

14<sup>th</sup> annual

# THE STADIUM BUSINESS SUMMIT & VENUE TECHNOLOGY SHOWCASE

28 - 29 JUNE 2023 · MANCHESTER

**Your exclusive PROGRAMME PREVIEW**  
Speakers / Sessions / Sponsors / Awards / Attendance

INCORPORATING



THE STADIUM BUSINESS AWARDS

EXPLORE THE FUTURE

VENUE OPERATIONS

REVENUE & TECH

## YOU'RE INVITED TO OUR 14<sup>th</sup> EDITION

Now in its second decade, *TheStadiumBusiness Summit* continues to adapt and reflect the needs of its industry. We're embracing Technology, Innovation and Transformation to re-define the global #1 venue business showcase.

Each year *TheStadiumBusiness Summit* hosts the world's leading gathering of key thinkers, movers and shakers from across the global sports and entertainment world.

Like no other event, we bring together the global stadium, arena and entertainment venue business.

Our proven formula (Compact Footprint x Quality Content = Maximum Knowledge Transfer) remains the same.

We aim to deliver the best knowledge and networking event there is for our sector. And we invite you to join us for our 14<sup>th</sup> foray into the future of stadiums, arenas and venues.

*Ian, Angelina, Lizzie  
& TheStadiumBusiness team*

PS. If you've not been before and have any questions, please do [contact us](#) directly.

### ABOUT US

*TheStadiumBusiness Summit 2023* is organised by Xperiology – the boutique marketing, news and events agency which serves the information needs of the global sports and entertainment sector.

Xperiology owns and delivers many of the sports and entertainment sector's most respected conferences and news channels, including the *Design & Development Summit*, *TheTicketingBusiness Forum*, *TheStadiumBusiness.com* daily news feed and its sister channel *TheTicketingBusiness.com*.

### REGISTER HERE



**[booking link](#)**

### QUESTIONS?



**[email direct](#)**



**+44 (0)1903 741123**

Mon-Fri 09.00-17.00 GMT



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# Who's Coming?

The attendee list for our 14th *Summit* is filling up with executives from venues, clubs and leagues – along with architects, designers, product and service suppliers, consultants and other specialists. Here's an extract from the **hundreds of delegates already confirmed** to join us:

- [illegible]

Check the latest  
Summit updates  
[online here](#)

## VIP Guestlist

Once again, we've set aside 150 complimentary delegate passes (worth £1,295 pp) for execs that are looking at investing in their fan experience, connectivity, catering, operations and venue spaces.

Representatives from **the following teams and venues have already confirmed** their attendance:

- Miami Dolphins
- Premier League
- Rugby Football League
- Newcastle United FC
- LA Clippers/Intuit Dome
- Real Madrid CF
- Etihad Arena (Yas Bay)
- Wembley Stadium
- be•at Venues
- Manchester City FC
- Goodwood Group
- adidas arena
- Mercedes-Benz Stadium
- Atlanta Falcons FC, LLC (NFL)
- Brighton & Hove Albion FC
- Parc Olympique
- FC Copenhagen
- ECB – England and Wales Cricket Board
- ESL Pro League
- Chester Race Company
- Leicester City FC
- Manchester Central Convention Complex
- Lancs Cricket/Emirates Old Trafford
- Tottenham Hotspur FC
- Salford City FC
- Hartlepool United FC
- Wrexham AFC
- York Stadium Management Company
- Burnley FC
- Parc Olympique
- AFC Wimbledon
- PZPN (Poland FA)
- Federation International de Volleyball
- Scottish Event Campus
- Portsmouth FC
- Blackpool FC
- Paris Entertainment Company
- Bristol Rovers FC
- Euroleague
- SSE Arena
- Club Sporting Cristal
- Adelaide Oval SMA
- Southampton FC
- Bath Rugby
- Factory International
- SC Braga
- Scottish Event Campus
- Udinese Calcio S.P.A
- Fulham FC
- Federation International de Volleyball
- Bristol Sport / Ashton Gate Stadium
- York Stadium Management Company
- Somerset CCC
- Victoria Racing Club
- Northampton Saints RFC
- The O2
- ACC Liverpool
- Gloucestershire CCC
- AEG Venues
- Accor Arena
- Adelaide Oval SMA
- AO Arena
- Aviva Stadium
- Barnsley FC
- Liverpool FC
- The FA

... and that's just a taster!

*Contact us for  
the latest list of  
VIP projects*

# #SBS23 Speakers, Judges & Panelists

Sharing best practice and new ideas to deliver better venues



**Maxwell Stiss**

Director - Enterprise Applications  
Miami Dolphins/Hard Rock Stadium



**Shaun Hinds**

Chief Executive  
Manchester Central



**Magda Pozzo**

Marketing Strategic Coordinator  
Udinese Calcio SpA



**Jacob Lauesen**

Managing Director  
F.C. København



**Vicky Jaycock**

Head of Premium Sales  
Everton FC



**Adam Fullerton**

Senior Director of Stadium Operations  
Mercedes-Benz Stadium



**Tery Howard**

Head of Technology  
Inter Miami CF



**Nicolas Dupeux**

CEO  
Accor Arena



**Lisa Knights**

Group Director, Media & Communications  
Bristol Sport Group



**Nick Addison**

Chief Executive Officer  
Adelaide Oval SMA



**Amy Trynka**

Senior Ticketing & Strategy Manager  
Arsenal Football Club



**Alex Inglot**

Commissioner  
ESL Pro League



**Gerard Griffin**

Chief Executive Officer  
Kardinia Park Stadium Trust



**Jackie Ventura**

Senior Director - Sustainability,  
Facility Health & Hygiene  
Golden State Warriors



**Patrik Meyer**

Chief Executive Officer  
Deutsche Bank Park



**Mel Raines**

President & CEO  
Pacers Sports & Entertainment

# #SBS23 Speakers, Judges & Panelists

Sharing best practice and new ideas to deliver better venues



**Chris Wallace**

Chief Communications Officer  
LA Clippers/Intuit Dome



**Paul Barber OBE**

Chief Executive and Deputy Chairman  
Brighton & Hove Albion FC



**Lesley De Reuck**

Chief Executive Officer  
Cape Town Stadium and Green Point  
Park



**Alexii Zhukovin**

New Stadium Project Director  
FC Botev Plovdiv



**Natasha Thiebaut**

Chief Commercial Officer  
Forward Associates



**Christian Lau**

Chief Technology Officer  
LAFC / Los Angeles FC / Banc of  
California Stadium



**Peter Wearne**

General Manager - Facilities  
Melbourne Cricket Club



**Peter Moore**

Founder & CEO  
It's Lolly



**Rob Wicks**

Commercial Director  
Aberdeen FC



**Rehman Mohammed**

General Manager AIFI Inc UKI, Nordics  
& Baltics  
AIFI



**Robert Fitzpatrick**

CEO  
The SSE Arena, Belfast



**Lloyd Major**

CEO & Co-Founder  
Halo Solutions



**Tony Rhoades**

Chief Executive Officer  
GroundWOW



**Justin King**

EVP Sales  
24/7 Software



**Yannick Van de Voorde**

Solutions Consultant  
Premium Plus



**Jo Polson**

Director & Co-Founder  
Vindico

# #SBS23 Speakers, Judges & Panelists

Sharing best practice and new ideas to deliver better venues



**Tony Booth**

Vice President of Sales (UK & EMEA)  
Signature Systems



**Tom Mudd**

Technical Director  
digiLED



**Paul Osborne**

CCO  
Baldyn Networks



**Nick Goran**

Director of Product Management  
Versare



**Patrick Halliwell**

Managing Director  
Daktronics



**Matjaž Možina**

CEO  
2 Mobile



**David Pritchard**

Chief Commercial Officer  
GroundWOW



**Chris Frazer**

AV Systems Integration Specialist  
Bendac Group



**Andrew Smith**

Sales Director - UK  
Vitec



**Richard Price**

Area Sales Manager  
Joblogic



**Matthew Perkins**

Managing Director  
MedicAir



**Katja Ridley**

Global Sport and Entertainment BD  
Manager  
Buro Happold



**Francis Casado**

Co-Founder & Head of Business  
Development



**Steve McArdle**

Director -Stadia and Venues  
Global Payments



**Raj Saha**

President  
The Saha Group



**Ian Nuttall**

Owner & Founder  
TheStadiumBusiness

## Summit Timeline

### Tues 27<sup>th</sup> June

18.30-20.00 Welcome Reception @ Hilton Garden Inn Emirates Old Trafford

### Weds 28<sup>th</sup> June

08.00-18.00 The Marketplace / Networking Open

09.00-18.00 Conference sessions

18.30-20.00 Winners Presentation & Party - *TheStadiumBusiness Awards 2023*

### Thurs 29<sup>th</sup> June

08.30-16.00 The Marketplace / Networking Open

09.00-15.45 Conference sessions

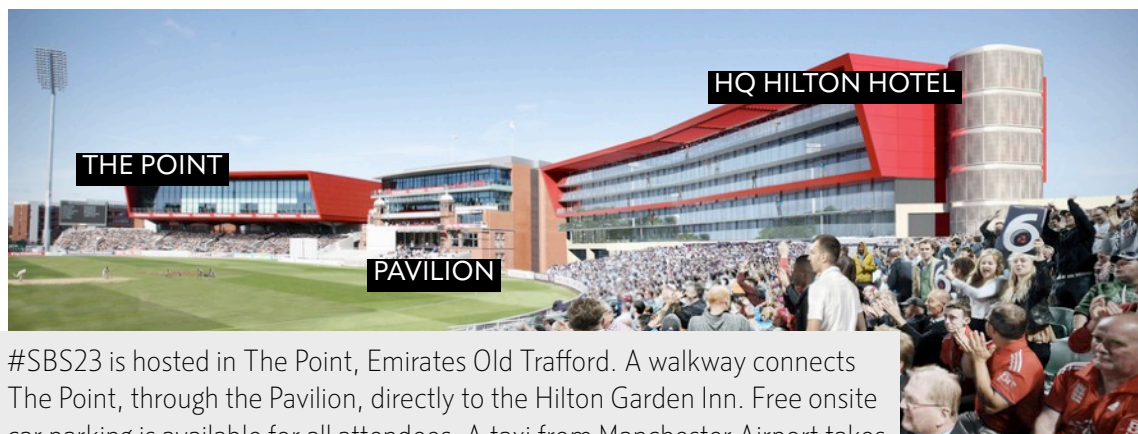
15.45-16.00 Prizes and Gifts

16.00 Close of conference / The Marketplace / Summit

*Email us here to register for this year's Summit!*



## The Venue



#SBS23 is hosted in The Point, Emirates Old Trafford. A walkway connects The Point, through the Pavilion, directly to the Hilton Garden Inn. Free onsite car parking is available for all attendees. A taxi from Manchester Airport takes approximately 20-25 minutes. The Metrolink tram stop at the cricket ground connects to the city's three key rail stations, with trams every few minutes.

## Schedule

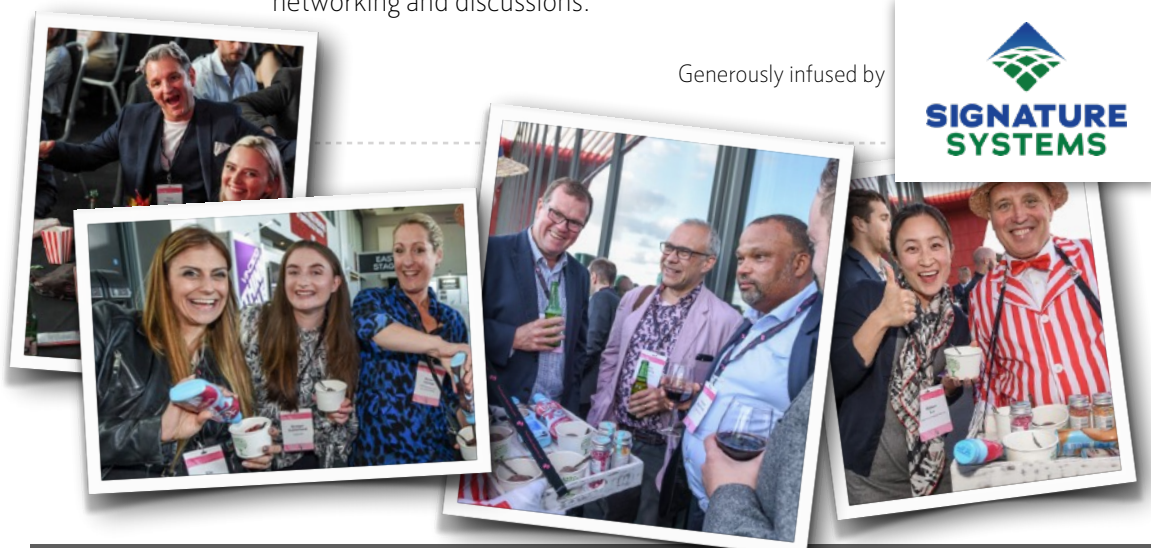
Tuesday 27<sup>th</sup> June

### 18.30-20.00 WELCOME RECEPTION

Venue: Lobby Bar, Hilton Garden Inn, Emirates Old Trafford

All registered delegates are welcome along. Catch up with old friends and make some new contacts in an informal atmosphere as we start this year's networking and discussions.

Generously infused by



## Session Previews



### NEXTGEN FAN ENGAGEMENT

Content & Programming

#### *ESL Pro League Esports Team Hubs: Mini Stadiums and more*

Join us for an engaging presentation on esports team hubs and their various uses across the industry. As Commissioner, Alex oversees the direction of the world's leading professional *Counter-Strike: Global Offensive* league whilst liaising with 15 of the most renowned esports team brands in the world. Alex will cover how these esports teams utilise their hubs during, and outside of, tournament play. What started as private training and playing facilities now include shops, viewing arenas, PC bangs and much more. Join us to find out how these hubs are diversifying and growing!

In conversation with:

- *Alex Inglot, Commissioner, ESL Pro League*

### SUSTAINABILITY IN FOCUS

Case Study

#### *Dacia Arena: A modern venue committed to sustainability*

Dacia Arena, home of Udinese Calcio, is known for its commitment to sustainable energy practices. Through its utilisation of solar power, energy-efficient technologies, waste management, and promotion of sustainable transportation, the Italian club is demonstrating a dedication to reducing its environmental impact.

- *Magda Pozzo, Marketing Strategic Coordinator, Udinese Calcio*



Image: Udinese Calcio SPA

## Session Previews

### OPERATIONS IN FOCUS

Operations | Management

#### *An operational framework for venues and events of all sizes*

We explore an Event Management Framework designed to help sports organisations to set standards in their event planning processes and to ensure that every aspect of their event is carefully managed and executed. It includes everything from identifying event objectives and target audiences to coordinating logistics, managing ticket sales, and measuring event success. The framework is intended to assist sports organisations and venues of all sizes and types – from local community teams to global sports franchises – in improving their event management practices and creating memorable experiences for their fans.

- **Alexii Zhukovin, New Stadium Project Director, FC Botev Plovdiv**



Photo by Maxim Hopman on Unsplash

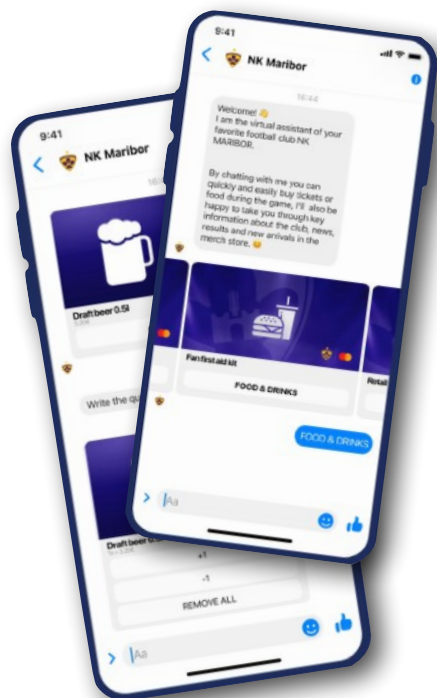
### NEXTGEN FAN ENGAGEMENT

Innovation Showcase

#### *Fan Communication: To the Next Level*

In today's digital age, sports clubs must go beyond traditional methods of fan communication and embrace next-level engagement strategies to stay relevant and competitive. This quickfire explores innovative ways for sports clubs to connect with their fans, provide support, and streamline customer care operations. These solutions – such as chatbots – can help clubs reduce call center waiting lines, automate routine tasks, and enhance the overall fan experience. As fans increasingly seek personalised and interactive experiences, messaging apps have become a popular platform for engagement.

- **Matjaž Možina, CEO, 2Mobile**



## Session Previews



### INSIGHTS: THE BIGGER PICTURE

Business | Events & Programming | Guest Experience

#### *Reinventing entertainment in France*

Paris Entertainment Company is a new group – which operates Accor Arena, the new adidas arena and the famed music venue Bataclan – and brings an unprecedented model to France: a combination of venues across a city with both 'economies of scale' but also 'ambitions at scale'.

Everything started from the evolution of the mythical Accor Arena (almost 40 years old next season) that became a business model for Paris Entertainment Company. This transformation from a single venue operator to a 'destination cluster' is all about the customer experience, and how and why our sector needs to amplify it. All this is being made possible through innovation, meeting the needs of the audience and enhancing shared collective emotions. A conversation with:

- *Nicolas Dupeux, CEO, Paris Entertainment Company*

### REVENUE GENERATION

Innovation Showcase | Sponsorship & Branding

#### *Activate Your Stadium Real Estate*

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. For game days and non-game days. Efficient. Engaging. Profitable.

- *Tony Rhoades, CEO, GroundWOW*
- *David Pritchard, CCO, GroundWOW*



## Session Previews

### PANEL: EVOLVING (AND SELLING) THE OFFER

Hospitality | Design | Operations

#### *Changing spaces. Changing faces*

With new demographics, hospitality continues to evolve - not just the product, but the sales process too. The panel will consider the opportunities and the challenges provided by a changing landscape. We welcome insights from:

- *Vicky Jaycock, Head of Premium Sales, Everton FC*
- *Amy Trynka, Venue Projects & Strategy Manager, Arsenal FC*
- *Samara Mezher, Experiential Strategy Director, Forward Associates*

Moderating the discussion:

- *Natasha Thiebaut, Chief Commercial Officer, Forward Associates*



Images: Everton FC, Arsenal FC

### OPERATIONS IN FOCUS

Innovation Showcase

#### *Connectivity is Critical: Are all your risks managed?*

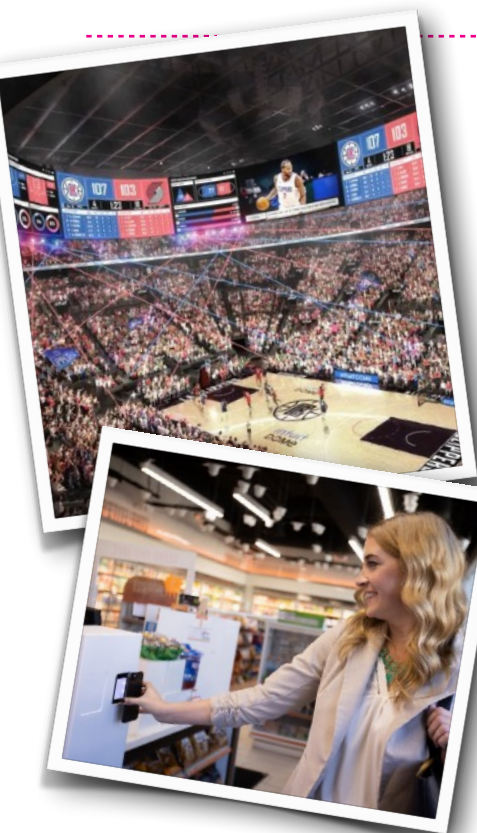


"All risks need to be managed, to the best of our ability" - There is well documented legal rationale for this across the globe. As we continue to see the industry invest in the future of public safety, technology has a key role to play in saving lives, saving time and saving money.

But what are the advantages of a connected person, in a connected venue, within a connected society? What does the future look like and what are the risks?

- *Lloyd Major, CEO & Co-Founder, Halo Solutions*

## Session Previews



### TECH IN FOCUS

Retail | F&B | Guest Experience

#### *A Frictionless Experience at Intuit Dome*

The future home of the Los Angeles Clippers is being designed around the fan experience. In this session we'll explore the key role tech will play in creating a unique fan experience at Intuit Dome: creating a frictionless experience that allows fans to get back into their seats quicker and so much more.

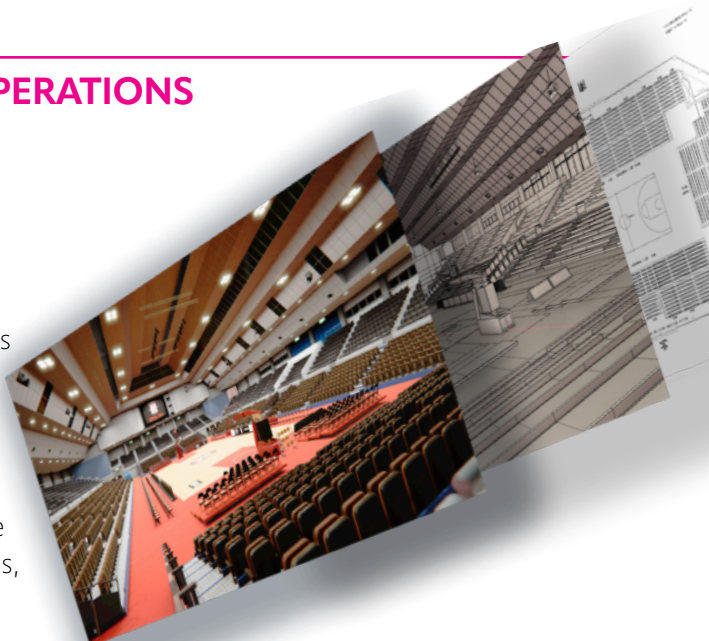
- *George Hanna, CTO, Los Angeles Clippers*
- *Rehman Mohammed, General Manager - UKI, Nordics & Baltics, AiFi*

### VENUE MANAGEMENT & OPERATIONS

Case Studies

#### *Virtual Venues. Real Returns*

A 3D venue workspace is an online tool designed to assist venues in mapping, planning, and configuring events. It provides a virtual representation of the venue, allowing users to visualise and manipulate various aspects of the space. This tool operates through the internet, enabling venue administrators to easily configure the venue layout, assign or block specific spaces, and manage multiple configurations for different events.



- *Francis Casado, Co-Founder & Head of Business Development, 3D Digital Venue*

## Session Previews

### THE FAN EXPERIENCE

Case Study | Partnerships | Digital Transformation

#### *F.C. Copenhagen: Revitalising an Old Stadium Experience*

Parken – Denmark's national stadium and home of F.C. Copenhagen – was constructed in 1992 and lacks significant modern updated facilities. To improve the fan experience, F.C. Copenhagen has used strategic partnerships to incorporate the offerings of Copenhagen within Parken and enhance the customer journey. The end results include more positive customer feedback and improved revenues. Explore this very special project with:

- **Jacob Lauesen, Managing Director, F.C. København**



Image: Photo: Samy Khabbani, FCK.DK



### ROBOTS & RISING EXPECTATIONS

Hospitality | Customer Service | Tech

#### *IOT and future hospitality services*

Today's venue guests expect self-serve kiosks, smart mobile apps and pre-order grab-and-go. On top of this, they are more discerning and want calorie and allergy information at their fingertips. This presentation will look at new technology coming down the line, such as age verification by facial recognition, robot waiters and the ability to pay using your face. All this helps drive a frictionless fan experience and greater productivity and efficiencies for hospitality services through staffing, stock management and high volume ordering - delivered through an integrated digital ecosystem of devices.

- **Peter Moore, Founder & CEO, It's Lolly**

## Session Previews



### TECHNOLOGY IN FOCUS

Organisation | Digital Transformation | Major Events

#### *Miami Dolphins & Hard Rock Stadium*

Where does tech sit in your venue organisation? What's your approach and process to procurement? How do you decide where and when to invest?

These are key questions for every venue owner and operator. This session will explore the approach taken by the management team at NFL's Miami Dolphins. But, adding another layer of complexity, the team's home – Hard Rock Stadium – also hosts the Miami Open tennis tournament, F1 and a host of concerts and guest events across its campus. Of course, enterprise-scale solutions are required but they need to be fit-for-purpose across the event 'peak visitor' cycles.

- **Maxwell Stiss, Director - Enterprise Applications, Miami Dolphins/Hard Rock Stadium**

### DATA, ANALYTICS & OPERATIONS

Case Study | Tech

#### *Creating More Sustainable Venues and Optimising the Fan Experience*

We explore the intersection of venue analytics, technology, sustainability, and fan experience. Drawing on case study data from the Kansas City Chiefs and Lord's Cricket Ground we explore how the correct solutions have helped these organizations achieve their sustainability and operational goals while creating a better guest experience.

- **Justin King, EVP Sales, 24/7 Software**



## Session Previews

### SUSTAINABILITY IN ACTION

Case Study | Operations | Community

#### *Zero Waste. Plenty of Action.*

Mercedes-Benz Stadium (MBS) - the busiest stadium in North America with more than 50 main bowl events and three million visitors annually - is the first stadium in professional sports worldwide to be awarded with the environmentally coveted and globally recognised *Total Resource Use and Efficiency (TRUE) Platinum* certification for its zero waste efforts. We chart the sustainability journey that the stadium, its parent group (AMBSE) and its teams - including NFL's Atlanta Falcons and MLS' FC Atlanta - have embraced and continue to follow. From its 6,000-square-foot resource recovery room (R3) - to reclaim, sort and divert materials from landfill - through to its *Recycle for Good* programme which turns cans and bottles into finance for much-needed housing, we've a lot to highlight from the team's leadership playbook on sustainability and community .

- **Adam Fullerton**, Senior Director of Stadium Operations, Mercedes-Benz Stadium



### CONNECTIVITY

Case Study | Tech | Fan Experience

#### *The UK's First Neutral-Host 5G Arena*

This quickfire presentation offers an overview of the success in implementing the UK's first 5G arena. We'll talk through the benefits of using a Neutral Host system to ensure that all fans, visitors, and staff enjoy a high speed connection throughout their visit.

- **Paul Osborne**, CCO, Boldyn Networks



## Innovation Showcase

### QUICKFIRE PRESENTATIONS

Innovation | Tech | Solutions

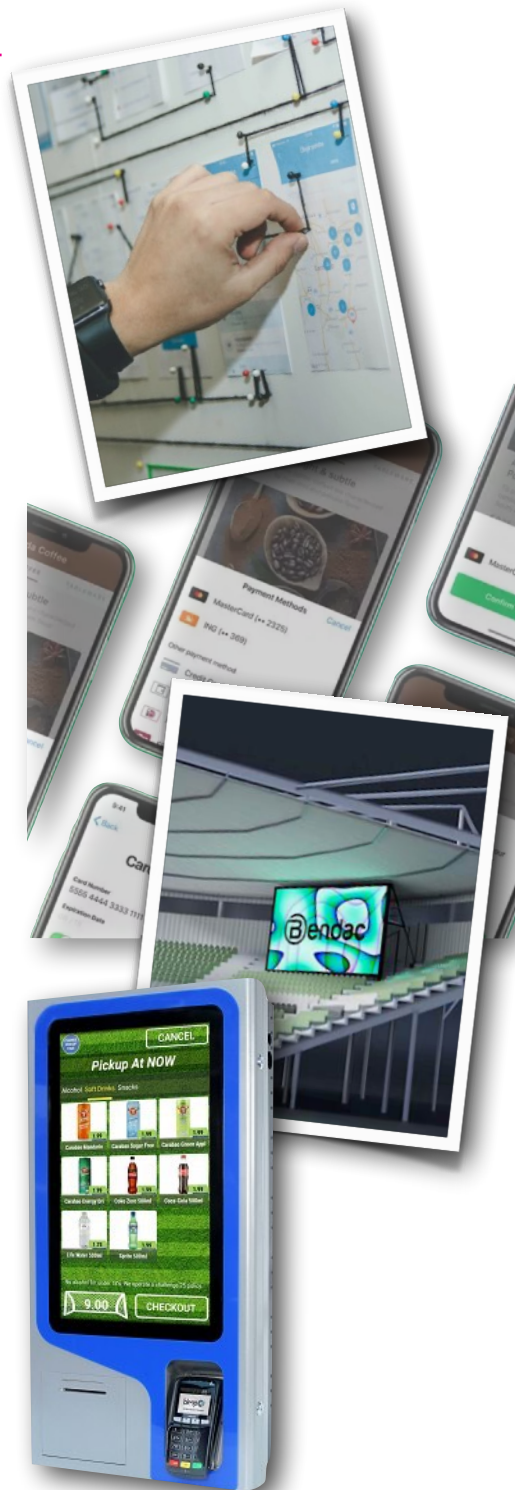
We'll explore with **Joblogic's Richard Pryce** how CAFM software can help venue managers stay on top of the unique maintenance requirements of these buildings, ensuring that the facilities are always in top condition, safe and ready to host events....

Video streaming and production technology has revolutionised the way that sports fans experience live events. **Andrew Smith, Sales Director - UK, Vitec** looks at how we make it more engaging, immersive, and interactive than ever before.

Every payment made across stadiums can provide valuable data points to analyse behavioural patterns, and help deliver great and personal experiences. **Josh Taylor, VP Enterprise Sales, Adyen** shows how such data can build loyalty and deliver connected experiences through integrated payments.

Previously of Chelsea FC, **Chris Frazer, AV Systems Integration Specialist at Bendac** discusses the many benefits of AV Technology within venues focussing on LED display technology and how to best utilise it for RevGen, fan engagement and more.

Continuing the payments theme, **Steve McArdle, Director - Stadia & Venue Solutions, Global Payments** looks into *The Complete Stadium Solution* where POS and payments are key to the 'new world', with cashless solutions, mobile EPOS, matchday ordering applications, self-service, data and analytics tools all crucial factors moving forward.



## Innovation Showcase

### QUICKFIRE PRESENTATIONS cont'd

Innovation | Tech | Solutions



Energy efficiency is the focus for **Tom Mudd, Technical Director, digiLED** as he lifts the lid on the poor eco-credentials of giant LED screens and unveils digiLED's unique power-saving solution "ZEUS" where the Z stands for Zero.

Customer support is crucial to the fan experience and **Yannick Van de Voorde of Premium Plus** explains how exceptional customer support can transform *Supporters into Superfans*.

And if you've experienced Excel overload then catch up with **Jo Polson, Managing Director, Vindico**. Jo has a toolbox of custom software solutions for venue organisations which are powered by databases and intuitive dashboards – designed to revolutionise operations, boost efficiency, and enhance resilience.

Today's venues display more pixels than ever before. In his "Screen Time. The Best Time" talk **Patrick Halliwell, Managing Director, Daktronics UK** asks where are you going to place your next screen?

Speeding things up, **Nick Goran, Director of Product Management, Versare** will unveil what the firm claims to be the fastest-to-install event flooring system in the world.

Finally, shouldn't our venues also be healthier for every visitor? **Dr Matthew Perkins, Managing Director, MedicAir** argues the case for air purification in elite sporting environments in his *More than Marginal Gains* presentation.

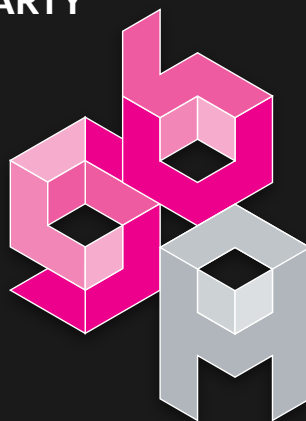
# TheStadiumBusiness Awards 2023 Finalists

## AWARDS PRESENTATION & WINNERS PARTY

18.00-20.00 Wednesday 28<sup>th</sup> June

*Announcing this year's winners..*

RAISING FUNDS FOR



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 2023*.

Inaugurated in 2010, TheStadiumBusiness Awards recognise leadership, innovation & achievement in the delivery, operation and management of sports facilities globally.

With thanks to our expert Judging Panel for 2023:

- Nick Addison, Chief Executive Officer, Adelaide Oval SMA\*
- Paul Barber OBE\*, Chief Executive and Deputy Chairman, Brighton & Hove Albion FC
- Lesley De Reuck, Chief Executive Officer, Cape Town Stadium\*and Green Point Park
- Robert Fitzpatrick, CEO, The SSE Arena, Belfast
- Gerard Griffin, Chief Executive Officer, Kardinia Park Stadium Trust
- Tery Howard, Founder & CEO, Peer Vision Consulting
- Lisa Knights, Group Director, Media & Communications, Bristol Sport Group
- Christian Lau, Chief Technology Officer, Los Angeles FC / BMO Stadium
- Patrik Meyer, Chief Executive Officer, Deutsche Bank Park\*
- Ian Nuttall, Founder, TheStadiumBusiness
- Mel Raines, President & CEO, Pacers Sports & Entertainment
- Katja Ridley, Business Development Manager, Buro Happold
- Raj Saha, President, The Saha Group
- Jackie Ventura\*, Snr Director Sustainability, Facility Health & Hygiene, Golden State Warriors
- Chris Wallace, Chief Communications Officer, LA Clippers/Intuit Dome
- Peter Wearne, General Manager – Facilities, Melbourne Cricket Club\*
- Rob Wicks, Commercial Director, Aberdeen FC

\*Denotes previous Award recipient. View the 2023 Finalists on the next page.

**Don't  
miss the  
action!**

# The Stadium Business Awards 2023 Finalists

## EVENT OF THE YEAR

- Rugby League World Cup 2021
- Concert for Ukraine (Resorts World Arena)
- UEFA Women's EURO 2022
- Barca in Sydney (VenuesLive)
- Women's Rugby World Cup (Eden Park)
- NFL's Touchdown in Germany (Allianz Arena)

## UNSUNG HERO

- Kerri Davies, Head of Memberships, Wolverhampton Wanderers FC
- Melisa Hooper, VP of Booking, Allegiant Stadium
- Chris Reed, Catering Services Director, Newcastle United Football Club
- Angela Roberts, Group Health & Safety Manager, The NEC Group
- Kate Simkiss, Corporate Legal Manager, Eden Park Trust
- Tony Vroman, Senior Director - Stadium Events, SoFi Stadium & Hollywood Park

## FAN EXPERIENCE

- Edmiston House event space (Rangers FC)
- Fan satisfaction at Silverstone
- S.M.I.L.E. culture (Atlanta Hawks)
- F&B overhaul at FC Copenhagen
- Blue Jays' outfield district revamp (Rogers Center)
- More Than a Match at St. James' Park (Sodexo Live!/Newcastle United FC)

## PRODUCT INNOVATION

- FC Maribor Sport Chatbot (Mastercard/2Mobile)
- Hard Rock Stadium Express Shop (Miami Dolphins/Verizon/AiFi)
- Augmented Reality at SoFi Stadium (ARound)
- Venue metrics tool (NHL/SAP)
- North Bar frictionless experience (Leicester City FC/Levy UK)
- WimbleWorld on Roblox (AELTC, The Gang, Roblox)

## EXECUTIVE OF THE YEAR

- Mark Ashton, Director/CEO, Ipswich Town FC
- Ron Bension, President & CEO, ASM Global
- Jon Dutton, former Chief Executive, RLWC2021
- Raven Jemison, Exec VP - Business Operations, Milwaukee Bucks
- Jacob Lauesen, Managing Director, FC Copenhagen
- Kerrie Mather, CEO, Venues NSW & SCG

## SUSTAINABILITY & COMMUNITY

- TRUE Platinum zero waste certification (Mercedes-Benz Stadium/AMBSE)
- Go Green Report (Honeycomb Strategies/Philadelphia Eagles)
- Unbox Litter app (Indy Eleven/Unbox Sports Tech)
- 'You Can Do Anything' Free Fit Area (RB Leipzig)
- Children's Haven & Ukraine refugee support (Tauron Arena Kraków)
- Disability Matters Fixture (Leicester City FC)

## SPONSORSHIP, SALES & MARKETING

- PSV stem cell donor search (PSV/Matchis Foundation)
- Women's Sport & Digital Transformation (WRU/Vodafone/Principality Stadium)
- No Boundaries (Hilton/Lancs Cricket)
- LAFC record-breaking MLS deal (BMO Stadium)
- Resilience & Commercial Recovery (Coventry Building Society Arena)
- Recognising indigenous peoples at Romssa Arena (Tromsø IL/Troms Kraft)

## VENUE TECHNOLOGY

- 5G private network (Boingo/Petco Park)
- Baseball's biggest scoreboard (NY Mets/Citi Field)
- Villa Park's Holte End self-service (Aston Villa FC/Levy UK)
- On-the-go mobile charging (ChargeFuze/ASM Global)
- SWAPP workplace optimisation (Principality Stadium/Vindico)
- 5G Touch and Track at Marvel Stadium (AFL/Telstra/Field of Vision)

## VENUE OF THE YEAR

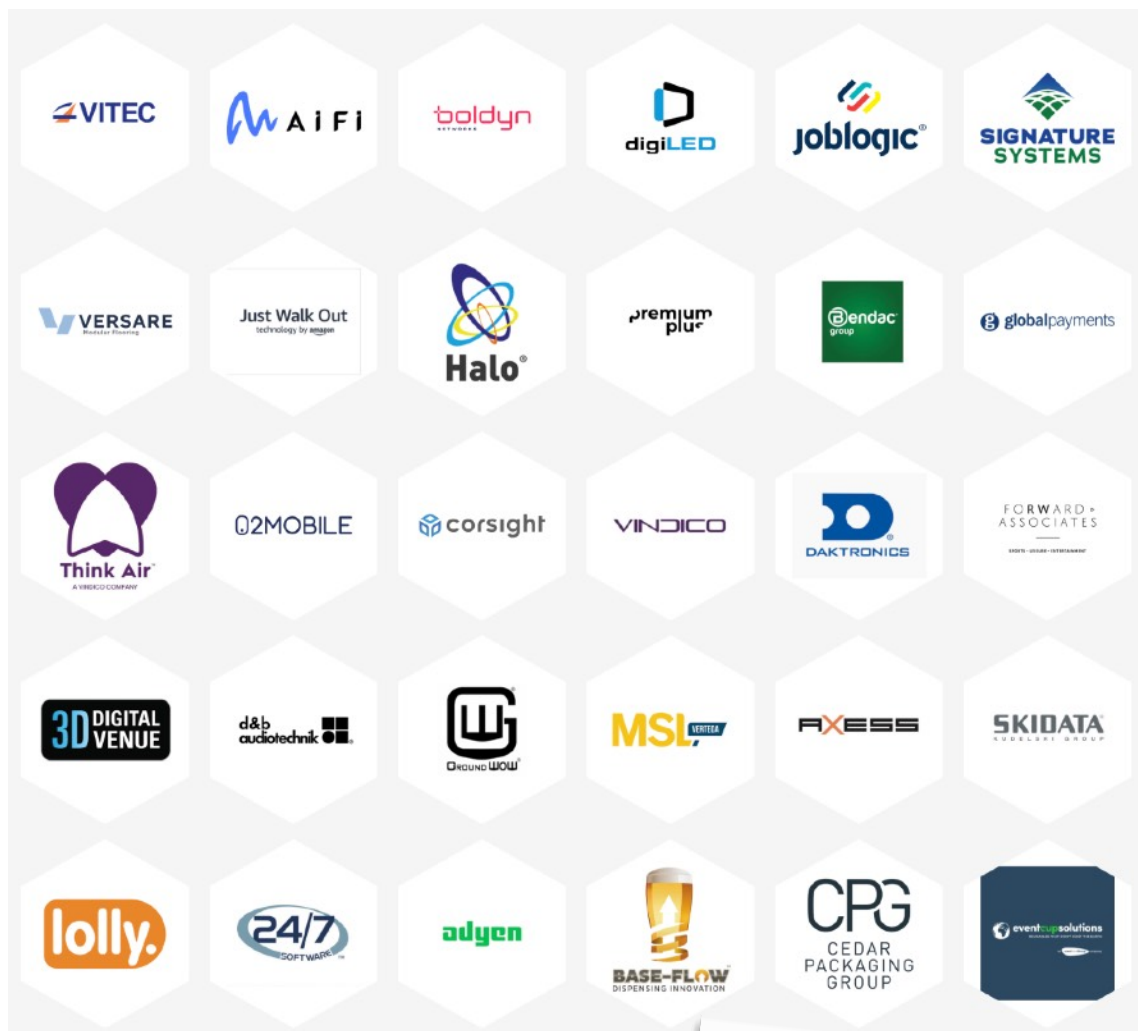
- Allianz Stadium (Sydney)
- Centre Court, Wimbledon (London)
- Climate Pledge Arena (Seattle)
- Etihad Arena (Abu Dhabi)
- Hard Rock Stadium (Miami)
- Lusail Stadium (Qatar)

## 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!)

## Sponsors & Exhibitors

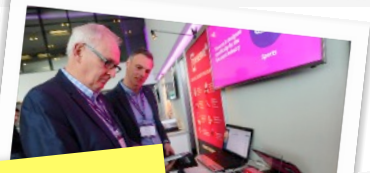
Explore the latest in stadium innovations with our world-class sponsors and exhibitors including:



## The Marketplace

*The Marketplace* is our mini-expo area showing all the latest innovations and solutions for the global stadium sector. Each year we select 30 specialist suppliers to show what they do on our Plug'n'Play demo pods. Featuring product demonstrations, lots of interaction and debate, *The Marketplace* really is the best place on the planet to grow your stadium business!

**SOLD OUT!**



## Delegate Info

### Destination Manchester

Youthful, diverse, energetic and bursting with character – Manchester is one of the most exciting places to visit in the UK right now where everybody and anybody is very warmly welcomed. And with some of the world's leading venue projects being developed, it's the perfect host for *TheStadiumBusiness Summit 2023*.

#### TRAIN

With three mainline rail stations, the city is well-connected with the rest of the UK with trains to/from London in just two hours.

#### ROAD

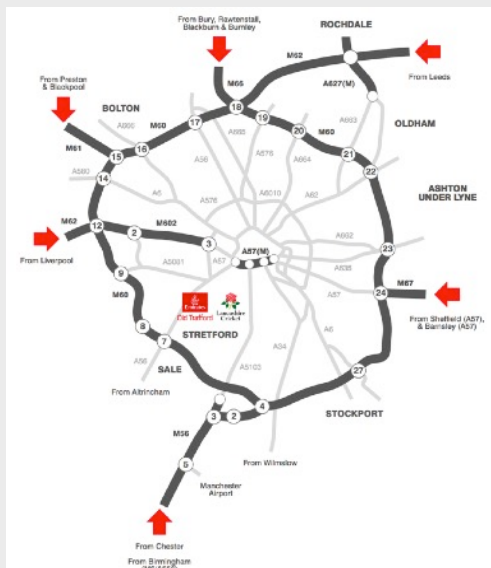
Manchester is well-connected to the rest of the UK via excellent motorway links.

#### AIR

With three terminals handling over 22m passengers each year, Manchester Airport is the global gateway to the North of England, and the third largest airport in the UK. More than 60 airlines ensure Manchester is directly connected to over 200 destinations around the world. For competitive airfare options to Manchester visit [Flightnetwork](#).

For more ideas, check out [VisitManchester](#).

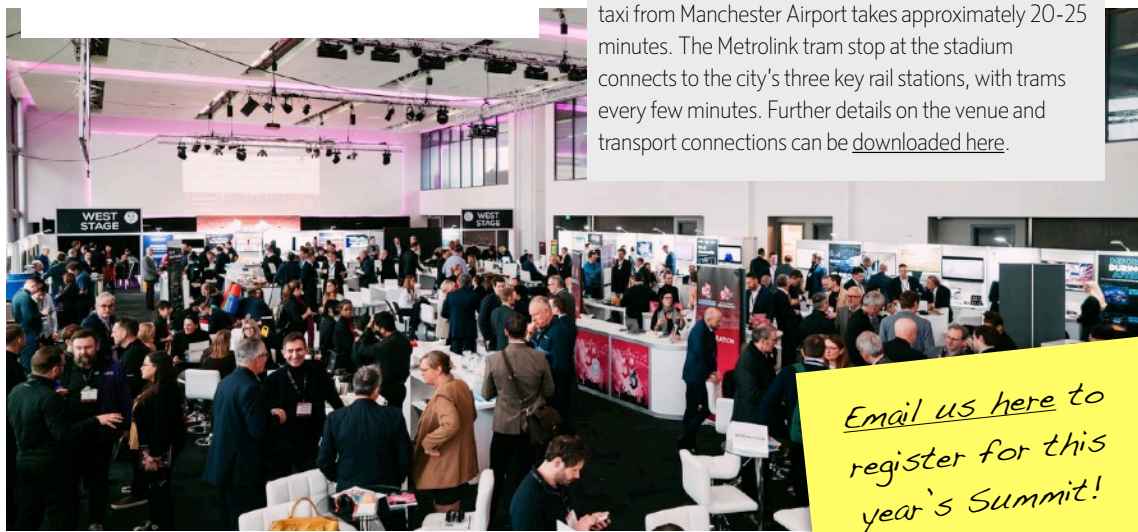
### Host Venue

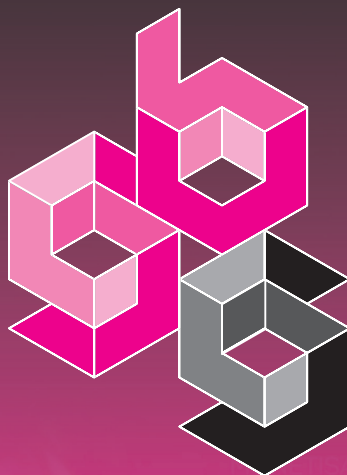


The 2023 *Summit* and Awards are hosted at Emirates Old Trafford – the world-famous home of Lancs Cricket.

With over 3,600m<sup>2</sup> of floor space, 38 meeting rooms, over 600 on-site parking spaces, excellent transport links and a 150-bedroom Hilton Garden Inn on site, Emirates Old Trafford is the ideal venue for the *Summit*.

Free on site car parking is available for all attendees. A taxi from Manchester Airport takes approximately 20-25 minutes. The Metrolink tram stop at the stadium connects to the city's three key rail stations, with trams every few minutes. Further details on the venue and transport connections can be [downloaded here](#).





# THE STADIUM BUSINESS SUMMIT & VENUE TECHNOLOGY SHOWCASE

28 - 29 JUNE 2023 · MANCHESTER

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