FOREWORD

The ESSMA Summit is the go-to stadium industry event by ESSMA (European Stadium & Safety Management Association) in partnership with ECA (European Club Association) and EPFL (European Professional Football Leagues).

Our flagship annual Summit aims to bring together all our members to discuss hot topics and trends in the stadium industry underpinned by inspiring keynote sessions.

Last year, in Parc Olympique Lyonnais (Lyon, France), over 350 participants from 30 countries attended the event. The ESSMA Summit stands for trusted industry information by the best in the stadium business to enable discussions on best practices and to guarantee high level networking. A full spectrum is covered, from design to construction to technology and stadium management.

John Beattie - President ESSMA
ESSMA SUMMIT 2018 - OVERVIEW

16 JANUARY 2018

DAY 1

Aviva Stadium Tour Experience
Networking lunch
Keynote sessions
Stadium lifecycle
Match day operations
Fan journey
Evening cocktail and dinner

17 JANUARY 2018

DAY 2

Stadium Management Seminar I
Fan Experience & Engagement
Operations & Ticketing
Pitch Management
Stadium Development I
Takeaways & lessons learned
Limited stadium tour pitch managers
Networking lunch
Stadium Management Seminar II
Fan Experience & Hospitality
Safety & Security
SMART & Innovation
Stadium Development II
Future trends
Aviva Stadium in-depth tours

STRATEGIC PARTNERS

EPFL / EUROPEAN PROFESSIONAL FOOTBALL LEAGUES

The EPFL – the Association of European Professional Football Leagues – is the voice of Professional Football Leagues across Europe on all matters of common interest. The EPFL represents the vast majority of club football employers in the European social dialogue for the professional football sector.

The EPFL, which is an association governed by Swiss law founded in 2005 and based in Nyon Switzerland, traces its origins back to the founding in 1997 of the EUPPFL (Association of European Union Premier Professional Football Leagues). Originally founded by 14 members: Austria, Belgium, Denmark, England, Finland, France, Germany, Greece, Italy, Netherlands, Portugal, Scotland, Spain and Sweden. The EPFL now counts 32 professional football leagues and associations of clubs from 25 countries, representing more than 900 clubs from all over Europe.

For more information: www.epfl-europeanleagues.com

ECA / EUROPEAN CLUB ASSOCIATION

The European Club Association (ECA) is the sole, independent body directly representing football clubs at European level. ECA currently counts 230 member clubs representing 54 different UEFA National Associations.

The main objective of ECA is to safeguard and promote the clubs’ interests on European club football matters and to maintain a high level involvement in the decision-making process of the game’s governing bodies. Furthermore, ECA provides to its member clubs a platform for knowledge sharing, information and services.

For more information: www.ecaeurope.com
DAY 1 - 16 JANUARY 2018

09:00  ESSMA Summit welcome and registration  Atrium

09:30  Aviva Stadium Tour Experience  Aviva Stadium
This tour is hosted by the Aviva Stadium management team who will show best examples in stadium operations. All participants will be divided in designated timeslots with 25 participants (depending on your travel itinerary). The last tour will start at 10:30.

12:00  Networking lunch offered by ESSMA  Atrium

13:00  ESSMA Summit kickoff  Presidents Suite
John Beattie  Stadium and Facilities Director  Arsenal FC
Declan O’Brien  Operations Manager  Irish Rugby Football Union

13:30  STADIUM LIFECYCLE  Presidents Suite
13:30  Introduction by ESSMA, European Stadium and Safety Management Association  Presidents Suite
Dimitri Huigen  Managing Director  ESSMA
13:40  The stadium lifecycle of Aviva Stadium  Presidents Suite
Martin Murphy  Stadium Director  Aviva Stadium
13:55  ROI & sustainable investments  Presidents Suite
Eric Hart  Head of Tampa Sports Authority  Managing Raymond James Stadium
14:30  Panel discussion on stadium lifecycle  Presidents Suite

09:30  Aviva Stadium Tour Experience  Aviva Stadium

15:15  MATCHDAY OPERATIONS  Presidents Suite
15:15  Introduction by ECA, European Club Association  Marc Schmidgall  Head of Communications  ECA
15:25  Creating a framework for optimal operations  Roger Brosel  Head of Content and Programming  LaLiga
15:50  Extending the 90 minute experience  Francesco Gianello  Head of Stadium  Juventus FC
16:15  Panel discussion on matchday operations  Presidents Suite

16:30  Coffee break  Atrium

17:00  FAN JOURNEY  Presidents Suite
17:00  Introduction by EPFL, Association of European Professional Football Leagues  Alberto Colombo  Deputy General Secretary  EPFL
17:10  How the values of Disney shine through in every aspect at Disneyland Paris  Eric Cosset  Director Park Operations  Product Integration  Disneyland Paris
17:35  Mapping the home to home experience  George Vaughan  Senior Project Manager  Twickenham Stadium
18:00  Fan experience from a brand perspective  Rory Sheridan  Head of Sponsorship, Europe at Diageo (Guinness)
18:25  Ceremony host Summit 2019  Atrium

18:30  Evening cocktail and dinner
20:00  Transfer to Clayton Ballsbridge hotel
21:00  Transfer from Clayton Ballsbridge hotel to Temple Bar
## DAY 2 - 17 JANUARY 2018

### 08:45 - 09:00 - 09:05
- Transfers from Clayton Ballsbridge hotel to Aviva Stadium

### 09:15
- ESSMA Summit registration day 2 and welcome

### 09:45
**STADIUM MANAGEMENT SEMINAR I**

<table>
<thead>
<tr>
<th>FAN EXPERIENCE &amp; ENGAGEMENT</th>
<th>OPERATIONS &amp; TICKETING</th>
<th>PITCH MANAGEMENT</th>
<th>STADIUM DEVELOPMENT I - TAKEAWAYS &amp; LESSONS LEARNED</th>
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</thead>
<tbody>
<tr>
<td>ESSMA updates by Dimitri Huygen</td>
<td>ESSMA updates by Cyril De Greve</td>
<td>ESSMA updates by Gert-Jan Cuypers</td>
<td>ESSMA updates by John Barrow</td>
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<td>Managing Director</td>
<td>Business Intelligence Manager</td>
<td>Account Manager</td>
<td>Director ESSMA Services</td>
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<td>Matchday content and activation</td>
<td>CRM and ticketing</td>
<td>Introduction</td>
<td>The new Stade du Hameau</td>
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<td>Julio Tárrega Díez</td>
<td>Tine De Groote</td>
<td>Majella Smyth</td>
<td>Sylvain Calliman</td>
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<td>Audiovisual Manager</td>
<td>Marketing Manager</td>
<td>Head Groundsmanager</td>
<td>Deputy Stadium Manager</td>
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<td>Valencia CF</td>
<td>KV Oostende</td>
<td>Aviva Stadium</td>
<td>Stade du Hameau</td>
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### 12:00 - 13:15
- Networking lunch offered by ESSMA
- A sold-out stadium: rule rather than the exception at Stade Rochelais
  - Pierre Venayre | General Director |
  - Stade Rochelais

### 13:30 - 14:45
- Turf development project
  - Yasser Al Mulla | Senior Manager |
  - Supreme Committee for Delivery & Legacy

### Limited stadium tour pitch managers
- *First in, first served* (limited to 30 and with pre registration)
### DAY 2 - 17 JANUARY 2018

#### STADIUM MANAGEMENT SEMINAR II

<table>
<thead>
<tr>
<th>13:30</th>
<th>FAN EXPERIENCE &amp; HOSPITALITY</th>
<th>SAFETY &amp; SECURITY</th>
<th>SMART AND INNOVATION</th>
<th>STADIUM DEVELOPMENT II - FUTURE TRENDS</th>
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<tbody>
<tr>
<td></td>
<td>Attracting fans to the stadium</td>
<td>Digitalisation &amp; communication: new opportunities</td>
<td>The SMART stadium of Besiktas JK</td>
<td>Updates on stadium progress WC 2022</td>
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<td></td>
<td>Rob Toussaint Commercial Director Heracles Almelo</td>
<td>Darren Crossman Facilities &amp; Safety Director Principality Stadium</td>
<td>Umut Kutlu Chief Marketing Officer Besiktas JK</td>
<td>Yasser Al Mulla Senior Manager Supreme Committee for Delivery &amp; Legacy</td>
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<td>Coffee break</td>
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<td>TBC</td>
<td>The principles of crowd safety management</td>
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<td></td>
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<td>Darren Crossman Facilities &amp; Safety Director Principality Stadium</td>
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<td>Panel discussion</td>
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<td>15:15</td>
<td>Open bar with closing speech by ESSMA President John Beattie and handover ESSMA Summit 2019</td>
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<td>16:00</td>
<td>Transfers to Clayton Ballsbridge hotel/Dublin airport</td>
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<td>Aviva Stadium in depth tours</td>
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The Aviva Stadium is built on the site of the former Lansdowne Road stadium, which was demolished in 2007. It reopened its doors on 14th May 2010 and has a seated capacity of 51,700 throughout the continuous curvilinear shaped stands enclosing on all four sides of the stadium. The stadium is the home to the Irish national rugby and Republic of Ireland national football team. Aviva Stadium is Ireland’s first and only UEFA Elite Stadium and in 2011 it hosted the Europa League Final.

The stadium has won a number of awards including RIAI & RIBA. Since opening in May 2010 over 1.8 million ticketed visitors have passed through the turnstiles for rugby, soccer & concerts.

**Capacity**: 51,700 (all seated)

**Opened**: 2010

**Construction cost**: €410 million

**Owners**: Irish Rugby Football Union & Football Association of Ireland

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**ESSMA SUMMIT L’YON 2017 - Participants breakdown**

- **25%** Companies & media
- **75%** Club, stadium, league/FA representatives

**WHO ATTENDS THE ESSMA SUMMIT?**

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**TICKET OVERVIEW**

**TICKET FOR STADIUMS, CLUBS, LEAGUES AND FEDERATIONS**

**EARLY BIRD**
- Register until 01/12/2017
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- Join in-depth stadium tours (limited seats available)
- €375

**NORMAL TICKET**
- Register until 05/01/2018
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- Join in-depth stadium tours (limited seats available)
- €575

**LAST MINUTE TICKET**
- Register until 10/01/2018
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- €975

**TICKET FOR ESSMA STADIUM AND CORPORATE PARTNERS**

**EARLY BIRD**
- Register until 01/12/2017
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- Join in-depth stadium tours (limited seats available)
- €750

**NORMAL TICKET**
- Register until 05/01/2018
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- Join in-depth stadium tours (limited seats available)
- €1250

**LAST MINUTE TICKET**
- Register until 10/01/2018
- Full access to day 1 and 2
- Includes lunches and breaks on both days
- Includes networking dinner event on day 1
- €1450

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**GET TICKETS!**

www.essmasummit.eu/ticket-options
ESSMA SUMMIT LYON 2017 - REVIEW

ESSMA SUMMIT LYON 2017 IN NUMBERS

- 27 speakers
- 235 Club, Stadium, League & FA Representatives
- 30 Countries
- 350 Participants

This conference will gather top executives from the stadium industry to present new trends, share ideas and build relationships aimed at shaping the future of sports facilities. We are delighted to partner up with ESSMA in hosting this event which should be a must for anyone interested in the venue business.

Georg Pangl
General Secretary EPFL

WHAT TO DISCOVER AT THE ESSMA SUMMIT

Gathering the stadium industry: +350 participants

Uniting the global stadium, arena and major sports venue industry

Keynote speakers from all over the world

Quality networking

Highest ratio of buyers to suppliers

Go home with 10 new ideas

Michele Centenaro
General Secretary ECA

We are very pleased to support the ESSMA Summit. With today’s rapid evolution of stadium infrastructure and technology, the exchange of know-how and experiences among industry experts is extremely valuable.
We hope to meet you in Dublin!