforce – Workforce Management Reimagined.

From security to crowd control, and from bar services to A/V roles, hospitality, and more, stadia and event venue staffing requires complex rotas that account for highly specialised roles and qualifications. Managing events that requires 1000's of staff performing 100's of tasks can be both intuitive, easy and efficient. Humanforce delivers a frictionless employee experience that will enhance job purpose and satisfaction for your team. Create an engaged workforce, delivering improved customer experience and ultimately increased revenue with an easy, intuitive and fully featured mobile app..
www.humanforce.com

ID&C

ID&C® are industry leaders in intelligent credentials & accreditation. Supplying RFID & non-RFID wristbands, lanyards, laminates & other products to various sectors. Our supporters include the likes of, Live Nation, The O2 Arena, The NFL and Wembley Stadium. We have 25 years' experience supplying the largest events, venues & most popular brands globally. With more users switching to cashless payments & needing increased security and data analytics with RFID / NFC technology, ID&C® are proud to lead the way providing innovative and forward thinking product solutions.
www.idcband.com

INURFACE MEDIA

inurface media have been working in close collaboration with some of the world's most iconic global brands to capture and retain audience attention since 2008. Through innovative Audio-Visual solutions inurface media are able to bring physical spaces into the digital world with immersive technologies.
Specialists in creating, delivering and maintaining end-to-end solutions, inurface media have transformed spaces with bespoke solutions for a broad range of clients from Boohoo and Gucci to Chelsea Football Club and Nike, to name but a few.
With the combined expertise and capabilities of the inurface group of companies, inurface media are one of the leading global pioneers in their space. Their primary aim is to provide the most practical, innovative and sustainable IT and AV systems available.
www.inurfacemedia.co.uk

KSS

KSS are internationally recognised as a leading sports architecture practice, specialising in stadia, indoor arenas and training centres. We work with our clients to create venues of high quality and intense sporting and spectator experiences. We provide a full range of sports design consultancy services in master planning, architecture, interior design, graphic design, branding and wayfinding. From our main office in central London, we create intelligent energy-efficient architecture where the design is informed by site context, functionality and flexibility. Our sports team leaders have over 26 years of experience in stadium design and are proud to have worked globally in this field. Key highlights are Coimbra Stadium in Portugal, The Amex Stadium in Brighton, Stade Océane in Le Havre, Sammy Ofer Stadium in Haifa, Anfield Stadium and Training Centre for Liverpool FC, No.1 Court at Wimbledon, Twickenham Stadium in London, Selhurst Park Main Stand for Crystal Palace FC and Training Facility for Leicester City FC.
www.kssgroup.com

Ramboll is working with Buckingham Group Contracting Ltd and AFL Architects on Swansea Arena, the centre piece for the Swansea Central development. Set in the first inner city park created since Victorian times, the additional leisure, residential and commercial facilities will build a vibrant, sustainable future for Swansea.

SUSTAINABLE VENUES (WHERE PEOPLE & NATURE FLOURISH)

Read more about Ramboll's experience and expertise in sport and entertainment venues. www.ramboll.com/stadia

Image: AFL Architects

RAMBOLL Bright ideas. Sustainable change.

L-ACOUSTICS

Founded in 1984 near Paris, France, L-Acoustics is the market leader in professional sound reinforcement technologies. With over 400 team members worldwide and offices in Paris, London, Los Angeles, and New York, L-Acoustics is present in over 80 countries via our network of Certified Providers. Focused on solutions that elevate the audience experience, more than 20% of L-Acoustics' talent is devoted to R&D in the areas of acoustics, applications, mechanics, electronics, signal processing, and software development.

Recognized for pioneering the line source array, L-Acoustics continues to shape the future of the professional audio industry with L-ISA Immersive Hyperreal Sound technology, a multidimensional, object-based approach to designing, mixing, and processing sound that results in extremely natural and intelligible audio and a more vibrant, and authentic connection between artists and their fans. L-Acoustics technologies can be heard in places like the Hollywood Bowl, the NFL Cardinals State Farm Stadium or the Philharmonie de Paris, as well as the world's top-grossing festivals, and on tour with world-class artists such as Adele, Pearl Jam, Lorde, and Depeche Mode.

www.l-acoustics.com

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. Unlike many large architectural firms that specialize in projects of similar scale, MANICA is dedicated to ensuring that all 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 over $20Bn of design in the construction of high-profile sport and entertainment venues worldwide. Current and recent MANICA projects include Allegiant Stadium for the NFL Raiders (Las Vegas, Nevada), Chase Center for the NBA Golden State Warriors (San Francisco, California), Osaka Arena (Osaka, Japan), Aichi Prefecture Arena (Nagoya, Japan), VTB Arena Park (Moscow, Russia), and the new Cagliari Stadium (Cagliari, Sardinia).

www.manicaarchitecture.com

NOLAN BUSINESS SOLUTIONS

As a long-standing NetSuite Solution Provider, we have the experience to deliver standard solutions and Nolan add-on modules, as well as straightforward out-of-the-box installations for all products. We specialise in providing cloud based Software as a Service (SaaS) functionality specialising in stadium finance solutions. In business since 1988 customers turn to Nolan Business Solutions to fill the functional gaps in their business management software. Our well-known Nolan add-on modules are designed to enhance the standard functionality of NetSuite. We are headquartered in the UK and have a local office in the US, with over 2,500 customers worldwide.

www.nolanbusinesssolutions.com

VENUE TWIN BY ONEPLAN

Venue Twin is the hyper-realistic, interactive platform from OnePlan that lets you create a 3D digital twin of your stadium or arena. It enables you to precisely plan and instantly showcase how your venue will look from any angle, unlocking new operational and commercial value for your team, partners, broadcasters and any stakeholder. The most advanced 3D SeatView connects with your ticketing to deliver an exceptional fan experience. Use the interactive SuiteView to sell to sponsors and VIP buyers. Create customer fly-throughs from any angle. Plan camera positions with broadcasters. And easily change signage and branding anywhere in your stadium at the touch of a button to engage potential advertisers. Venue Twin seamlessly connects with OnePlan, the award-winning sports and events technology platform used by Arsenal, Chelsea, Silverstone, World Triathlon, NBA teams and more in 50 countries worldwide. Collaborative and centimetre-perfect, Venue Twin radically reduces the need for site visits and can be used to attract international fans - delivering substantial cost savings, sustainability benefits and new commercial opportunities for your stadium.

www.venuetwin.com

PRO MEDIA AV EUROPE

Pro Media Audio Video, headquartered in Lititz, Pennsylvania, was founded in 1978 and joined the Clair Global Group of businesses in 2019. Pro Media Audio Video brings a multidisciplinary technology approach to Clair Global, combining an illustrious history in live production with the integration of technologies into world class performance and sports venues.

Building on its illustrious 45-year history, Pro Media Audio Video, now a recognised world class technology integrator, has established a new UK and European base in London, bringing the 'construction to production' experience to the design and development of large venue entertainment and life safety systems. This is accomplished by maintaining a strong customer focus, experience gained through past projects, coupled with a comprehensive understanding of new and emerging technologies, allowing us to deliver upon our clients' vision, creating ever-developing, impactful, fan experiences.

Pro Media Audio Video's innovative and ground-breaking solutions utilise the latest network technologies, seamless audio and visual integration, standards compliant life safety systems, broadcast media and production services. These broad services are essential to the company's business ethos of offering a complete turnkey service, from design to delivery, to large-scale sports and entertainment venues across the globe.

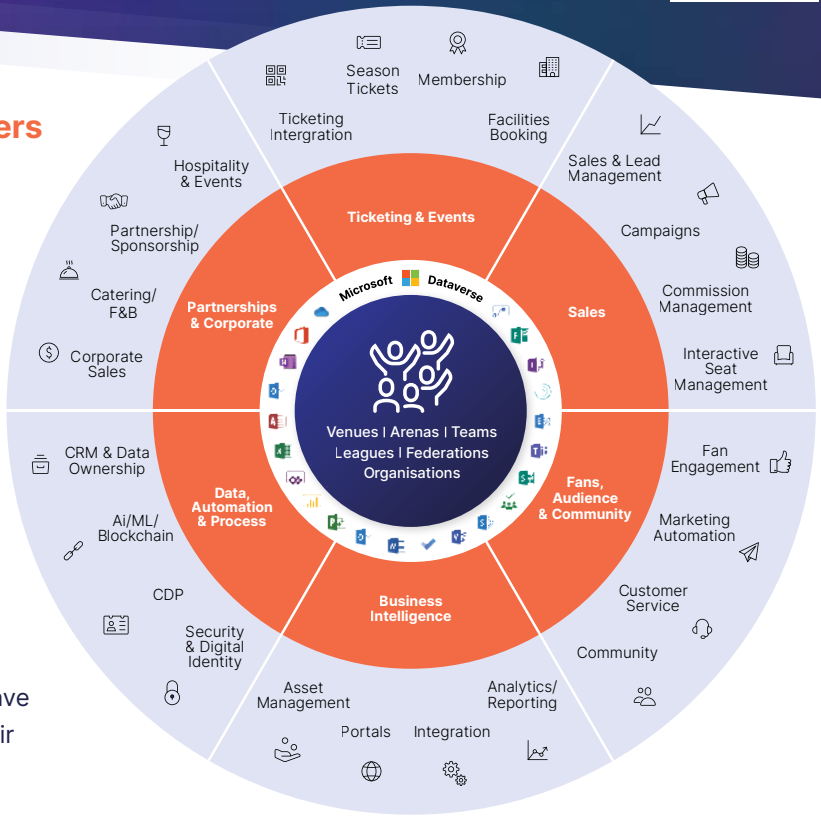
www.promediaaudiovideo.com

Business & marketing automation, CRM & data analytics for the sport & entertainment industry

EngageRM

We help our customers to engage with their customers

We build processes, automation and functionality within the Microsoft ecosystem to turbocharge the capability of our clients. EngageRM becomes the Central Nervous System for these organisations, covering every aspect of business operations and management. Our clients have everything they need at their fingertips, including:



Truly centralised data, ingestible from any source, including major ticketing vendors

Extensive real time reporting, configured to deliver relevant insights at every business level

The ability to manage opportunities and maximise revenue across unlimited managed assets

Native integration with every Microsoft tool, including AI, machine learning and blockchain

Automated real-time marketing journeys, tailored communication and fan engagement

Keen to know more? Contact:

Alex Stasyszyn (UK)
alex.s@engagerm.com
+44 7885 7882 21

Nick Zanotto (US)
nick.zanotto@engagerm.com
+1 415 734 7307

Trusted by venues, arenas, leagues, teams, federations & organisations worldwide

EngageRM is Microsoft's Number 1 Global ISV Partner in sports & entertainment

Microsoft Partner

PTI DIGITAL

PTI Digital is an integrated strategy consultancy which specialises in driving smart, scalable and sustainable revenues for the Sports and Entertainment industries through a holistic digital-led commercial vision. We deliver this through three business pillars:
PTI Commercial Services – Unlocking year-round scalable revenue: a commercial model for the digital age, PTI Data & Digital – Delivering insight to power growth: data enabling the exponential promise of digital platforms, PTI Venue Tech – Designing the ideal technology for your venue: a framework to optimise digital capability. In isolation, each of our core pillars can drive value for a client's business, but when connected it can generate a multiplier effect. Our clients include Oak View Group, Ashton Gate & Bristol Sport, Edgbaston Stadium, Norwich City, National Basketball League, Horse Racing Ireland and UK Pro League Tennis. We have worked with more than 70 clubs, venues and.....?
www.ptidigitalgroup.com

RAMBOLL

Ramboll is a leading engineering, design and consultancy company. They employ 15,500 globally and has strong representation in the Nordics, UK, North America, Continental Europe, Middle East and Asia Pacific. With more than 300 offices in 35 countries, Ramboll combines local experience with a global knowledge-base constantly striving to achieve inspiring and exacting solutions that make a genuine difference to our clients, the end-users, and society at large. We add value through detailed insights, utilisation of technical world class expertise, creative thinking and breadth of services.
We suggest the most optimal solution seen from a holistic perspective and optimise the design to ensure that our clients get most value for money. In the sports sector, Ramboll has experience of delivering world-class sports facilities, including stadia and associated precincts and training facilities. We regularly team with leading sports architectural practices to deliver such facilities as part of a wider team or as lead consultant. Our portfolio includes; Ashton Gate, Bristol; Al Rayan, Qatar; Gibraltar National Stadium; and the new Valencia stadium. Ramboll works across the markets: Buildings, Transport, Planning & Urban Design, Water, Environment & Health, Energy and Management Consulting.
www.ramboll.com

REDAELLI

The global leading manufacturer of structural cable net roof systems for stadium and arena. An innovative approach to cable system design, proven manufacturing & engineering, meticulous project management and reliable installation tensioning expertise have combined to position Redaelli as the cable system delivery partner that can be relied upon. Notable long span lightweight major stadia roof contracts currently under construction include Cameroon National Stadium, 110,000 seat capacity Motera Cricket Stadium in Gujarat India, the Adana Stadium in Turkey and a major London stadium. Projects successfully delivered in recent years include the Wanda Metropolitan stadium for Atletico Madrid, the Hard Rock stadium in Miami, the San Diego Convention Center and the Brasilia, Salvador & Porto Alegre FIFA World Cup stadium in Brazil.
www.redaelli.com

SAP

With SAP solutions, sports and entertainment organizations are driving world-class innovation to: Engage fans like never before, improve player and team performance, maximize revenue streams – grow existing and create new ones, help teams, leagues, and venues run simply. SAP is the market leader in enterprise application software, SAP is at the center of today's business and technology revolution. Our innovations enable customers worldwide to work together more efficiently and use business insight more effectively.
www.sap.com/uk

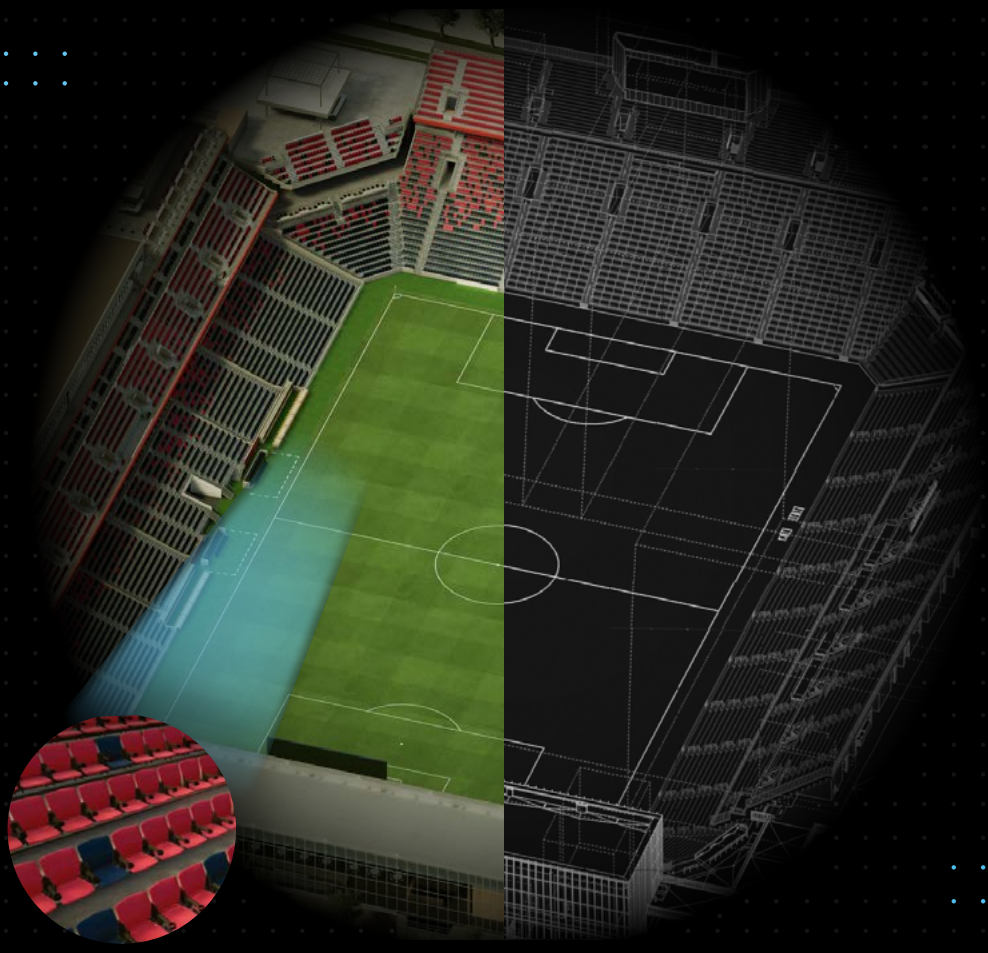
SATISFI LABS

Satisfi Labs is an AI-powered Knowledge Management Platform that makes conversations with places possible. Its proprietary Answer Engine allows popular locations to directly answer customer questions on-demand through conversational AI. The platform makes place data AI-ready, powering Answer Engines for messaging apps, voice assistants, and chatbots. Leading the development of conversational AI for major sports, tourism, and entertainment destinations, the platform helps places discover new customer insights, increase sales, and improve customer experience. Satisfi Labs is backed by major investors including Google, MLB, Red Light Management, and TechStars.
www.satisfilabs.com

SECUTIX

SECUTIX is the event industry cloud, providing advanced digital solutions to unlock the potential of the world's best experiences. As an integrated and open cloud platform, event professionals have complete control and a suite of tools to help them boost ticket sales, better understand and digitally engage with their audiences, monetise products and services, secure operations and take experiences to the next level. SECUTIX is trusted by major organisations, including iconic sports clubs and stadiums, live entertainment, museums and galleries, cities and festivals. Clients include UEFA, AFC Ajax, Opéra National de Paris, Centre Pompidou, Wimbledon AELTC, Paléo Festival and many more. The SECUTIX suite of solutions serve a range of needs and incorporate ground-breaking new technologies. These include S–360, TIXNGO and OXYNADE.
www.secutix.com

3D DIGITAL VENUE



CHOOSE YOUR SEAT
IN A VISUAL ENVIRONMENT

DVM API TICKETING INTEGRATION

360 VIEW FROM ALL SEATS

WWW.3DDIGITALVENUE.COM

SKIDATA

SKIDATA is an international leader in the field of access solutions and their management. Almost 10,000 SKIDATA installations worldwide in ski resorts, stadiums, airports, shopping malls, cities, spa & wellness facilities, trade fairs and amusement parks provide secure and reliable access and entry control for people and vehicles. SKIDATA places great value in providing solutions that are intuitive, easy to use, and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. SKIDATA Group (www.skidata.com) belongs to the publicly traded Swiss Kudelski Group (www.nagra.com), a leading provider of digital security solutions.
www.skidata.com/en/

SSE AUDIO

SSE Audio provides services to the live events industry. Established in 1976 for sound equipment hire and sales, SSE is now a part of the global Solotech Group and forms the largest UK supplier in this sector, with offices in Redditch (near Birmingham) in the West Midlands, Heywood in Greater Manchester and Park Royal in London. Our Systems Integration teams design, specify, integrate and install complete systems for a growing portfolio of venues in a range of sectors across the UK.
www.sseaudio.com

SUMUP POS

Speed up your service, cater to your crowd. We provide: Lightning fast processing and superb reliability, Mobile ordering via Goodeats, Intuitive, easy to use and customisable for your premises, Industry-leading UK-based customer support team, Comprehensive reporting and stock management, Easily connect your payment providers, accounting software and delivery partners. Our iPad-based POS solution offers everything you need to power your business, all in one place. A dynamic ecosystem of features you can rely on. Smooth and simple. smooth and simple.
sumup.co.uk/point-of-sale

VENUE PRO

VenuePro is an innovative and highly customisable global technology platform, that simplifies the management and operation of venues to help deliver world class experiences for guests.
It is made up of sophisticated but simple to use modular solutions that can be selected depending on a client's specific requirements and are flexible enough to fit in seamlessly with the existing technology infrastructure. VenuePro's aim is to help clients with all aspects of venue and event management by making operations work better, freeing up time and saving money. This is achieved through delivering operational efficiency, productivity and automation for venue and event operators of all sizes.
www.venuepro.co

ZAPAYGO

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First Name	Surname	Job Title	Company	Country
		Hospitality Manager – Restaurants	Marylebone Cricket Club (Lord's)	United Kingdom
		Partnerships Manager	What3words	United Kingdom
		Head of Hospitality & Event Sales	Manchester United FC	United Kingdom
		Head of IT	Chester Race Company	United Kingdom
		Business Development Director	ID&C Band	United Kingdom
		General Manager	AO Arena	United Kingdom
		Partner	Buro Happold	United Kingdom
		Executive Director	Movement Strategies	United Kingdom
		European Representative	Covermaster	Belgium
		VP of Strategy	San Jose Earthquakes	United States
		Director	Turner & Townsend	United Kingdom
		Commercial Director	LANIK I. S.A.	Spain
		Head of Operational delivery- CEH	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Head of Marketing	Exterity - A Vitec company	United Kingdom
		Commercial Director	Engage RM	Australia
		Business Development Manager	ID&C Band	United Kingdom

First Name	Surname	Job Title	Company	Country
		Client Services Director	Swipestation	United Kingdom
		Head of HR	Worcester Warriors Rugby	United Kingdom
		Sales Professional	Zapaygo	United Kingdom
		Head of Hospitality	West Ham United FC	United Kingdom
		Commercial Director	Luton Town FC	United Kingdom
		Head of Stadia Committee	Ligue de Football Professionnel (LFP)	France
		Premium Experiences Sales Manager	Co-op Live	United Kingdom
		CEO	VenuePro	United Kingdom
		Developer	Vindico	United Kingdom
		CEO - Owner	Funeral Products	Netherlands
		Managing Director	YTL Arena Bristol	United Kingdom
		Global Sports Sector Director	Buro Happold	United Kingdom
		Enterprise Business Dvlpt Manager	Humanforce	United Kingdom
		LED Business Development Manager, Europe	Samsung Electronics	United Kingdom
		Chief Executive Officer	PTI Digital	United Kingdom
		Managing Director	Bleep	United Kingdom

First Name	Surname	Job Title	Company	Country
		Commercial Director	Blackpool FC	United Kingdom
		Director UK & EMEA	Signature Systems Group	United Kingdom
		Business Development Manager	Azena	Germany
		Design Director	Thornton Tomasetti	United Kingdom
		Head of Client Services	We Are Xi	United Kingdom
		Group Design Director	Robert Bird Group	United Kingdom
		Director	Restaurant Design Associates	United Kingdom
		Photographer	Tim Bradley Photography	United Kingdom
		Application Project Mgr, Sport Facilities	L-Acoustics	United Kingdom
		Director	Wire and Sky	United Kingdom
		Director of Channel Sales	Bendac Group	United Kingdom
		Director - UK & I	Funeral Products	United Kingdom
		Sponsorship & Partnership Manager	Ulster Rugby	United Kingdom
		Head of Partnerships	Forest Green Rovers FC	United Kingdom
		Customer Support Specialist	ID&C Band	United Kingdom
		Business Development Manager Europe	TAIT (incl TAIT Kinetix)	Netherlands

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First Name	Surname	Job Title	Company	Country
		Marketing Execution Specialist	SAP	Germany
		Executive Director	Waterloo Minor Soccer Club	Canada
		Head of Global Sales	Cedar Packaging	United Kingdom
		Sales Director - Orangetheory Fitness	Christchurch Stadium Trust	United Kingdom
		Chief Executive	Warwickshire CCC / Edgbaston Stadium	United Kingdom
		Xperiologist	TheStadiumBusiness	United Kingdom
		COO	Protecht [FanShield]	United States
		EVP - Head of Marketing	Protecht [FanShield]	United States
		International Marketing	MolcaWorld	Spain
		Chief Executive Officer	MolcaWorld	Spain
		Co-Founder & Head of Business Development	3D Digital Venue	Spain
		Senior Robotics Engineer	GroundWOW	United Kingdom
		Directeur Commercial France	Daktronics	France
		Business Development Director	Architen Landrell	United Kingdom
		Int'l Sales Ops & Event Mgmt	Daktronics	United States
		Chief Revenue Office	Blackpool FC	United Kingdom

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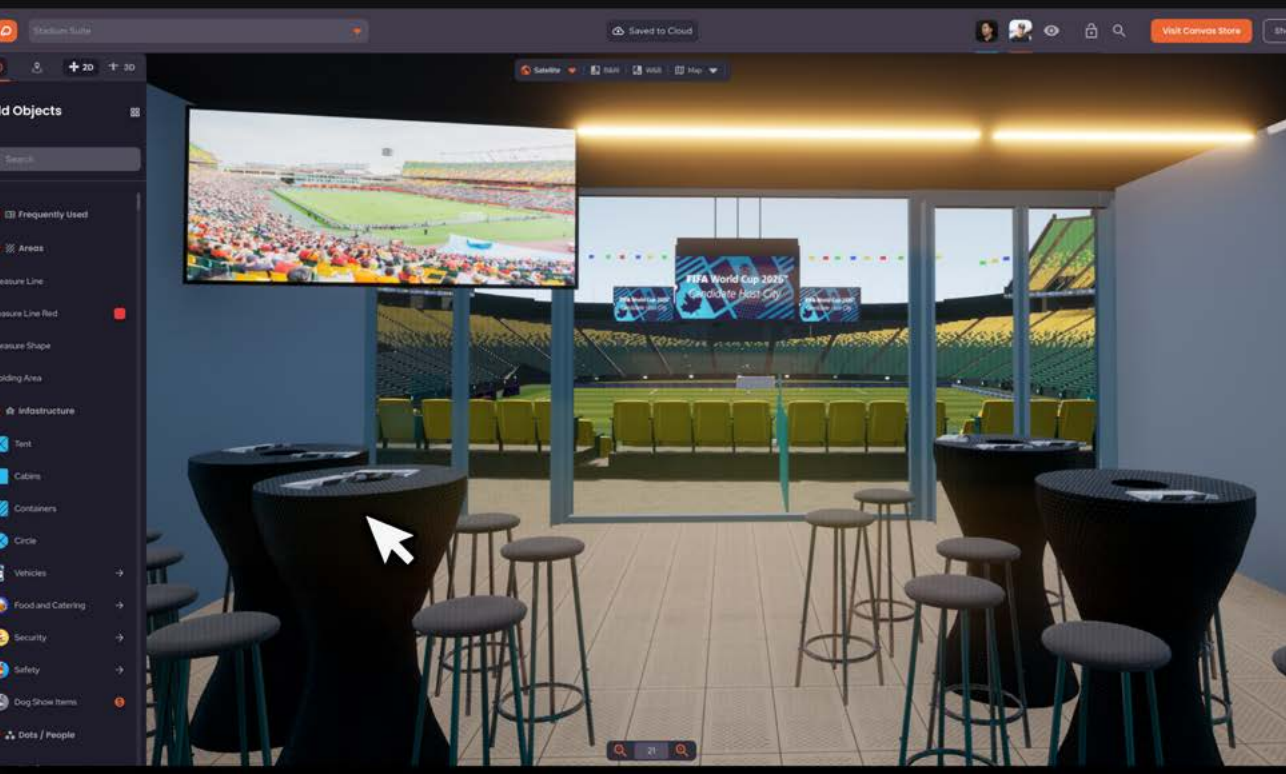

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First Name	Surname	Job Title	Company	Country
		Business Development Manager	Xledger	United Kingdom
		Business Development Manager	TAIT (incl TAIT Kinetix)	United Kingdom
		Sales & Implementation	Zapaygo	United Kingdom
		Director of Cricket	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Hospitality Account Manager	ACC Liverpool Group (M&S Bank Arena)	United Kingdom
		Sales Executive	ID&C Band	United Kingdom
		Senior Principal	Populous (Europe)	United Kingdom
		Venue Manager	Northampton Saints RFC	United Kingdom
		Hostess	Alpha Agency	United Kingdom
		Sales Director	AnyVision	United Kingdom
		Head of Stadium Operations & Projects	Croke Park / GAA	Ireland
		Chief Executive	Grimsby Town FC	United Kingdom
		Major Projects	Rider Levett Bucknall	United Kingdom
		Project Manager	Hungrrr	United Kingdom
		Partnerships Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Non-Executive Director	ACC Liverpool Group (M&S Bank Arena)	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Chief Technology Officer	GroundWOW	United Kingdom
		Project Surveyor	Core Five	United Kingdom
		CEO	Engage RM	Australia
		VP Sales	Legends	United Kingdom
		Associate Director	Vanguardia	United Kingdom
		Technology Project Manager	Marylebone Cricket Club (Lord's)	United Kingdom
		Display Director	Samsung Electronics	United Kingdom
		Retail Catering Manager	Liverpool FC	United Kingdom
		Head of Commercial Partnerships	Burnley FC	United Kingdom
		Technical Consultant - UK & Ireland	CM .com	United Kingdom
		Vice President	Covermaster	Canada
		Match-day & Event Mgr, Project Officer	Oxford City Football Club	United Kingdom
		CEO	Bendac Group	United Kingdom
		Chief Operating Officer	Bendac Group	United Kingdom
		Co-Founder & Managing Director	Bendac Group	United Kingdom
		Consultant	Football, Stadia & Major Events	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Director of Infrastructure Development	Manchester City FC	United Kingdom
		Chief Marketing Officer	VenuePro	United Kingdom
		Operations Director	Warwickshire CCC / Edgbaston Stadium	United Kingdom
		Grand Palais Ephémère Project Director	GL Events	France
		Global Project Development Director	BRC Imagination Arts BV	United States
		Operations Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Commercial Director	Northampton Saints RFC	United Kingdom
		Project Lead	Hypera Pharma (Neo Química Arena)	Brazil
		Assistant General Manager	Allegiant Stadium	United States
		Project Manager	Toronto Blue Jays	United States
		CEO	Johan Cruijff ArenA	Netherlands
		Sales Manager	GSM Sella	Germany
		Sales Manager	HID Global	United Kingdom
		Hostess	Alpha Agency	United Kingdom
		Head of I.T and Software	GroundWOW	United Kingdom
		Legal Counsel (Europe)	ASM Europe	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Assistant Director - Operations and FM	Arena & Convention Centre Liverpool	United Kingdom
		Managing Director	PJ Downs Associates	United Kingdom
		Head of Business Development, EMEA	d&b audiotechnik	United Kingdom
		Senior Sales Manager	SECUTIX	United Kingdom
		Director	Momentum Transport Consultancy	United Kingdom
		Business Development Manager - Installed Sound	Sound Technology	United Kingdom
		Estates & Ground Development Director	Marylebone Cricket Club (Lord's)	United Kingdom
		Senior Business & Technology Analyst	Marylebone Cricket Club (Lord's)	United Kingdom
		Associate Director	Robert Bird Group	United Kingdom
		Owner / Chief Executive Officer	Manchester Giants Basketball	United Kingdom
		General Manager	Southend United FC	United Kingdom
		Media & Communications	Centre for Access to Football in Europe	United Kingdom
		Head of Client Services	TheStadiumBusiness	United Kingdom
		Director	Ramboll	United Kingdom
		Director of Special Projects	YTL Arena Bristol	United Kingdom
		Sales Executive	Inurface Media	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Area Sales Manager	Insitual [Daplast]	Spain
		Sales UK	Musco Lighting Europe	United Kingdom
		Senior Project Manager	Chelsea FC	United Kingdom
		Director	MANICA Architecture	United Kingdom
		Chief Operating Officer	Warwickshire CCC / Edgbaston Stadium	United Kingdom
		Commercial Partnerships Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Hostess	Alpha Agency	United Kingdom
		Head of Business Development	Booking Protect	United Kingdom
		Commercial Manager	Essex County Cricket Club	United Kingdom
		Consulting Director / Project Principal	Mott MacDonald	United Kingdom
		Customer Solutions Manager	SkiData Access Control	United Kingdom
		Design Director	Azusa Sekkei	Japan
		Finance Director	Chester Race Company	United Kingdom
		Marketing Business Development	3D Digital Venue	Spain
		Head of Stadium Revenue	AC Milan	Italy
		Head of Sales - EMEA & North America	Rosterfy	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Automation and Technology Manager	Luton Town FC	United Kingdom
		Manager - North Europe	Kurarau	United Kingdom
		Chief Executive	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Business Development	Scytales	Sweden
		Marketing & Sales	Sport Lisboa e Benfica	Portugal
		Chief Technology Officer	Ping HD	United Kingdom
		UK Group Integration Manager	Solotech/SSE Audio	United Kingdom
		CEO	Realife Tech	United Kingdom
		Director	Turner & Townsend	United Kingdom
		Executive Director	Bristol Rovers FC	United Kingdom
		Vice President, Project Delivery & Operations	Oak View Group (OVG) International	United Kingdom
		Senior Exhibition Sales Account Manager	ACC Liverpool Group (M&S Bank Arena)	United Kingdom
		Chief Operating Officer UK, Ticketmaster Sport	Ticketmaster UK	United Kingdom
		Head of Facilities	Chelsea FC	United Kingdom
		Stadium Operations & Design Consultant	EG Stadia Consultancy	United Kingdom
		Business Development Manager	iVvy	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Marketing & Events	SumUp POS	United Kingdom
		Commercial Director	Goodwood Group	United Kingdom
		Director of Information Technology	Southampton FC	United Kingdom
		Chief Strategy Officer	Apadmi	United Kingdom
		CEO	Zapaygo	United Kingdom
		Major Projects & Prog Mgmt Specialist	Turner & Townsend	United Kingdom
		General Counsel (Europe)	ASM Global	United Kingdom
		Head of Cricket Business	ICC Academy / Dubai Sports City	United Arab Emirates
		Director, Head of Commercial	Dansk Boldspil-Union (DBU)	Denmark
		Head of Commercial	Stockport County FC	United Kingdom
		Site Director - Ibrox Stadium & Training Ground	Rangers Football Club	United Kingdom
		Head of Developer Relations	Azena	Germany
		Commercial Partnerships Executive	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Operations Manager	ID&C Band	United Kingdom
		Key Account Manager	ID&C Band	United Kingdom
		Principal	Grimshaw Global	United Kingdom

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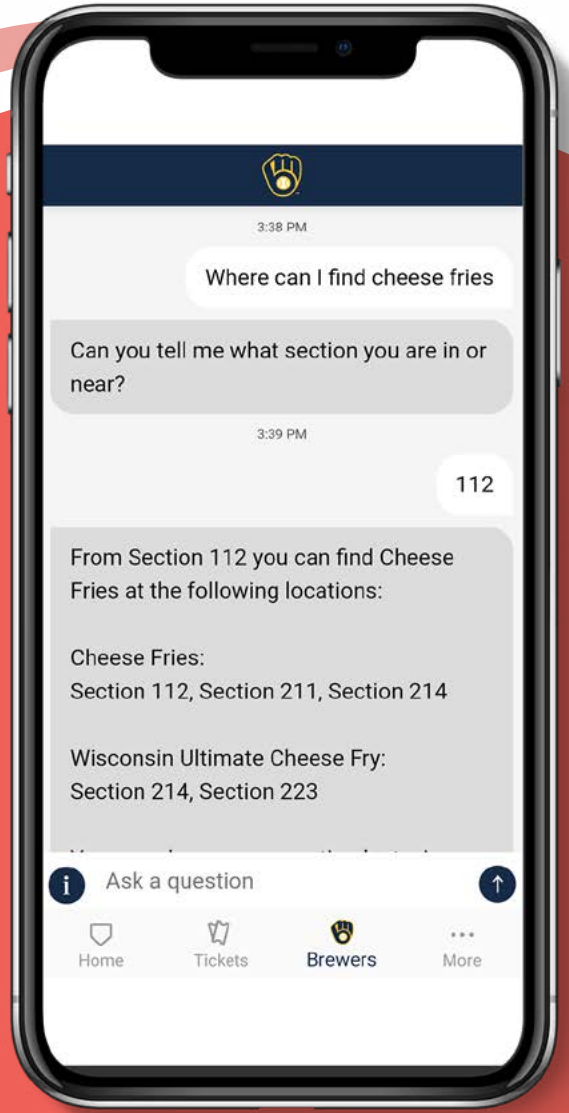
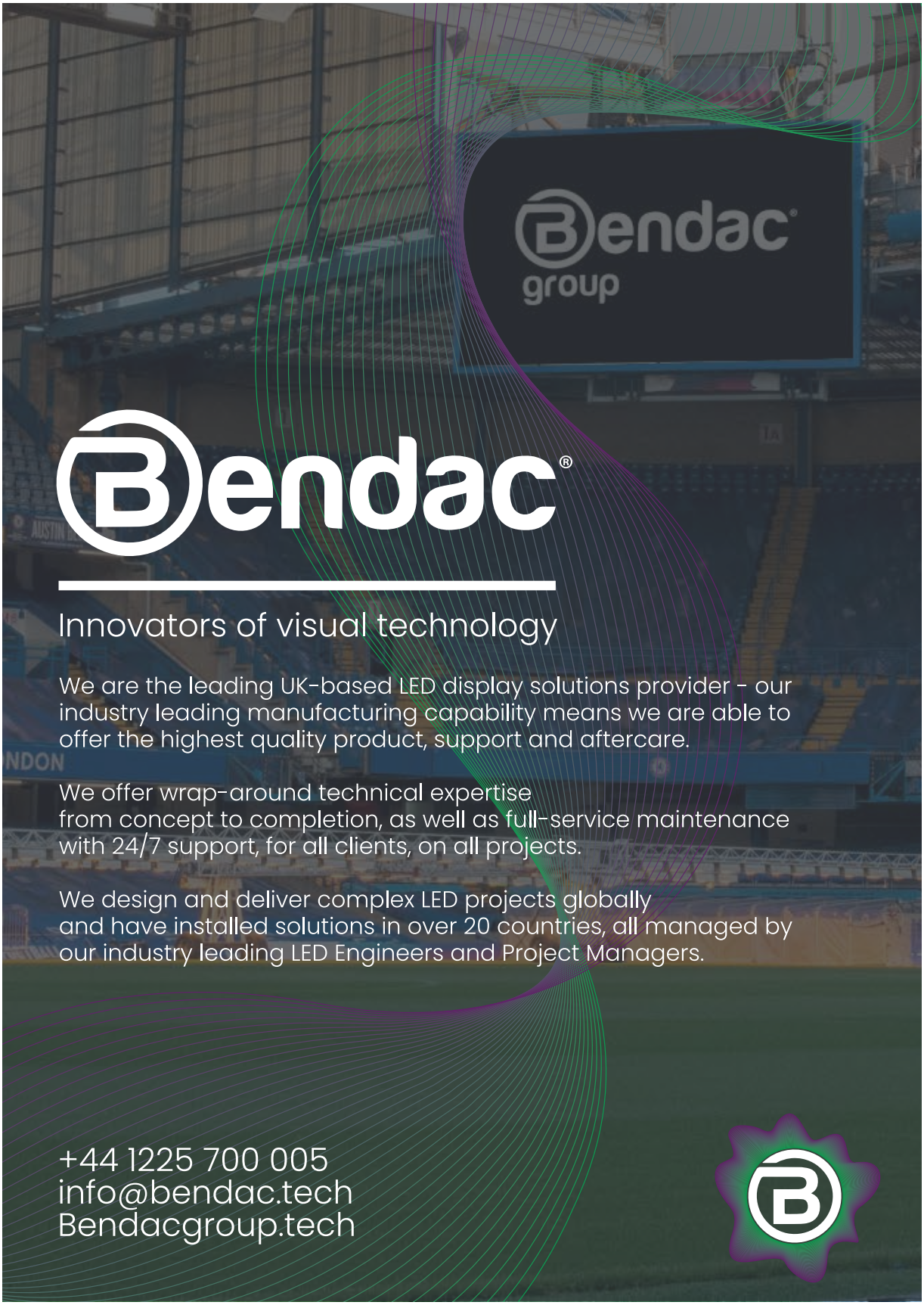


First Name	Surname	Job Title	Company	Country
		Director of International Sales	Axess	Austria
		Head of Cards and Event Payments	PayPoint Group	United Kingdom
		Sr Project Director	CAA ICON	United Kingdom
		Head of Commercial Operations	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Photographer	Paul Heyes Photography	United Kingdom
		Country Operations & Sales	SECUTIX	United Kingdom
		Sales Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Director	d&b audiotechnik	United Kingdom
		Partner Sales Manager	EE Limited	United Kingdom
		Booking Manager	Allegiant Stadium	United States
		Deputy Head of Stadium Safety & Security	Manchester United FC	United Kingdom
		MD UK & Ireland	SECUTIX	United Kingdom
		Commercial Director - Venue	Manchester United FC	United Kingdom
		Sales Manager	Gloucester Rugby	United Kingdom
		Director	En2End	United Kingdom
		Hospitality Sales Manager	Manchester United FC	United Kingdom

First Name	Surname	Job Title	Company	Country
		Venue Sales Exec	Gloucester Rugby	United Kingdom
		HR Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		UK & Ireland Sales Manager	Tripleplay Services	United Kingdom
		Head of Venue and Brand	Chelsea FC	United Kingdom
		VP Sales & Marketing	PAM	United States
		Chairman & CEO	24/7 Software	United States
		UK Principal	Vickery Hyett	United Kingdom
		General Dir, Global Mgmt Group Planning & Sales Dept	Azusa Sekkei	Japan
		Bottoms Up Expert	Bottoms Up Beer	United Kingdom
		Business Development Manager	Azena	Germany
		UK Group Managing Director	GL Events	United Kingdom
		General Manager	The Arena Kuwait	Kuwait
		Chief Executive Officer	Leicestershire CCC	United Kingdom
		Managing Director, Europe	ID&C Band	United Kingdom
		Global Head of Sales	Priava	United Kingdom
		Managing Director - Europe	Legends	United Kingdom



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First Name	Surname	Job Title	Company	Country
		Director of Branding & Sustainability	Aarhus GF Football (AGF)	Denmark
		Project Leader	Aarhus GF Football (AGF)	Denmark
		Events & Projects Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Event & Project Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Director of Sales and Marketing - Sport	Ticketmaster UK	United Kingdom
		Senior Principal	Populous (Europe)	United Kingdom
		Chief Global Officer	AVIXA	United Kingdom
		Business Development Manager	Amber Energy	United Kingdom
		Chairman	KSS	United Kingdom
		Head of Ticketing & Membership	Manchester United FC	United Kingdom
		Managing Director	Bristol Sport / Ashton Gate Stadium	United Kingdom
		CEO	Raven Controls	United Kingdom
		Associate Director	Buro Happold	United Kingdom
		Strategic Partnership Manager	VenuePro	United Kingdom
		Group Financial Controller	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Senior Consultant	HOK Sports and Entertainment	United Kingdom

First Name	Surname	Job Title	Company	Country
		Group Communications Director	Bristol Sport / Ashton Gate Stadium	United Kingdom
		Owner	Kronman Associates	United Kingdom
		Managing Director	Bleep	United Kingdom
		Business Segment Manager - Events	SkiData Access Control	Austria
		Director EMEA Business Development	Ungerboeck Systems Int.	United Kingdom
		Application Manager	L-Acoustics	France
		Senior Director of Development - EMEA	AVIXA	United Kingdom
		Managing Partner	Grimshaw Global	United Kingdom
		SVP Operations - ASM Global Europe	ASM Europe	Sweden
		Area Manager	LANIK I. S.A.	United Kingdom
		EMEA Bid Manager	Populous (Europe)	United Kingdom
		Director	KKA Architects	United Kingdom
		Business Support Manager	Landways Management	United Kingdom
		Marketing Director	Solotech/SSE Audio	Timor-Leste
		CFO	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Sales Executive	Musco Lighting Europe	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Group Commercial Dir & SVP, Europe	ASM Europe	United Kingdom
		Director	DSI [Distributor Systems International]	United Kingdom
		Director	DSI [Distributor Systems International]	United Kingdom
		COO	Birmingham City F.C.	United Kingdom
		Director	Buro Happold	United Kingdom
		Partner	TLT LLP	United Kingdom
		Associate	Core Five	United Kingdom
		CEO & Co-Founder	Halo Solutions	United Kingdom
		Senior Customer Success Manager	SECUTIX	United Kingdom
		Stadium Operations Manager	Blackpool FC	United Kingdom
		Project Dev Mgr – Systems Integration	Solotech/SSE Audio	United Kingdom
		President	MANICA Architecture	United States
		Hospitality Executive – Suites	Marylebone Cricket Club (Lord's)	United Kingdom
		Marketing & Commercial Director	Bolesworth Events	United Kingdom
		General Manager	König-Pilsener Arena	Germany
		Marketing & Operations Intern	Apollon Limassol FC	Cyprus

First Name	Surname	Job Title	Company	Country
		F&B and Hospitality Manager	Blackpool FC	United Kingdom
		Project Director	Birmingham City Council – Alexander Stadium	United Kingdom
		Partnership Lead	What3words	United Kingdom
		Project Manager	ID&C Band	United Kingdom
		Ticketing & Operations	Apollon Limassol FC	Cyprus
		Country Manager UK & Ireland	CM .com	United Kingdom
		Partner Manager	SECUTIX	Spain
		Director - Stadia and Venues	Bleep	United Kingdom
		Project Manager	mtc	United Kingdom
		Venue Director	Arsenal FC	United Kingdom
		Chief Marketing Officer	Zapaygo	United Kingdom
		EMEA Sales Mgr - Electronic Security	Diversified	United Kingdom
		Head of Stadium Safety & Events	Lancs Cricket / Emirates Old Trafford	United Kingdom
		CMO	Venue Twin	United Kingdom
		Managing Director – Europe	The Aspire Group (Sports Marketing)	United Kingdom
		Health, Safety & Security Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom

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Web: TicketingBusinessForum

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Web: TicketingBusinessAwards

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Web: TicketingBusinessAsia

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▲ ›103k impressions pcm

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First Name	Surname	Job Title	Company	Country
		COO & Co-Founder	Raven Controls	United Kingdom
		Partner	Gardiner & Theobald LLP	United Kingdom
		Contracts Director	Portview Fit-Out	United Kingdom
		VP of Sales	Alvarado	United States
		Marketing & Communications	Exterity - A Vitec company	United Kingdom
		Director of Operations	Burnley FC	United Kingdom
		Executive Vice President	San Jose Earthquakes	United States
		Founder & Executive Vice President	24/7 Software	United States
		Stadium Development Head of Finance	Everton FC	United Kingdom
		Managing Director, UK & Europe	Humanforce	United Kingdom
		Managing Director	Osprey Rugby	United Kingdom
		Head of UK Sales	Qualflow	United Kingdom
		General Manager	First Direct Arena	United Kingdom
		Head of Venue Business	AS Roma	Italy
		Key Account Manager	Architen Landrell	United Kingdom
		Implementation and Quality Manager	Over-C	Ireland

First Name	Surname	Job Title	Company	Country
		Marketing & CRM Director	AC Milan	Italy
		Head of Guest Experience	Lancs Cricket / Emirates Old Trafford	United Kingdom
		CCO	KAPPTURE	United Kingdom
		Head of Marketing	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Editor	TheStadiumBusiness	United Kingdom
		Area Sales Manager	Insitual [Daplast]	Spain
		Sport Management Researcher - Senior Lecturer	University of Lausanne	Switzerland
		Head of Design	Azusa Sekkei	Japan
		Head of Venue & Events	Worcester Warriors Rugby	United Kingdom
		Executive Board Member	Tufan FC	Azerbaijan
		Senior Business Development Manager	Manchester City FC	United Kingdom
		Associate Director	Buro Happold	United Kingdom
		Marketing	Venue Twin	United Kingdom
		Chief Executive Officer	Aarhus GF Football (AGF)	Denmark
		Sales Director	Aarhus GF Football (AGF)	Denmark
		MD	AND Architects	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Hostess	TheStadiumBusiness	United Kingdom
		Managing Director	Funeral Products	Netherlands
		CEO	AIX Live	United Kingdom
		Lead Alpha Female	Alpha Agency	United Kingdom
		Marketing Board Member Director (non executive)	Boca Juniors	Argentina
		Head of Cricket Sales	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Co-Founder	TheStadiumBusiness	United Kingdom
		Director, Business Development & Data	UROS Group	Finland
		Client Director	BAI Communications	United Kingdom
		Venue Director	Tottenham Hotspur FC	United Kingdom
		Strategy Director	Leicester City FC	United Kingdom
		Consultant	Axess	United Kingdom
		International Sports Development Director	Real Betis Balompié SAD	Spain
		Marketing Design Manager	GroundWOW	United Kingdom
		Director	WOO Architects	United Kingdom
		Co-Owner and Vice Chairman	Tranmere Rovers	United Kingdom

First Name	Surname	Job Title	Company	Country
		Hostess	TheStadiumBusiness	United Kingdom
		Director of Strategic Accounts EMEA	Diversified	United Kingdom
		IT Operations Manager	Southampton FC	United Kingdom
		Director	M-E Engineers	United Kingdom
		Business Development	3D Digital Venue	Spain
		International Business Development	Cagliari Calcio	Italy
		Sales-UK & Ireland	24/7 Software	United Kingdom
		Director of Marketing & Sales	PFC Ludogorets 1945	Bulgaria
		Hospitality	Goodwood Group	United Kingdom
		Head of Venue Sales	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Brand Experience & Technical Sales	GroundWOW	United Kingdom
		Vice President, Sales & Business Development	UROS Group	Finland
		Director & Co Founder	Vindico	United Kingdom
		Technologies Director	Freemans Event Partners	United Kingdom
		Deputy GM - Hilton Garden Inn	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Group Director	Buro Happold	United Kingdom

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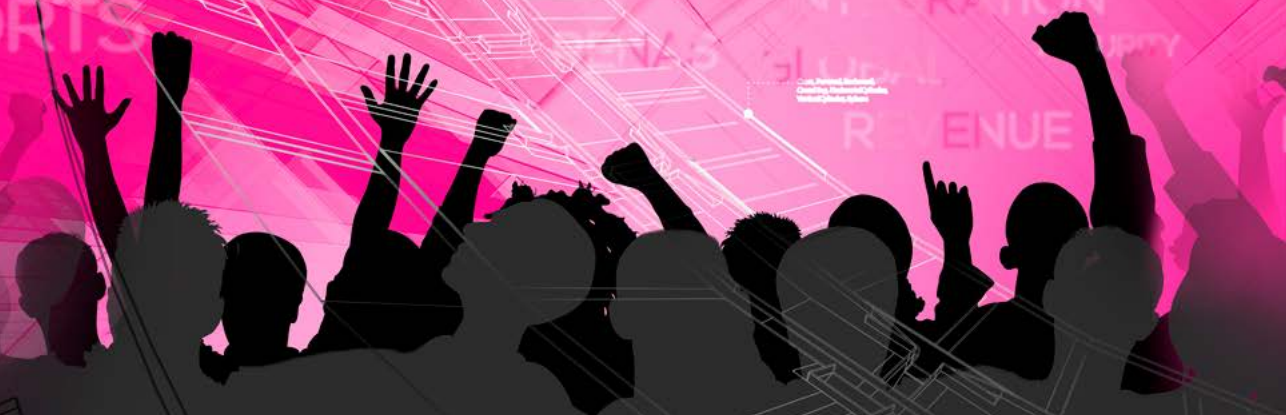

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First Name	Surname	Job Title	Company	Country
		Development & Relations	d&b audiotechnik	United Kingdom
		Associate Director - Interior Design	KSS	United Kingdom
		Business Development	Daktronics	United Kingdom
		Head of Communications	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Chief Commercial Officer	GroundWOW	United Kingdom
		Business Development Manager	iVvy	United Kingdom
		Sales Consultant	Apadmi	United Kingdom
		Venue Project Delivery Mgr	Arsenal FC	United Kingdom
		Solution Design Manager	Landways Management	United Kingdom
		Solutions Consultant	Exterity - A Vitec company	United Kingdom
		General Operations Manager	Worcester Warriors Rugby	United Kingdom
		Project Manager	ID&C Band	United Kingdom
		Director	Event Cup Solutions	United Kingdom
		Chairman, CEO & Founder	GroundWOW	United Kingdom
		Commercial Director	Landways Management	United Kingdom
		Business Development Associate	Buro Happold	United Kingdom

Save the date

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HONG KONG

18-20 OCTOBER 2022

TheStadiumBusiness team heads to Hong Kong for our regional meeting of owners, developers and operators of stadiums, arenas and sports venues across Asia's huge, fast-growing market.

Co-hosted with our second annual TheTicketingBusiness ASIA for audience synergies – and taking in the Kai Take Sports Park mega-project.

This is an invite-only meeting. Please pre-register your interest by scanning the QR code. Or leave a business card at Registration Desk.

www.stadiumbusinessasia.com

First Name	Surname	Job Title	Company	Country
		Business Development Manager	Pro Media AV Europe	United Kingdom
		Marketing & Operations Intern	Apollon Limassol FC	Cyprus
		Director	AFL Architects	United Kingdom
		Consulting Principal	MEIS Architects	United States
		Head of Facilities	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Executive Consultant	Apadmi	United Kingdom
		Business Development - Satisfi Labs (Europe)	Satisfi Labs	United Kingdom
		Managing Director	Architen Landrell	United Kingdom
		UK Sales	Over-C	United Kingdom
		CTO	CM .com	Netherlands
		Hostess	Alpha Agency	United Kingdom
		Head of Brand & Business Development	Harrison	United Kingdom
		General Manager	WiZink Center	Spain
		Director- Sustainability	Buro Happold	United Kingdom
		Board Assistant	GSM Sella	Germany
		NXD Safety Security & Service	Raven Controls	United Kingdom

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t: **+44 1794 525 050**
e: **sales@cedarpackaging.com**

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First Name	Surname	Job Title	Company	Country
		Sr Business Development Manager	Solotech/SSE Audio	United Kingdom
		Director of Innovation	Valencia CF	Spain
		Design Excellence Director	Ramboll	United Kingdom
		Exec VP - Operations (Europe)	ASM Europe	United Kingdom
		Stadium Access & Innovation	SkiData Access Control	United Kingdom
		Head of Commercial Partnerships	Marylebone Cricket Club (Lord's)	United Kingdom
		Creative Director	BRC Imagination Arts BV	United States
		Business Development Manager - Systems	QSC	United Kingdom
		Associate, Major Projects Europe	RWDI	United Kingdom
		VP of Sales & Marketing	Signature Systems Group	United States
		Senior Partner	Arnecke Sibeth Dabelstein	Germany
		Director of Operations	Stockport County FC	United Kingdom
		Director of Strategic Partnerships	Apadmi	United Kingdom
		Director	KSS	United Kingdom
		Director of Security, Safety & Risk	ASM Global	United Kingdom
		Channel Sales Manager	Exterity - A Vitec company	United Kingdom

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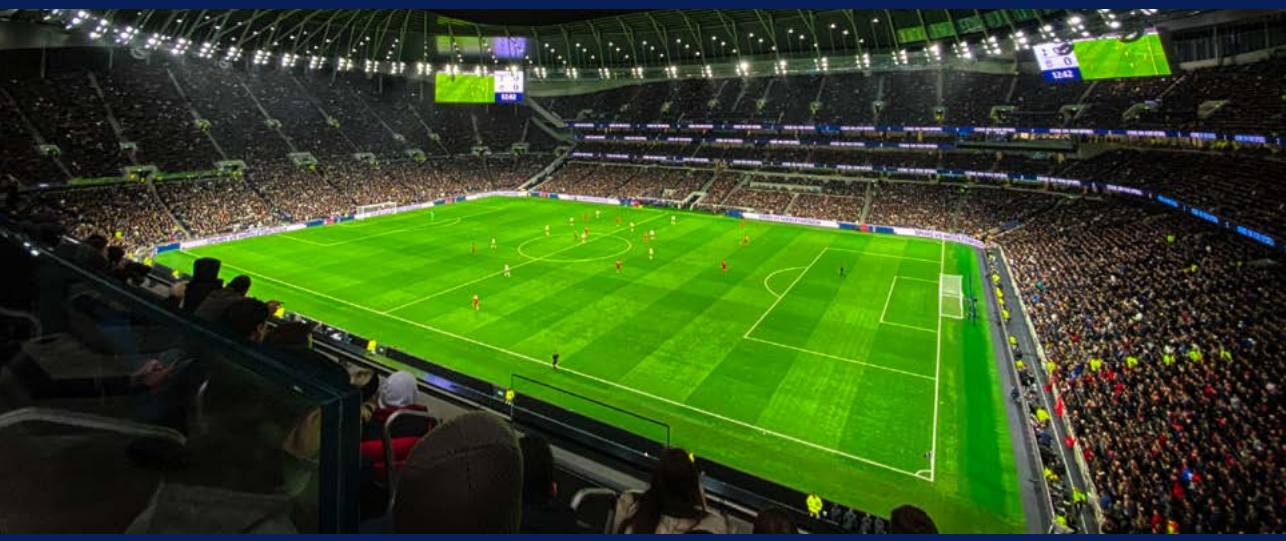

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Liam Boylan, Stadium Director

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First Name	Surname	Job Title	Company	Country
		Project Management	Mace Group	United Kingdom
		European Sales Director	Cedar Packaging	United Kingdom
		Senior Ticketing Manager - The Hundred	ECB - England and Wales Cricket Board	United Kingdom
		Partnerships Success Director	Zapaygo	United Kingdom
		Suite and Hospitality Manager	Croke Park / GAA	Ireland
		Head of Pre-Sales Engineering	Bendac Group	United Kingdom
		Business Development Manager	Cedar Packaging	United Kingdom
		Managing Director	Brainlit	Finland
		Commercial Director	WeTrack	United Kingdom
		International Business Development	FC Internazionale	Italy
		Head of Sales	Leicester City FC	United Kingdom
		Project Manager	Olympiastadion Berlin	Germany
		CEO - Foundation of Light	Sunderland AFC	United Kingdom
		Managing Editor	TheStadiumBusiness	United Kingdom
		Bus Dev & Sales Strategy Consultant	Bendac Group	United Kingdom
		Head of Customer Experience, Europe	Engage RM	United Kingdom

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First Name	Surname	Job Title	Company	Country
		Senior Business Development Manager EMEA	Realife Tech	United Kingdom
		Stadium Infrastructure Project Manager	Scottish FA	United Kingdom
		Head of Marketing	SECUTIX	United Kingdom
		Managing Director D/A/CH	SECUTIX	Germany
		Head of Sales	SkiData Access Control	United Kingdom
		Chief Information Officer	Feyenoord Rotterdam	Netherlands
		Chairman	Sport and Live Vision	Finland
		CEO	Luton Town FC	United Kingdom
		Stadium Director	Budapest Honvéd FC	Hungary
		General Manager	MSL Verteda	United Kingdom
		Manager of Major Events	City of Windsor	Canada
		Associate Director	KSS	United Kingdom
		Senior Commercial Manager	Wembley Stadium	United Kingdom
		Co-Founder	TheStadiumBusiness	United Kingdom
		Director, Hospitality & Cust Experience	Bluerock Sports & Entertainment	United Kingdom
		Vice President Integrated Projects	Pro Media AV Europe	United Kingdom

First Name	Surname	Job Title	Company	Country
		Head of Premium Sales	Co-op Live	United Kingdom
		Bus Dev Manager (Displays/Sports)	Samsung Electronics	United Kingdom
		Marketing & CSR Director	Co-op Live	United Kingdom
		Senior Consultant	Movement Strategies	United Kingdom
		Director	Crowd Dynamics	United Kingdom
		Business Development Manager	Nolan Business Solutions	United Kingdom
		Head of Operations	Northampton Saints RFC	United Kingdom
		Venue Projects & Strategy Manager	Arsenal FC	United Kingdom
		Marketing Department	Apollon Limassol FC	Cyprus
		Business Development Manager	Booking Protect	United Kingdom
		Head of Sales	Northampton Saints RFC	United Kingdom
		Senior Sales Manager, Ticketmaster Sport	Ticketmaster UK	United Kingdom
		Producer	Funeral Products	Netherlands
		VP, Head of Bus Dev - UK & Europe	TAIT (incl TAIT Kinetix)	United Kingdom
		Co-Founder	iXpole	Belgium
		Project Consultant – Development	SAP	United Kingdom

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DISCOVER HOW

First Name	Surname	Job Title	Company	Country
		Principal	The Stadium Consultancy	Netherlands
		Project Manager	3D Digital Venue	Spain
		Sr. Dir, Sustainability, Facility Health & Hygiene	Golden State Warriors	United States
		Founder	Vickery Hyett	United Kingdom
		Account Manager	Funeral Products	Netherlands
		Proposal Engineer	Redaelli	Italy
		Founder	iXpole	Belgium
		Head of Sport	Birmingham City Council – Alexander Stadium	United Kingdom
		UK Stadia Business Dev Manager	GL Events	United Kingdom
		Bus Deve Mgr, Cruise Ship & Sports Fcl	L-Acoustics	United Kingdom
		Business Development Manager	Portview Fit-Out	United Kingdom
		Campaign Marketing Manager	Apadmi	United Kingdom
		CEO / Group Commercial Director	Richmond Rugby	United Kingdom
		Regional Manager	Redaelli	United Kingdom
		Venue Consultant	VenuePro	United Kingdom
		Presales Consultant	Nolan Business Solutions	United Kingdom

First Name	Surname	Job Title	Company	Country
		Sales Executive	Inurface Media	United Kingdom
		Managing Director	Rockvolt	United Kingdom
		Chairman	Bleep	United Kingdom
		Chief Commercial Officer	PTI Digital	United Kingdom
		Group Marketing Manager	Bleep	United Kingdom
		Chief Executive	Leicester City FC	United Kingdom
		CEO & Co-Founder	Satisfi Labs	United States
		Business Development Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Consulting Dev Mgr Crystal Palace FC	EnTodo Ltd Project Managers	United Kingdom
		Commercial Director	Aberdeen FC	United Kingdom
		Director	Steven Stadium Construction SLU	Germany
		CEO (North America)	Cedar Packaging	United States
		Head of Marketing & Communications	First Direct Arena	United Kingdom
		Project Development Lead in Technical Design	Pro Media AV Europe	United Kingdom
		Leader	Lancashire County Council	United Kingdom
		Director	Ramboll	United Kingdom

First Name	Surname	Job Title	Company	Country
		Head of Stadium Operations	Worcester Warriors Rugby	United Kingdom
		Head of Sales - Concerts, Entertainment & Sports	Arena & Convention Centre Liverpool	United Kingdom
		Sales & Partnerships Director	MSL Verteda	United Kingdom
		Founder/Principal	WilsonSEA	United Kingdom
		Head of Commercial Development	CM .com	United Kingdom
		Business Development Manager	SumUp POS	United Kingdom
		Product Manager - SAP Ticketing	SAP	Germany
		Chief Information Officer	Marylebone Cricket Club (Lord's)	United Kingdom
		VP Marketing	Satisfi Labs	United States
		Director	NW Acoustics & Theatre Design / IPW...	United Kingdom
		Partner	Core Five	United Kingdom
		Director	Wilkinson Eyre	United Kingdom
		Sales and Marketing Director	Swipestation	United Kingdom
		Chief Commercial Officer	Triple Jump Technologies	United Kingdom
		Business Development	Bendac Group	United Kingdom
		VP North America	Engage RM	United States

First Name	Surname	Job Title	Company	Country
		Senior Sales Manager	TIXnGO	Switzerland
		Venue Commercial Director	AC Milan	Italy

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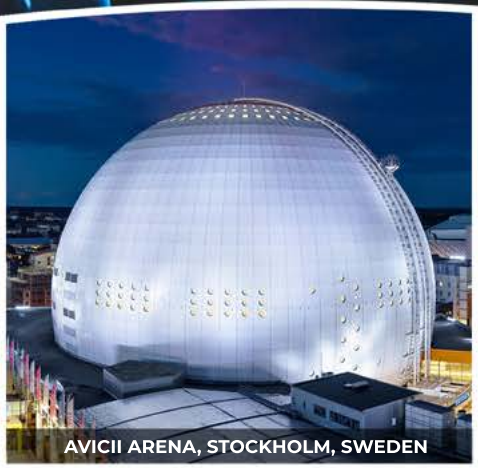
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