



  
**essma**  
summit  
PRELIMINARY  
PROGRAMME

**16-17 JANUARY 2018**  
**AVIVA STADIUM**  
**ESSMASUMMIT.EU**

IN PARTNERSHIP WITH



## 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



Keynote presentations and 8 seminars



Networking opportunities



In-depth stadium tours

## 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](http://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](http://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.	🤝 Genetec 🤝 Campey
🕒 12:00	🍷 Networking lunch offered by ESSMA	
📍 Atrium		
🕒 13:00	🗨️ ESSMA Summit kickoff	👤 <b>John Beattie</b> Stadium and Facilities Director Arsenal FC
📍 Presidents Suite		👤 <b>Declan O'Brien</b> Operations Manager Irish Rugby Football Union
<b>13:30 STADIUM LIFECYCLE</b>		
🕒 13:30	🗨️ Introduction by ESSMA, European Stadium and Safety Management Association	👤 <b>Dimitri Huygen</b> Managing Director ESSMA
📍 Presidents Suite		
🕒 13:40	🗨️ The stadium lifecycle of Aviva Stadium	👤 <b>Martin Murphy</b> Stadium Director Aviva Stadium
📍 Presidents Suite		
🕒 13:55	🗨️ ROI & sustainable investments	👤 <b>Eric Hart</b> Head of Tampa Sports Authority Managing Raymond James Stadium
📍 Presidents Suite		
🕒 14:30	🗨️ Panel discussion on stadium lifecycle	
📍 Presidents Suite		
🕒 14:45	🍷 Coffee break	📍 Atrium

<b>15:15 MATCHDAY OPERATIONS</b>		
🕒 15:15	🗨️ Introduction by ECA, European Club Association	👤 <b>Marc Schmidgall</b> Head of Communications ECA
📍 Presidents Suite		
🕒 15:25	🗨️ Creating a framework for optimal operations	👤 <b>Roger Brosel</b> Head of Content and Programming LaLiga
📍 Presidents Suite		
🕒 15:50	🗨️ Extending the 90 minute experience	👤 <b>Francesco Gianello</b> Head of Stadium Juventus FC
📍 Presidents Suite		
🕒 16:15	🗨️ Panel discussion on matchday operations	
📍 Presidents Suite		
<b>16:30 Coffee break</b>		
		📍 Atrium
<b>17:00 FAN JOURNEY</b>		
🕒 17:00	🗨️ Introduction by EPFL, Association of European Professional Football Leagues	👤 <b>Alberto Colombo</b> Deputy General Secretary EPFL
📍 Presidents Suite		
🕒 17:10	🗨️ How the values of Disney shine through in every aspect at Disneyland Paris	👤 <b>Eric Cosset</b> Director Park Operations Product Integration Disneyland Paris
📍 Presidents Suite		
🕒 17:35	🗨️ Mapping the home to home experience	👤 <b>George Vaughan</b> Senior Project Manager Twickenham Stadium
📍 Presidents Suite		
🕒 18:00	🗨️ Fan experience from a brand perspective	👤 <b>Rory Sheridan</b> Head of Sponsorship, Europe at Diageo (Guinness)
📍 Presidents Suite		
🕒 18:25	🗨️ Ceremony host Summit 2019	📍 Atrium
<b>18:30 Evening cocktail and dinner</b>		
🕒 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

FAN EXPERIENCE & ENGAGEMENT	OPERATIONS & TICKETING	PITCH MANAGEMENT	STADIUM DEVELOPMENT I - TAKEAWAYS & LESSONS LEARNED
<p>👤 <b>ESSMA updates by Dimitri Huygen</b> Managing Director ESSMA</p> <p>👤 <b>Matchday content and activation</b> <b>Julio Tárrega Díez</b> Audiovisual Manager Valencia CF</p>	<p>👤 <b>ESSMA updates by Cyril De Greve</b> Business Intelligence Manager ESSMA</p> <p>👤 <b>CRM and ticketing</b> <b>Tine De Groote</b> Marketing Manager KV Oostende</p> <p>🤝 NEP</p>	<p>👤 <b>ESSMA updates by Gert-Jan Cuypers</b> Account Manager ESSMA</p> <p>👤 <b>Introduction</b> <b>Majella Smyth</b> Head Groundsmanager Aviva Stadium</p> <p>👤 <b>From synthetic to hybrid</b> <b>Ole Myhrvold</b> Facility Manager Norwegian Football Federation</p> <p>🤝 Tarkett Hybrid Grass</p>	<p>👤 <b>ESSMA updates by John Barrow</b> Director ESSMA Services</p> <p>👤 <b>The new Stade du Hameau</b> <b>Sylvain Caliman</b> Deputy Stadium Manager Stade du Hameau</p>
☕ Coffee break	☕ Coffee break	☕ Coffee break	☕ Coffee break
<p>👤 <b>TBC</b></p> <p>🗣️ Panel discussion</p>	<p>👤 <b>A sold-out stadium: rule rather than the exception at Stade Rochelais</b> <b>Pierre Venayre</b> General Director Stade Rochelais</p> <p>🗣️ Panel discussion</p>	<p>👤 <b>Turf development project</b> <b>Yasser Al Mulla</b> Senior Manager Supreme Committee for Delivery &amp; Legacy</p> <p>🗣️ Panel discussion</p>	<p>👤 <b>TBC</b></p> <p>🗣️ Panel discussion</p>

🕒 12:00 - 13:15 🍷 Networking lunch offered by ESSMA 📍 Atrium

🕒 13:30 - 14:45 🚶 **Limited stadium tour pitch managers**  
\*first in, first served  
(limited to 30 and with pre registration)

# DAY 2 - 17 JANUARY 2018

🕒 13:30 STADIUM MANAGEMENT SEMINAR II

FAN EXPERIENCE & HOSPITALITY	SAFETY & SECURITY	SMART AND INNOVATION	STADIUM DEVELOPMENT II - FUTURE TRENDS
<p> <b>Attracting fans to the stadium</b>  <b>Rob Toussaint</b>                      Commercial Director                      Heracles Almelo</p>	<p> <b>Digitalisation &amp; communication: new opportunities</b>  <b>Dirk Piens</b>                      Head of Organisation and Infrastructure                      KAA Gent</p> <p> Genetec</p>	<p> <b>The SMART stadium of Besiktas JK</b>  <b>Umut Kutlu</b>                      Chief Marketing Officer                      Besiktas JK</p> <p> Bosch</p>	<p> <b>Updates on stadium progress WC 2022</b>  <b>Yasser Al Mulla</b>                      Senior Manager                      Supreme Committee for Delivery &amp; Legacy</p>
<p> Coffee break</p>	<p> Coffee break</p>	<p> Coffee break</p>	<p> Coffee break</p>
<p> <b>TBC</b></p> <p> Panel discussion</p>	<p> <b>The principles of crowd safety management</b>  <b>Darren Crossman</b>                      Facilities &amp; Safety Director                      Principality Stadium</p> <p> Panel discussion</p>	<p> <b>TBC</b></p> <p> Panel discussion</p>	<p> <b>Training centre project</b>  <b>Tomasz Zahorski</b>                      Proxy of the Management Board                      Legia Warsaw</p> <p> Panel discussion</p>

🕒 15:15 Open bar with closing speech by ESSMA President John Beattie and handover ESSMA Summit 2019 📍 Atrium

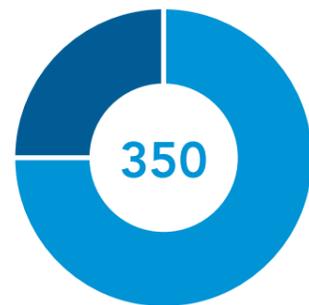
🕒 16:00 Transfers to Clayton Ballsbridge hotel/Dublin airport

🕒 16:00 Aviva stadium **Aviva Stadium in-depth tours**  
*Infrastructure, technology, sustainability, construction, IT/communications*  
*\*first come, first served (limited to 25 per in-depth tour with pre-registration)* 📍 Atrium

🕒 17:30 Transfers to Clayton Ballsbridge hotel/Dublin airport

**ESSMA SUMMIT LYON 2017 - Participants breakdown**

**WHO ATTENDS THE ESSMA SUMMIT?**



**25%**  
Companies & media

**75%**  
Club, stadium, league/FA representatives

**TICKET OVERVIEW**

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

EARLY BIRD	NORMAL TICKET	LAST MINUTE TICKET
Register until 01/12/2017	Register until 05/01/2018	Register until 10/01/2018
Full access to day 1 and 2	Full access to day 1 and 2	Full access to day 1 and 2
Includes lunches and breaks on both days	Includes lunches and breaks on both days	Includes lunches and breaks on both days
Includes networking dinner event on day 1	Includes networking dinner event on day 1	Includes networking dinner event on day 1
Join in-depth stadium tours (limited seats available)	Join in-depth stadium tours (limited seats available)	
<b>€ 375</b>	<b>€ 575</b>	<b>€ 975</b>

**TICKET FOR ESSMA STADIUM AND CORPORATE PARTNERS**

EARLY BIRD	NORMAL TICKET	LAST MINUTE TICKET
Register until 01/12/2017	Register until 05/01/2018	Register until 10/01/2018
Full access to day 1 and 2	Full access to day 1 and 2	Full access to day 1 and 2
Includes lunches and breaks on both days	Includes lunches and breaks on both days	Includes lunches and breaks on both days
Includes networking dinner event on day 1	Includes networking dinner event on day 1	Includes networking dinner event on day 1
Join in-depth stadium tours (limited seats available)	Join in-depth stadium tours (limited seats available)	
<b>€ 750</b>	<b>€ 1250</b>	<b>€ 1450</b>

**GET TICKETS!**

[www.essmasummit.eu/ticket-options](http://www.essmasummit.eu/ticket-options)

**HOSTING VENUE**

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.

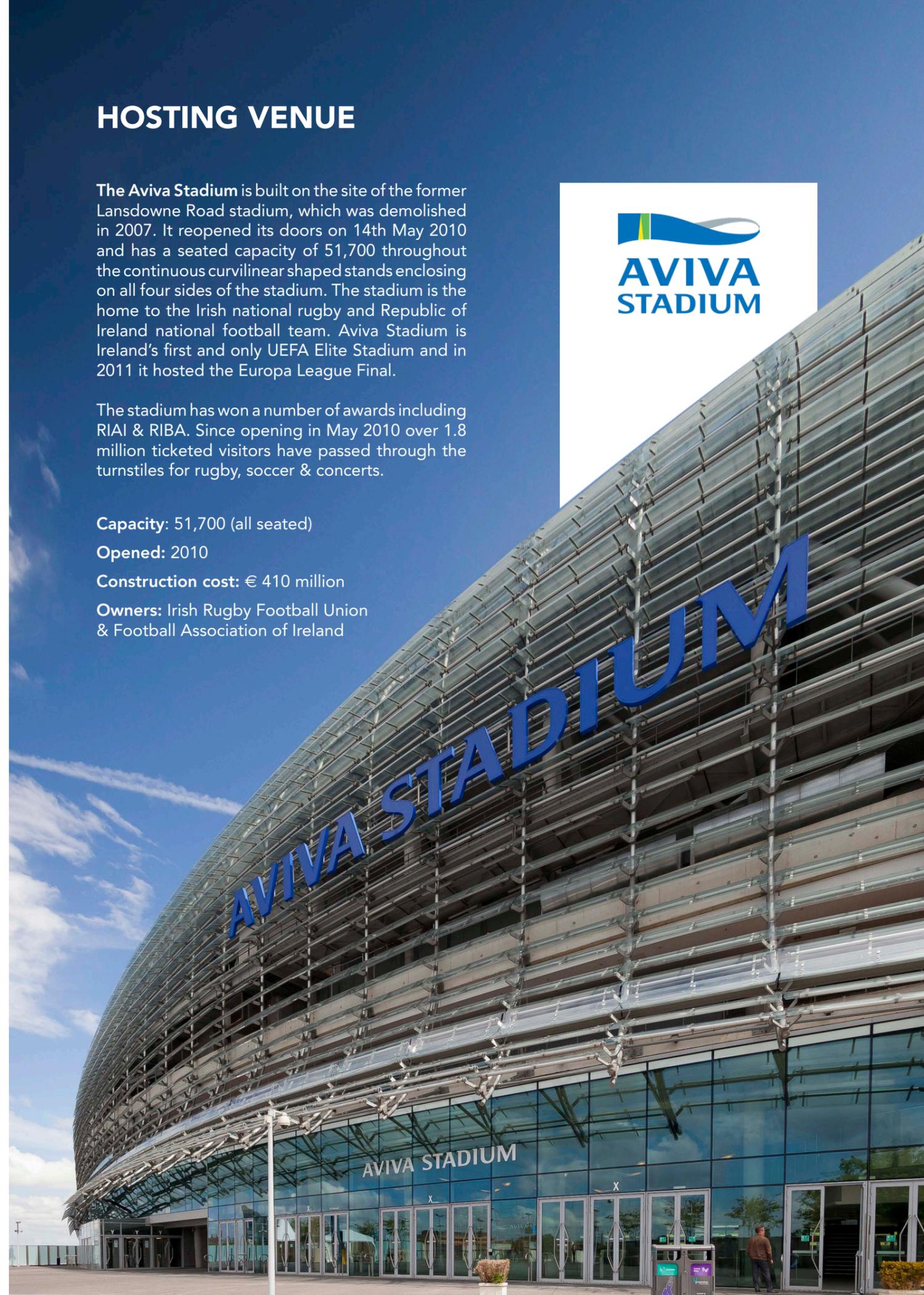
The stadium has won a number of awards including RIAI & RIBA. Since opening in May 2010 over 1.8 million ticketed visitors have passed through the turnstiles for rugby, soccer & concerts.

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

**Opened:** 2010

**Construction cost:** € 410 million

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



# ESSMA SUMMIT LYON 2017 - REVIEW



## ESSMA SUMMIT LYON 2017 IN NUMBERS



**27**  
speakers



**235**  
Club, Stadium, League  
& FA Representatives



**30**  
Countries



**350**  
Participants

# 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**

“ 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

“ 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. ”

**Michele Centenaro**  
General Secretary ECA

We hope to meet  
you in Dublin!



  
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