

STADIUM BUSINESS SUMMIT 2010

SURVIVAL STRATEGIES AND WINNING WAYS

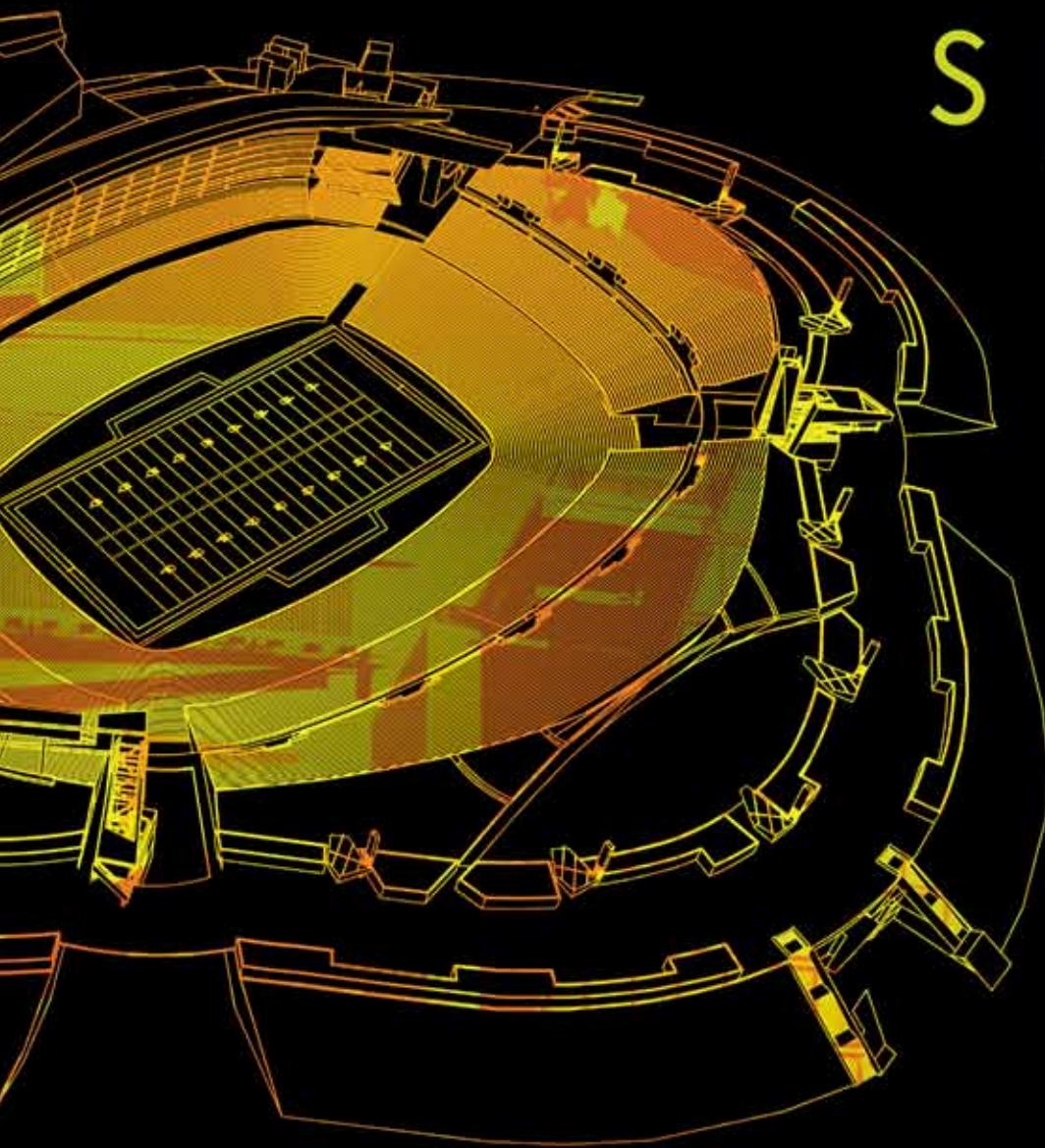
17-18 JUNE 2010 **CROKE PARK, DUBLIN**



**CONFERENCE
PROGRAMME
& EVENT GUIDE**

Aedas

sport

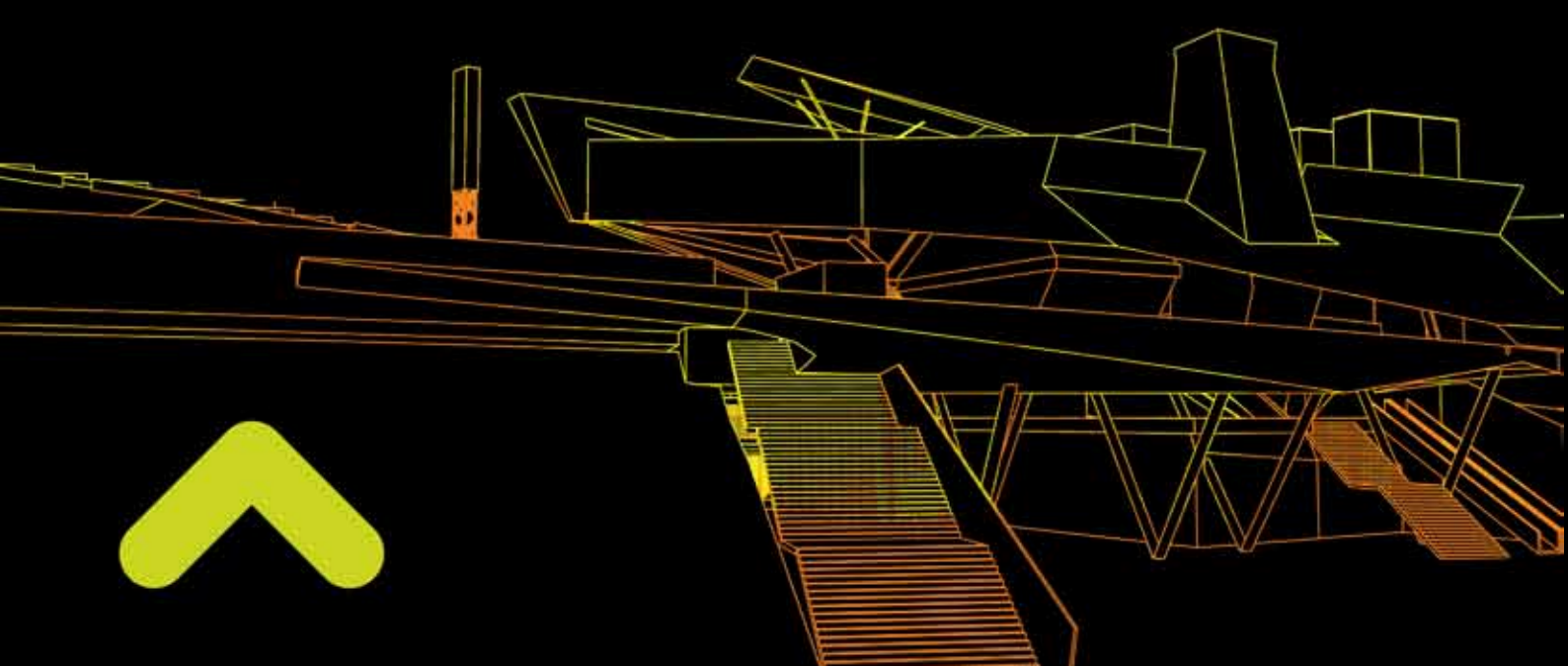


Aedas AMERICAS
t: +1 (310) 314 5200
losangeles@aedas.com

Aedas ASIA
t: +852 2861 1728
hongkong@aedas.com

Aedas EUROPE
t: +39 011 1971 5601
turin@aedas.com

Aedas MIDDLE EAST
t: +971 (4) 3557 233
dubai@aedas.com





Welcome to Stadium Business Summit 2010

I've been working in the sports event and stadium sector for over 20 years. I believe too many conferences – and industry magazines – are dominated by product promotions, supplier-driven content and what I call 'death-by-PowerPoint' presentations. These events invariably fail to deliver great value for their attendees. I felt it was time for a new industry event that focuses on what the stadium professional really needs to know.

Where are the revenues coming from? Can we reduce costs and waste? What does sustainability mean in practice? How do we deliver more events? How do we drive visitor numbers? Are our customers happy?

So – thanks to our guest speakers, experts and industry leaders – we will address these issues over the next two days in Dublin.

It has been a pleasure to work with Peter McKenna, his team at Croke Park and the GAA 'family' in planning this year's meeting. All stadiums are, of course, 'one of a kind' and Croke Park is certainly that – in fact, a very special one.

It may surprise you to know that the Gaelic sport players who attract the sell-out crowds to this stadium are not the mega-earners of pro-sports. They are all amateurs, volunteering their time and energy to represent their local towns and counties. As such, Croke Park must be one of the largest amateur sport facilities in the world – and you have to be here at an All-Ireland Final to really understand the depth of pride and passion that exists for this stadium.

But Croke Park still has to turn a profit – and it is these profits (which, as we will learn, have been very healthy in recent years) that help to finance the ongoing development of Ireland's cherished Gaelic sports. The business model here is different, but the end results the same: Fans into customers. Services into experiences.

We also recognise our industry's achievements with the Stadium Business Awards in association with Guinness. We received nearly 1,000 nominations from all around the world and we thank our Judging Panel for determining the winners. These are the first awards ever to recognise the achievements, creativity and leadership in the stadium, arena and major sports venue sector. And our Awards Night – at the world-famous Guinness Storehouse – promises to be a very special occasion.

We must also thank our sponsors, our events team and Angelina for this year's event. But, above all, our thanks to YOU for joining us at Stadium Business Summit 2010.

Enjoy the craic!

Ian Nuttall
Stadium Business Summit

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



THURSDAY 17 JUNE 2010

08.30 REGISTRATION AND COFFEE
Sponsored by Payment Solution



09.00 Welcome to Stadium Business Summit 2010
Ian Nuttall
Founder, TheStadiumBusiness.com & Board Member, EVMi



Páraic Duffy

09.10 Keynote: "Croke Park – The home of Ireland's sports"
Páraic Duffy
Director General, Gaelic Athletic Association, Ireland

09.30 **Session 1: New Dreams. New Schemes**
A sampling of new stadium projects, each with its own unique challenges:

"An extraordinary stadium – spanning a river – to put Monterrey on the global sports map"

César O. Esparza
CEO, Monterrey International Stadium, Mexico



César O. Esparza

"A Regional Stadium for the World to enjoy"
Colin Sextone
Chief Executive, Bristol City Football Club, UK



Colin Sextone

10.30 COFFEE BREAK
Sponsored by Agilysys



11.00 **Session 2: Driving the Business**
Ideas and innovations from hosting major sports and entertainment events.
Speakers include:

- **Peter McKenna**
Stadium Director, Croke Park, Ireland
- **Patrik Meyer**
CEO, Commerzbank Arena, Germany
- **Glenn Delve**
Group Managing Director, Rose Bowl plc, UK



Peter McKenna



Patrik Meyer

12.30 **Guest Speaker: Dan Meis**, Managing Partner, Aedas Sport, USA



Glenn Delve

12.45 NETWORKING LUNCH
Sponsored by Aedas Sport



14.00 **Session 3: Commercial sense in current conditions**
Survival strategies to boost corporate, retail and sponsorship revenues.

Speakers include:
"Stadium X: Matching the hospitality mix and product offer to the market"

John Dix
Principal, John Dix Consulting Ltd, UK



Dan Meis

"Benchmarking hospitality: Evaluating a stadium's revenue potential"
Ulrik Ruhnau
VP Business Development, SportFive, Germany



John Dix

15.00 COFFEE BREAK
Sponsored by Barco



15.30 **Session 4: Sustainable stadium management**

There is a growing social responsibility argument for adopting environmental best practice and applying sustainable event management strategies. But what are the real benefits? Speakers include:

“AEG’s First Sustainability Report: A landmark, international review of sports and entertainment facilities and sustainable management”

Jennifer Regan

Manager - Sustainability Programs, AEG Administration, USA

“Sustainable events: New ISO standards, global reporting initiatives and major sports venues”

Charlie Banks

Events Manager, Sustainable Events Ltd, UK & Co-Chair, ISO 20121 Committee

“Cúl Green: Croke Park’s award-winning, carbon-neutral programme in action”

Alan Gallagher

Operations Manager, Croke Park, Ireland



Ulrik Ruhnau



Jennifer Regan



Charlie Banks



Alan Gallagher

16.30 **Croke Park: The tour**

‘Behind the scenes’ at Ireland’s largest stadium. The Summit’s unique guided tour with key information points where you can question the Croke Park’s management team directly. The tour finishes in the recently expanded – and award-winning – GAA Museum with new interactive exhibits!

19.00-23.00 **STADIUM BUSINESS AWARDS 2010**



**STADIUM BUSINESS AWARDS 2010
IN ASSOCIATION WITH GUINNESS**

Join us at at the world-famous Guinness Storehouse for the 2010 Stadium Business Awards in association with Guinness.

This informal networking evening commences with a welcome drink in the Gravity Bar, situated at the top of the St. James’s Gate Brewery with panoramic views across the city and Dublin Bay.

We then take our seats for dinner in the Arrol Suite. The Arrol Suite is named after Sir William Arrol, the engineer responsible for the steelwork of London’s Tower Bridge, Scotland’s Forth Bridge and the Guinness Storehouse.

The winners of the 2010 Stadium Business Awards in association with Guinness will be presented at the close of dinner. The evening ends with some Irish music. For those wanting souvenirs, the Guinness Store will be open on departure.

With special thanks to Michael Whelan and Guinness/Diageo for their support of the 2010 awards.



FRIDAY 18 JUNE 2010

09.00 INTRODUCTION TO DAY TWO

09.10 "A new Turf Moor: Combining education and entertainment in stadiums"
Paul Fletcher MBE
CEO, Burnley FC, UK



Paul Fletcher

09.30 **Session 5: Mullin's Marketing Masterclass**

So you think you are doing a good job marketing your venue? Here's food for thought from sports marketing guru **Bernie Mullin**, Principal, Aspire Sports Group, USA. With guest pundits:

- **Chris Overholt**
VP Marketing Partnerships, Miami Dolphins / Sun Life Stadium, USA
- **Neil Stanhope**
Managing Director, Underscore, UK
- **Stuart Robertson**
Group Commercial Director, Rose Bowl plc, UK



Bernie Mullin



Chris Overholt

10.45 COFFEE BREAK
Sponsored by EVMI



11.15 **Session 6: Joined-up thinking**

The dream is an integrated venue with all systems (and people) communicating efficiently. But the reality is very different. How do we join up our revenue streams and activities to maximum benefit? Speakers include:

- **Rupert Adeyemi**
Head of Venue, Middlesbrough FC, UK
- **Daniel Gidney**
CEO, Ricoh Arena, UK
- **Gerry Toms**
General Manager, Millennium Stadium, Wales



Neil Stanhope



Stuart Robertson

12.45 NETWORKING LUNCH
Sponsored by Payment Solution



13.45 **Session 7: "Innovations Showcase"**

The ever-popular, upbeat, post-lunch blend of 'Pop Idol' meets 'Dragon's Den' with ten quick-fire presentations of innovations, opportunities and new ideas for your venue business. Scorecards at the ready please!



Rupert Adeyemi



Daniel Gidney



Gerry Toms



15.00 COFFEE BREAK
Sponsored by TicketService



Alexander Atamanenko

15.30 **Session 8: Operational Lessons and other Tales from the Front Line**
The stadium business is such a glamorous business. Well, isn't it?
With guest speakers:

- **Alexander Atamanenko**
CEO, Donbass Arena, Ukraine
- **Shane Chalmers**
Head, Stadium Management Co., Keepmoat Stadium, UK
- **Bill Enright**
Operations Manager, AVIVA Stadium, Ireland



Shane Chalmers

16.30 CLOSING THOUGHTS: CONFERENCE ROUND-UP

17.30 CLOSING RECEPTION AND TOUR OF AVIVA STADIUM



Bill Enright

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

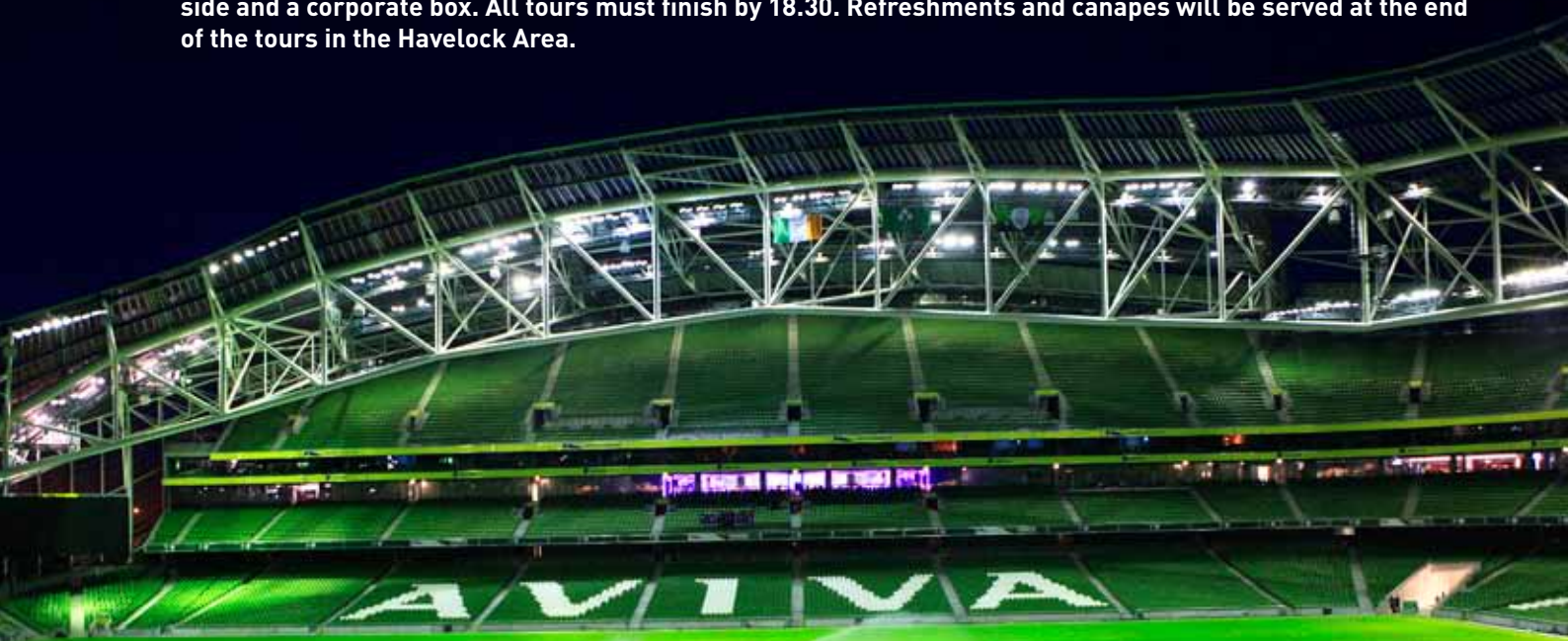
CLOSING RECEPTION & 'BEHIND THE SCENES' TOUR of AVIVA STADIUM

Delegates of Stadium Business Summit 2010 will be among the first visitors to tour Aviva Stadium, the new, 50,000-capacity home of Ireland's national football and rugby teams.

Bringing this year's Summit to a close we are delighted to announce, in partnership with Aviva Stadium Meetings & Events (a division of Compass Group), a unique reception and tour* of this stunning new stadium on Friday 18 June, from 17.30-20.30.

The tours

Delegates should arrive at the Lansdowne Road entrance of Aviva Stadium and proceed to Level 4, The Havelock Area. Tours will take in the VIP Boxes, the Presidents Area, the Changing Rooms, the tunnel, pitch-side and a corporate box. All tours must finish by 18.30. Refreshments and canapés will be served at the end of the tours in the Havelock Area.



How to get there (and back):

Share a 15 minute taxi ride with fellow delegates direct to Aviva Stadium, 62 Lansdowne Road, Dublin 4
Or, from the city centre, take the DART (the city's urban light rail system). The line actually runs under the West stand of the stadium and stops at Lansdowne Road Station itself. www.dart.ie
Or, bus routes 7 and 8, 45 and 84 all serve Aviva Stadium in Ballsbridge from the city center. www.dublinbus.ie

*You must pre-register your place on this tour in advance by emailing angelina@thestadiumbusiness.com (or on-site in Dublin by 13.00, Thursday 17 June). Numbers are strictly limited.

While your team is winning the game, Agilysys helps you win the crowd.

Pre-ordered four vegetarian plates for luxury suite.
Automatically adjust catering inventory.

Halftime starting in four minutes and stadium network has just crashed.
Still serve three times as many customers off-line with easy-to-use POS.

Wants a beer but doesn't want to miss the action.
Use mobile POS to pre-order and bust the queue.

Agilysys..

Agilysys solutions provide you with total control of your food & beverage and retail operations—so you can simplify management, reduce costs and improve revenue stadium-wide. Provide faster, more accurate service in luxury suites and club sections with mobile POS devices. Speed up concession queues and increase sales volumes with easy-to-use POS terminals. Maintain accurate inventory of every concession, bar, restaurant, caterer and merchandise store in real-time during your events. Improve planning with in-depth analytics and superior reporting capabilities. Reduce cash shrinkage through enhanced security, system processes and Stadia industry "best practice" consultancy. It's everything you need to simplify operations and boost your bottom line—only from Agilysys.

Agilysys solutions include:



Find out what Agilysys can do for you.

Call + 44 (0) 1925 401310 or email
hsgsales@agilysys.com | www.agilysys.com/hospitality

Barco LED sports perimeter system

Now with additional
brand-up display

www.barco.com

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

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

BARCO

Visibly yours

www.barco.com



OUR SPEAKERS

Rupert Adeyemi, Head of Venue, Middlesbrough FC



Rupert has been the Head of Venue at Middlesbrough Football Club since 2008. A trip across the Pennines has taken Rupert into Venue management. Disciplines within his jurisdiction include: Public & Hospitality Catering, Car Parking, Security, Cleaning, Grounds and Staff, Sales and Stadium Safety. Prior to his current role, Rupert was the Head of Catering at Manchester United, an operation which managed 76,000 covers on matchday. During his time at Old Trafford, Rupert introduced new corporate entertaining facilities which provided the potential for 10,000 hospitality covers. Rupert has more than 16 years in venue catering, having entered the sector as Head of Catering Services for Arena Developments in 1988. In 1992 he became Commercial Director and Operations Director for the catering subsidiary of Earls Court Olympia. In this role he instigated large scale tendering projects resulting in contract wins for Vodafone and The Brit Awards amongst others. In 2000, Rupert became Operations Director Fixed Sites with London Catering Services. Rupert joined Lindley Catering in 2002 where he led the project to develop City of Manchester stadium, the new home for Manchester City Football Club, a 50,000 seated venue with 2700 hospitality covers. Rupert commenced his career in restaurant industry and worked with a variety of organisations including Pizza Express as Restaurant Manager. His first role upon graduating was with Burger King, where he became the fastest promoted Manager.

Alexander Atamanenko, CEO, Donbass Arena



Alexander Atamanenko acted as operations director of during the construction period of the new FC Shakhtar's home ground, today known as Donbass Arena. During this period Oleksandr was in charge of such projects as: "Design and Implementation of IT infrastructure", "Implementation of Catering Service" and also took part in the project team for the grand opening of Donbass Arena opening. After the "Grand Show" which was on 29th of August 2009 Oleksandr became CEO of Donbass Arena Ltd. Donbass Arena Grand Opening became one of the brightest international events of 2009. It featured all elements of a high-class show involving over 1,000 volunteers to deliver on the mass choreography project and the performance of pop-stars and high-quality music with Grand Show guest star Beyoncé. There were 50000 people including all business elite of Ukraine and honored guests from Europe. Alexander has general management experience and a thorough knowledge of the tourism business and also has experience of project development, launch and operation of a hotel recreation complex with big park zone ("Forest park" in Velikoanadolsky forest, 2003-2008).

Charlie Banks, Events Manager, Sustainable Events Ltd



As the Organise This Events Manager, Charlie has provided events management which is BS8901 compliant, training, consultancy for many organisations including; CBM, Global Reporting Initiative, ENWORKS, IUHPE conference, AVIVA Stadium and Old Trafford Football Ground. Charlie's role also involves being a measurement and benchmarking consultant with clients such as Reed Exhibitions, Google, and Zurich. Currently Charlie has recently completed a research and literature review of the current event sustainability reports and issues facing the industry and is one of the consultants on the Global Reporting Initiative Events Sector Supplement project.

Shane Chalmers, Head, Stadium Management Co., Keepmoat Stadium



Shane is a leisure industry professional with over 20 years experience. His areas of expertise include multi-dimensional venue management, cost reduction strategies, business development and corporate rescues, including Keepmoat Stadium. His experience in managing large scale events include Royal Ascot in York in 2005 – the largest sporting event ever held in the long history of the City of York. His desire and management approach at Keepmoat Stadium over the past 18 months has overseen the business shift from a £2m loss to a profit position. In his tenure Shane's time the stadium has also gone on to win a number of awards. Shane believes when hard times hit, it should be viewed as an opportunity. Shane shares his story and insight into managing the Keepmoat Stadium and "when the business plan was just a dream, and you wake up to reality!"



Glenn Delve, Group Managing Director, Rose Bowl Plc



Glenn Delve, Managing Director since August 2005, is responsible for overseeing the Rose Bowl Plc group. Working with the Chairman, Glenn is tasked with holding the day-to-day activity in tension with the creation of strategic direction and the delivery of strategic vision. Currently, this means he relies heavily on the Executive team dealing with day-to-day functions, freeing him up to spend time on the exciting further development of The Rose Bowl, not only in terms of facilities, but also on the company structure, modus operandi, community involvement and customer experience. At the heart of arguably the most exciting period of Hampshire County Cricket Club's illustrious history is the development of The Rose Bowl into a 25,000-seater stadium. Once completed the cricket ground will be the second largest cricket ground in the country behind Lord's.

John Dix, Principal, John Dix Consulting



John Dix, has been a management consultant for over 20 years and has carried out over 60 stadium and sports venue assignments. These assignments range from stadium feasibility studies and business planning through to operational reviews and revenue maximisation projects. John has a reputation for developing evidence-based, practical solutions in an industry that is often influenced by sentiment and emotion. Providing clients with a clear, logical and rational perspective allows them to make better informed decisions on their stadium or sports venue projects.

Páraic Duffy, Director General, Gaelic Athletic Association (GAA)



Páraic Duffy became the 18th Director General of the Gaelic Athletic Association (GAA) on February 1 2008 having served in a variety of roles within the Association before his eventual elevation to his current position. The Castleblaney native, whose father Michael was also a prominent GAA administrator has served at every level of the Association. A former Principal of St. Macartans College in Monaghan, he served as Chairman of the Monaghan County Board, and chaired many central GAA Committees before his appointment. Currently a member of the Scotstown GAA Club, Paraic's playing club was Castleblaney Faughs, with whom he also gained his first administrative experience in the GAA. He was a selector on the successful Monaghan senior football team from 1983 to 1987 and was the International Rules Tour Manager in Australia in 2001 as well as on two Junior Tours. He has been involved with coaching at underage at all levels and holds a Club Coach Level One Award. Mr Duffy becomes only the fourth man to hold the top administrative post in the GAA since 1929. He is the first Ulster man to be appointed to the position. One of his earliest tasks was to assist overseeing the roll out of The GAA Strategic Vision and Action Plan 2009-2015 and his term is a seven year one.

Bill Enright, Operations Manager, Aviva Stadium



Bill spent the first nineteen years of his career in the Irish Defence Forces retiring as a Captain in 1994 to take up the position of Group Risk Manager with Jurys Hotel Group, an Irish based international hotel group. In 2008 Bill moved to his current position as Operations Manager at Aviva Stadium. Bill holds a Masters of Science Degree in Risk Crisis and Disaster Management from the University of Leicester and a Diploma in Occupational Health and Safety from University College Dublin. Bill also is a graduate of the EVMI Stadium Management training programme.

César Octavio Esparza, Chief Executive Officer, Monterrey International Stadium



César Octavio Esparza has been the leader of the Monterrey International Stadium since the first stages of its planning in 2006. In 1992, he founded Diretec, a company that provides communication & marketing services to universities with a network of more than 350 universities. He remains as Chairman of the Board of Diretec. He is also a partner of Iconos Sustentables (Sustainable Icons) a company that has the vision of renovating the stadiums in the Latin America region. César believes that stadiums play a central role in our society and they should be planned as role models in every aspect. "A stadium is a light that everybody sees; this light should inspire the best within us." He is also involved in several initiatives in the community, focusing on developing entrepreneurs among university students and on projects to generate wealth on the underdevelopment countries. He lives in Monterrey, Mexico with his wife Maria, and their three kids.



Paul Fletcher MBE, Chief Executive, Burnley FC



Following a sixteen-year career as a professional footballer (with over 400 appearances for Bolton Wanderers, Burnley FC and England U23s) Paul Fletcher has now become one of Europe's leading stadium experts – joining a rare breed of ex-professional footballers who have successfully made the transition from 'teamsheet to balance sheet'. His commercial career in Football began at the infamous, Colne Dynamos FC in the late 1980's. At Huddersfield Town he masterminded the award-winning Alfred McAlpine Stadium (voted the RIBA 'Building of the Year' in 1995). In 1996 he then returned to his old club Bolton Wanderers as Chief Executive at the new £40m Reebok Stadium. In 1999 he was invited by the FA to become Commercial Director of the new £500m Wembley National Stadium. After eighteen months, as costs escalated, he controversially walked away from the project commenting that he 'needed to spend more time with his wife and family in the Lancashire sunshine'. Within weeks he took up the position as Chief Executive at the £64m Ricoh Arena in Coventry. On 1st January 2006 he was invited to join the Board of Coventry City FC as Managing Director, leaving in January 2008 to take up a position as Chief Executive at Burnley FC to oversee the new £30m Cricket Field Stand redevelopment. In May 2009 Burnley were promoted into the Barclays Premiership. He still lives with his wife and family in the sun-drenched Rossendale valley in the heart of Lancashire close to Turf Moor Burnley and is an active member of the George Formby Appreciation Society. In the 2007 New Years Honours list he was awarded the MBE for 'Services to Football'.

Alan Gallagher, Operations Manager, Croke Park



Alan Gallagher joined the Croke Park team in 2006 and as Operations Manager is responsible for day to day operations within the stadium. With his team he is responsible for maintaining ISO 14001 certification and overseeing the delivery of Cúl Green (Green Goal) sustainability projects at the stadium working closely with project partners ESB.

Daniel Gidney, CEO, Ricoh Arena



Daniel Gidney, joined the Ricoh Arena as chief executive in October 2006. Daniel has led the business post-mobilisation, enjoying significant growth and taking it from a multi-million loss to just under £3m net. Prioritising the customer journey and developing multiple revenue streams from varying markets has been the focus. The multi-use sports and entertainment centre became the first cashless stadium in the UK in August 2008. Daniel has firmly established Ricoh Arena as a global destination for business, entertainment and sport. Prior to this, he ran Sodexo's Hospitals Division for four years taking the division from a £3m loss to over £3m profit. Prior to joining Sodexo, Daniel spent nearly seven years at Clear Channel (now Live Nation) in varying roles, including head of PFI and Director of Ticketing where, through rationalisation, he saved £500,000 pa and later sold the division to Ticketmaster for £7m. Immediately prior to joining Clear Channel, Daniel managed Hollywood Bowls Ltd in Scotland. Daniel has an MBA from Durham and is a former district councillor for Stratford upon Avon, where at 25 he was the youngest ever to be elected. In addition to his role as CEO of the Ricoh Arena, Daniel is a Non-Executive Director of CVOne Ltd (Coventry's city centre management and destination marketing company); a governor of Foxford College, an Advisory Board member at Coventry University and also the Chairman of the Learning and Skills Council's local employers Board for Coventry and Warwickshire.

Peter McKenna, Stadium Director, Croke Park



Peter McKenna is the Stadium Director of Croke Park. Croke Park is home to Ireland's unique national games of Hurling and Gaelic Football. It also houses the GAA Museum and is the headquarters of the National governing body – the Gaelic Athletic Association. The capacity of the stadium is 82,300 making it Ireland's largest and Europe's fifth largest stadium. Croke Park caters for annual attendances in excess of 1.5m people and was in recent years the "National Stadium" for Ireland as hosted both international rugby and soccer fixtures. In addition to the extensive games programme, Croke Park is one of the Country's leading conference and events locations and has hosted the opening and closing ceremonies of the Special Olympics together with some spectacular concerts including the 2009 U2 360° tour. Peter is a Chemical Engineering graduate from University College Dublin. Prior to joining Croke Park in 2001, Peter held the position of Chief Executive of Smurfit Publications, Smurfit Publishing and Design and iVenus.com. He is a former director of the International Electronic Publishing Research Council (IEPRC) and former director of the Periodical Publishers Association (UK). In addition to his work with the GAA, Peter is Chairman and Director of the Dublin Institute of Technology SU Trading company. Peter is a self-confessed sports fanatic, with a particular interest in backgammon.

THE SHORTLIST

Just under 1,000 nominations from around the world were submitted prior to the 2 April deadline. Spanning 12 categories – from the “Unsung Hero” to the coveted “Venue of the Year” – the shortlisted entries showcase the international expertise of the stadium, arena and major sports venue sector around the world. Congratulations to all our potential winners.

Team Player of the Year, sponsored by EVM

- Philip Johnson, Populous (2012 Olympic Stadium)
- Liz Cooper, Marketing Director, Ricoh Arena, UK
- Semih Usta, Sports Director, Besiktas JK, Turkey

Innovation of the Year, sponsored by Ricoh Arena

- Agilysys CRS at Twickenham Stadium
- SkyView, at the Ericsson Globe, Stockholm/Sweden
- Moving Roof, Centre Court, Wimbledon - AELTC
- DallasCowboysMaps.com
- Payment Solution/JustPay contactless smart cards

The Bulldozer Award

- Withdean Stadium, Brighton, UK
- Fratton Park, Portsmouth, UK
- The Bird's Nest/Beijing Olympic Stadium, China

Sustainability Award

- Croke Park Stadium Cúl Green Initiative
- VANOC - 2010 Olympic and Paralympic Winter Games
- Installation of photovoltaics on Ullevi Stadium, Sweden

Event of the Year

- Opening Ceremony Donbass Arena, Ukraine
- 1st nPower Ashes Test at SWALEC Stadium, Cardiff
- Croke Park's 125th GAA Anniversary Show, Dublin
- Paul McCartney Concert, O2 Arena, London
- Andy Murray at Wimbledon under a closed roof, London

Creativity

- Cowboys Stadium HD Video Board, Texas, USA
- Museo River / River Plate FC, Argentina
- Emirates Stadium banner-wrapping
- Sunderland's Stadium of Light 2009 events calendar
- Ricoh Arena's marketing offers

The Backlash Award

- Wembley Stadium's pitch fiasco
- Durban Stadium's Sky Ride stutter

Matchday Experience, sponsored by Payment Solution

- Keepmoat Stadium, Doncaster, UK
- Grolsch Veste (The Grolsch Fortress), The Netherlands
- Anfield Road (Liverpool FC), UK

Safety Award

- Donbass Arena / intelligent CCTV System
- Croke Park Stadium / training & management
- Arsenal FC/Emirates Stadium / matchday stewarding

Unsung Hero

- Paul Burgess, Grounds Manager, Real Madrid FC, Spain
- Everton FC's "Stadium Department", UK
- Paula Street, Lindley Group Area Manager, UK

Executive of the Year, sponsored by Agilysys

- Glenn Delve, Group MD, Rose Bowl plc, UK
- Patrik Meyer, CEO, Commerzbank Arena, Germany
- Terry Stevens, Stevens & Associates, UK
- Shane Chalmers, Manager, Keepmoat Stadium, UK
- Russ Stanley, Managing VP, Ticket Services & Client Relations, San Francisco Giants, USA

Venue of the Year

- Ricoh Arena, Coventry, UK
- new Espanyol Stadium, Barcelona
- The O2, London
- Twickenham Stadium, London
- Cowboys Stadium, USA
- Donbass Arena, Ukraine

STADIUM BUSINESS AWARDS 2010 IN ASSOCIATION WITH GUINNESS

THANKS TO OUR 2010 JUDGING PANEL

- Michael Bolingbroke, COO, Manchester United FC
- Paul Fletcher MBE, Chief Executive, Burnley FC
- Paul Latham, COO, Int'l Music, Live Nation Entertainment
- Fiona Pelham, MD, Sustainable Events Ltd
- Bernie Mullin, Principal, Aspire Group
- Dan Meis, Managing Partner, Aedas Sport
- Rory Sheridan, Head of Sponsorship, Guinness
- Erik Stover, General Manager, Red Bull NYC
- Ian Nuttall (Chair), TheStadiumBusiness.com / EVM





Dan Meis, FAIA, Managing Design Partner, Aedas Sport



In his 25 year career, Dan Meis, FAIA, Managing Design Partner of Aedas Sport, has helped to redefine an entire segment of the profession. For decades, sports buildings were seen as “technical challenges” focused mainly on getting the maximum number of seats around a given court or field. With a keen understanding of the experience-driven, “see-and-be-seen” culture of Los Angeles, Dan brought a focus and design attitude to this building type that elevated them from structure to experience. His iconic design for Los Angeles’ Staples Center in 1999 instantly became a benchmark in the industry and raised the design bar for every sports building that followed. Dan is currently designing a new NFL Stadium for Los Angeles that utilizes an innovative structural design saving over \$400 million in construction costs and is poised to be the first LEED Gold rated NFL facility. Additional ongoing projects designed by Dan and Aedas Sport include a multipurpose soccer stadium in the Middle East, GOALS Soccer Centers in California, and numerous upgrades for the USTA National Tennis Center in New York. His work has been featured in numerous publications and documentaries on the History and Discovery Channels.

Patrik Meyer, CEO, Commerzbank Arena



Trained as a bank manager, then working as a professional drummer, Patrik Meyer went to the Fachhochschule Koeln to study business administration. After graduating he began working as financial controller for a concert promoter and oversaw tours for The Rolling Stones, Bon Jovi, Tina Turner, Michael Jackson and Luciano Pavarotti. In 1997 he began working for the Koelnarena Management GmbH as director for the financial department, ticketing and controlling, both during the pre-opening and the operating period. Since 1999 he was a project-manager for the planning and operating of leisure facility projects such as stadiums and arenas. In 2003, representing facility management company HSG Technischer Service GmbH, he successfully negotiated to acquire the 15-year operating contract for the new Waldstadion in Frankfurt. Patrik Meyer is now CEO of the operating company for Commerzbank Arena. Meyer teaches Sports Venue Management, is a member of the SMA (Stadium Managers Association) and an expert tutor for EVM. In 2008, he co-founded The Sports Promoters company to provide content, shows and events for stadiums, arenas and major venues.

Dr. Bernie Mullin, Principal, Aspire Sports Group



Dr. Bernie Mullin is the first non-American to hold the position of President of a US Major League Professional team – and he ran two of them at the same time, the NBA’s Atlanta Hawks and the NHL’s Atlanta Thrashers plus the world-class Philips Arena, the fourth most profitable arena in North America.

British-born, Mullin has over thirty years of experience in sports, entertainment and higher education in senior executive roles producing outstanding results. In his career, Bernie Mullin has specialized in start-ups and turnaround environments, where his management teams have led cultural change producing significant attendance and revenue growth plus substantive reduction of expenses and thereby turning operating losses into profits meanwhile driving asset value. Currently, he is the Principal of the Aspire Group, a global management and marketing consulting business that partners with its clients in implementing “Next-Practices” to produce winning brands and strong sales and service cultures, while maximizing revenue enhancement and return on investment. Aspire’s impressive client list includes Allianz; the NHL; Los Angeles Dodgers; Cleveland Indians; Minnesota Wild; Minnesota Timberwolves and many more. Prior to establishing the Aspire Group, Mullin held positions in the NBA, the University of Denver, the Denver Grizzlies, the Colorado Rockies, the Pittsburgh Pirates and was Professor of Sport Management and Marketing, University of Massachusetts (1977-86). Dr. Mullin holds a Ph. D - Business; an MBA; and a M.S. -Marketing from the University of Kansas. He also earned a B.A. Business Studies from Coventry University in England, where he played football (soccer) semi-professionally for Oxford City FC and captained his varsity team to the British University Championship Finals. He also coached Kansas University Men’s Soccer for four years including capturing the Big-8 Conference Championship in 1976. His landmark textbook, “Sport Marketing” is now in its 3rd Edition, published in 10 languages and has sold over 40,000 copies.



Ian Nuttall, Founder, Xperiology/TheStadiumBusiness.com



Ian began his career in the sports events sector over two decades ago, hosting corporate hospitality at F1 Grand Prix motor racing events across Europe. After a career in business journalism, management consulting and economics research, he launched the industry's respected Stadia magazine in 1999 to fill the 'knowledge gap' between the professionalisation (and commercialisation) of sports and that of the facilities that host sporting events. Together with sister title Auditoria, the publications (at their peak) reached over 21,000 venue owners, operators and developers in more than 60 countries. He also launched the well-respected Stadium Revenue Summit in 2004, the Auditoria Executive Summit in 2007 and Stadia Design & Technology exhibition in 2008. After selling his publishing and exhibition interests in 2006, Ian partnered with industry colleagues to establish the Event & Venue Management Institute www.evmi.org – which provides the only fully-accredited Stadium Management training programme in the world – and he continues to serve the Institute today as a course developer, tutor and Board Member. In a private capacity, Ian Nuttall provides strategic advisory and consulting services to select clients in the sports, arts and entertainment sectors. See www.xperiology.com for more details.

Chris Overholt, VP - Corporate Partnerships, Miami Dolphins/Sun Life Stadium



Now in his fourth season with the Miami Dolphins, Chris is responsible for leading the organization's efforts in selling corporate sponsorships as well as overseeing all of the team's radio and television broadcast relationships. Prior to joining the Dolphins, Overholt served as the EVP, Business Operations and Chief Marketing Officer of the Bank Atlantic Center and the Florida Panthers Hockey Club from 2003-05. Previously, he was VP Sales & Service of Maple Leaf Sports & Entertainment Ltd. from 1998-2003 where he was responsible for the marketing and ticket sales planning and execution of Canada's two top professional sports enterprises, the NHL's Toronto Maple Leafs and the NBA's Toronto Raptors. Overholt joined MLSEL from the Toronto Raptors, where he had served as the Director, Corporate Marketing from 1996-98. A 1987 graduate of the University of Western Ontario, Overholt also graduated from the Harvard Business School Executive General Managers Program in 2001.

Jennifer Regan, Manager - Sustainability Programs, AEG Administration, USA



Jennifer Regan is the Manager of Sustainability Programs for AEG, one of the leading sports and entertainment presenters in the world. Jennifer advises company executives on environmental strategy and assists division leaders with integrating sustainable practices into their operations. Her 2010 projects include the launch of AEG's First Annual Sustainability report, the first sustainability report in the live entertainment and sports industry that measures energy, water, waste, hazardous waste, and greenhouse gas emissions for over 20 international sports and live entertainment venues.

Before working at AEG she was a Field Organizer for the Oregon League of Conservation Voters serving Marion County, the home of Oregon's state capitol and Jennifer's Alma Mater. Jennifer received her BA in Politics from Willamette University and maintains her community involvements as an organizer for the Downtown Chapter of Los Angeles Green Drinks, as well as maintaining in active role on the Downtown Los Angeles Neighborhood Council's Sustainability Committee.

Stuart Robertson, Commercial Director, Rose Bowl Plc



Stuart began his career on the Graduate Training Programme of the Milk Marketing Board and after two years moved from food marketing to sports marketing by joining the England & Wales Cricket Board. Stuart stayed at the governing body of cricket for nine years where he was first responsible for the marketing and commercial development of the recreational side of the game with the twin objectives of encouraging more children to take up the sport and converting the millions of participants into fans. Stuart progressed to the position of Marketing Manager from which he was responsible for the creation of Twenty20 Cricket. He commissioned the sport's biggest ever consumer research programme with the specific aims of discovering why audiences were in decline and how to attract new fans to the game. He used this research to support the adoption of the Twenty20 format and lead the development and implementation phases to create the phenomenon that is Twenty20. He then spent two and a half years as Head of Marketing at Warwickshire County Cricket Club before joining The Rose Bowl as Commercial Director in April 2006. His most recent success has been the introduction of a ground-breaking, interest-bearing debenture scheme that has exceeded target by 300%!



Ulrik Ruhnau, VP Business Development, Sportfive



Ulrik Ruhnau is the Vice President Business Development of the international TV and marketing agency Sportfive. He is responsible for stadium development, consulting and for developing new business segments in club marketing. Successful projects that he has led include the planning and development of the HSH Nordbank Arena in Hamburg and the operating and marketing of Commerzbank Arena in Frankfurt. He joined the company in 2001 working in the new business and strategic development department. After graduating from university with a degree in business science he furthered his marketing and business knowledge working for König Brewery, McCain and Beiersdorf. He lives with his wife and two children in Hamburg.

Neil Stanhope, Managing Director, Underscore



Neil has been Managing Director of specialist branding agency Underscore since 1999. He has over 16 years of brand and marketing consultation across leisure, property and retail sectors. Underscore is a London-based specialist branding agency with a big track record in brand, staff and customer engagement across the leisure and retail sectors. Since 1999 the agency has been delivering campaigns that measure the effectiveness of our advice. It's a point of difference that maximises efficiency, builds confidence and prioritises the route to the customer. Underscore's clients include: Millennium Stadium, Swalec Stadium (Glamorgan Cricket), Wolverhampton Wanderers FC, Cadogan, Xperiology, The Stadium Business Summit, Sand Polo and London Polo events.

Gerry Tom, General Manager, Millennium Stadium, Wales



Gerald as a former Chief Superintendent of Police has considerable experience in the planning and delivery of major events. A police commander at the Wales National Stadium and the Millennium Stadium for 10 years he was also responsible for the policing and security of the 1998 European Conference of the Heads of Government of the EU held in Cardiff and the 1999 Rugby World Cup. In 2002 he became a security and crowd safety management consultant and in 2005 joined the Welsh Rugby Union as the Head of Operations at the Millennium Stadium. In 2006 he was appointed as the Stadium Manager and a member of the Executive Board of the Welsh Rugby Union. His wide range of hobbies include sport, shooting and fishing. He has an interest in historic vehicles and is himself the proud owner of a 1952 Bedford RLZH better known to many as the Green Goddess fire engine.



WITH THANKS TO ALL OUR PARTNERS
AND SPONSORS FOR THEIR SUPPORT OF
STADIUM BUSINESS SUMMIT 2010



Xperiology YOUR HOST

Stadium Business Summit 2010 is organised by Xperiology, the event and advisory specialist to the global sports and entertainment sector. For more on our events and services visit our website www.xperiology.com

THE SCIENCE OF EXPERIENCE