THE STADIUM BUSINESS DESIGN & DEVELOPMENT SUMMIT

29-30 NOVEMBER 2022 · MANCHESTER

Your exclusive PROGRAMME PREVIEW

Full details of Speakers / Sessions / Projects / Attendance

GET NETWORKING

LEARN THE LESSONS

BUILD YOUR BUSINESS

INCORPORATING

THE STADIUM BUSINESS
DESIGN & DEVELOPMENT AWARDS

YOU'RE INVITED TO OUR 10th EDITION

Launched in 2012, *TheStadiumBusiness Design & Development Summit* is the world's leading gathering of professionals involved in the design, construction, refurbishment and management of major sports venues.

Our programme is designed to address the specific needs of project teams **delivering the next generation of stadiums, arenas and major sports venue developments**.

This preview gives you a taste of what's on offer and the people you will meet at our 10th edition. We look forward to seeing you in Manchester as we again host 350+ industry leaders who are designing and delivering the future facilities of the global sports and entertainment sector.

Ian, Angelina, Lizzie
& *TheStadiumBusiness* team

PS. Don't miss the England v Wales FIFA WC2022 viewing party – on Tuesday evening!

BOOKING HOTLINE

email direct

+44 (0)1903 741123

Mon-Fri 09.00-17.00 GMT

LiveChat

ABOUT US

TheStadiumBusiness Design & Development Summit 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 TheTicketingBusiness Forum, TheStadiumBusiness.com daily news feed and TheTicketingBusiness.com.

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Who's Coming?

The attendee list is filling up with industry-leading venues, project teams, architects, designers, suppliers, engineers and consultants for our tenth edition. Here's an extract from the **hundreds of delegates already confirmed** to join us:

- CEO, Newcastle United FC
- CEO, Lithuanian National Stadium
- Chief Finance Director, Crystal Palace FC
- CEO, Blackpool FC
- Co-Owner & Vice Chair, Tranmere Rovers
- CEO, Bendac Group
- CEO, AIX Live
- CEO, CLK VENUES
- COO/CFO, OVG International
- CEO, VenuePro
- CEO/Architect, Raumkunst ZT
- CFO, Lancs Cricket
- CFO, CLK VENUES
- Chairman, Nokia Arena [Tampere]
- CCO, Middlesbrough FC
- CCO, Newcastle United FC
- Chief Executive, Lancs Cricket
- Chief Executive Officer, Nokia Arena
- CEO, Deutsche Bank Park
- Chief Investment Officer, PCP Capital
- Chief Operating Officer, Edgbaston Stadium
- Chief Operating Officer, Portview Fit-Out
- Chief Revenue Office, Blackpool FC
- Partner, Buro Happold
- Co-Founder & MD, Bendac Group
- Commercial Director, digiLED
- Commercial Director, Goodwood Group
- Commercial Director, Landways
- Commercial Director, Manchester United FC
- Commercial Director, Tranmere Rovers
- Commercial Director, Cagliari Calcio
- Commercial Director, EngageRM
- Commercial Director Ticketing & Arenas, NEC Group
- Commercial Manager, Tranmere Rovers
- Commercial Manager, Teufelberger Redaelli
- Commercial Partnerships Manager, Lancs Cricket
- Communications & Marketing Director, Populous (Europe)
- Consultant, Henk Markerink
- Consulting Dev Mgr Crystal Palace FC/ Plymouth Argyle, EnTodo
- Consulting Principal, MEIS Architects
- Contracts Director, Portview Fit-Out
- COO, CLK VENUES
- Creative Director, 20|20
- CTO, UK & Europe, PMY Group
- Customer Relations Manager, SFL Group
- Design Director, Thornton Tomasetti
- Design Excellence Director, Ramboll
- Director, KSS
- Director, Ramboll
- Director, M-E Engineers
- Director, BDP Pattern
- Director, BDP Pattern
- Director, Vision Events
- Director, Prometheanix Limited
- Director, Crusaders FC
- Director, Ramboll
- Director, Vanguardia
- Director, Crowd Dynamics
- Director, Hoare Lea
- Director, Keppie Design
- Director, d&b audiotechnik
- Director, Buro Happold
- Director, Momentum Transport Consultancy
- Director, Turner & Townsend
- Director of Finance, Scottish Event Campus
- Director of Operations, Stockport County FC
- Director of Special Projects, YTL Arena
- Director of Venue, FC Copenhagen
- Director UK & EMEA, Signature Systems
- Director- Sustainability, Buro Happold
- Director, Stadia & Venue Solutions, Global Payments / Bleep
- Directors, Hoare Lea
- Divisional Director, Sodexo Live!
- Editor, TheTicketingBusiness.com
- EGM Sales & Marketing EMEA, PMY Group
- Sales Manager, Forum by Nowy Styl
- Estates & Ground Development Director, Marylebone Cricket Club (Lord's)
- Europe & Med Sales Director, VITEC
- EVP Sales, 24/7 Software
- Executive Board Advisor – Commercialisation, Ergo Arena
- Executive Director, Waterloo Minor SC
- Executive Director, KultureCity
- Executive, Design & Construction, Inter Miami CF
- Financial Controller, Lancs Cricket
- Founder - Strategy, Creativity & Innovations Director, Forward Associates
- Founder & CEO, digiLED
- Global Bus DevDirector , Terraplas
- General Manager Architectural Sales, Q-Railing
- Global Project Development Director, BRC Imagination Arts
- Global Sports Sector Director, Buro Happold
- Group Communications Director, Bristol Sport / Ashton Gate Stadium
- Head of Business Development, Bath Rugby Club (Arena 1865)
- Head of Business Development & Marketing, Manchester United FC
- Head of Business Unit Tensostructures, Teufelberger Redaelli
- Head of Commercial, Bristol Rovers FC
- Head of Commercial, Hull KR
- Head of Commercial Ops, Lancs Cricket
- Head of Commercial Partnerships, Marylebone Cricket Club (Lord's)
- Head of Communications, Lancs Cricket
- Head of Communications, Content & Community, Surrey County Cricket Club (The Kia Oval)
- Head of Conference and Event Sales, Lancs Cricket
- Head of Domestic Real Estate Investments, Ilmarinen, Nokia Arena [Tampere]
- Head of Experience, YTL Arena Bristol
- Head of Experience , Bristol Sport / Ashton Gate Stadium
- Head of Facilities, Bristol Rovers FC
- Head of Facilities, Chelsea FC
- Head of Facilities, Stoke City FC
- Head of Facilities, Lancs Cricket
- Head of Facilities Planning, ECB
- Head of Finance, Blackpool FC
- Head of Guest Experience, Lancs Cricket
- Head of Hospitality, Scottish Event Campus
- Head of IT, Chester Race Company
- Head of Marketing, Lancs Cricket
- Head of Premium & Hospitality, AO Arena
- Head of Safety, Fulham FC
- Deputy Safety Manager, Fulham FC
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Check the latest attendance update online here

Projects VIP Guestlist

Each year the *Summit* welcomes VIP delegations from the world's most important stadium, arena and sports facility projects. For 2022, our guestlist includes **representatives from 50+ stadium, arena and venue projects** from around the world. Our confirmed VIPs already include::

- Absheron Olympic Sport Complex – Renovation (Azerbaijan)
- AO Arena – Premium Hospitality Refurb (UK)
- Apollon Limassol FC – New Stadium (Cyprus)
- Bath Rugby Club (Arena 1865) – New Stadium (UK)
- Blackpool FC – Redevelopment (UK)
- Bristol Rovers – New Stadium (UK)
- Bristol Sport – New Arena+Hotel (UK)
- Chelsea FC – Revamp (UK)
- Chester Race Company – Stand Renovation+New Event Space (UK)
- CLK VENUES – New Entertainment Arenas+Venues (Colombia)
- Club Atlético River Plate – Upgrades/Expansion (Argentina)
- Clube Futebol Atlântico – New Stadium (Brazil)
- Crusaders FC – Revamp/Expansion (UK)
- Crystal Palace FC – Expansion (UK)
- ECB – Supporting ECB Project Developments (UK)
- Emirates Old Trafford – New Grandstand+Hotel (UK)
- ERGO Arena – Stage 3 of 4 of Masterplan (Poland)
- Everton FC – New Stadium (UK)
- FC København – Development (Denmark)
- First Direct Arena – Premium Hospitality Refurb (UK)
- Frankfurt Arena – New Arena (Germany)
- Fulham FC – New Stand (UK)
- Gloucester Rugby – New Training Facility (UK)
- Goodwood Group – Redevelopment Projects (UK)
- Hull KR – Many Projects incl West Stand Re-development (UK)
- Inter Miami CF – New Stadium (USA)
- Leicester City FC – Expansion (UK)
- Lithuanian National Stadium – New Stadium (Lithuania)
- Liverpool FC – Expansion / Catering / Kiosks (UK)
- Manchester City FC – Expansion (UK)
- Manchester United FC – Stadium Redevelopment (UK)
- Marylebone Cricket Club (Lord's) – Ongoing Masterplan delivery (UK)
- Mun. de San Pedro Sula – Venue Upgrades (Honduras)
- NEC Group – Developments (UK)
- NEOM Sport – Mega-project/ incl New Stadium (KSA)
- Newcastle United FC – Expansion (UK)
- Nokia Arena – Digital Upgrades (Finland)
- Sale Sharks – Extensive Development (UK)
- Scottish Event Campus – Major Expansion (UK)
- Silverstone Circuit – Masterplan incl Hotels (UK)
- Stockport County FC – Expansion (UK)
- Stoke City FC – Stadium+Training Ground Renovation (UK)
- Tranmere Rovers FC – New Stadium (UK)
- Warwickshire CCC / Edgbaston – Stadium Masterplan Stage 2 (UK)
- Waterloo Minor Soccer Club – Strategic Development (Canada)
- YTL Arena Bristol – New Arena (UK)

Contact us for the latest list of VIP projects

Thanks to our Speakers, Judges & Panellists

Sharing best practice and new ideas to deliver better venues

Mark Donnelly
COO/CFO, International
Oak View Group (OVG)
International

Simon French
Directors
Hoare Lea

Allan Gibson
High Performance Products
North Europ
Kuraray Europe

Ben DaCosta
Co-Founder & Managing Director
Bendac

Tom Mudd
Technical Director
DigiLED

Andy Simons
Director
KSS

Adam Selvey
Design Excellence Director
Ramboll

Jim Saywell
Director- Sustainability
Buro Happold

Oliver Sahm
Application Design - Germany
Electro-Voice

Andy Rigler
Head Of Project Development
EMEA
Pro Media AV Europe

Jakub Rachfalik
Managing Director
Forym by Nowy Styl

Dipesh Patel
Principal and Head of Sport
BDP Pattern

Lisa Knights
Group Communications Director
Bristol Sport / Ashton Gate
Stadium

John McMahon
Contracts Director
Portview Fit-Out

Steve Macey
Director
Buro Happold

Une Jurkstaite
Head of Experience
YTL Arena Bristol

Thanks to our Speakers, Judges & Panellists

Sharing best practice and new ideas to deliver better venues

Alex Weschta
Chief Growth Officer
TankBeer

Kirsty Mitchell
Architectural Project Manager
HOK

Guy Wickett
Consulting Dev Mgr Crystal Palace FC/Plymouth Argyle
Entodo

Rodrigo Pecollo
Infrastructure Manager
Club Atlético River Plate

Rodrigo Alvarez
Leader Project Manager
Club Atlético River Plate

Javier Dávila
Sports Architecture Business Development
IDOM

Patrick Halliwell
Managing Director - Daktronics UK
Daktronics

Michael Parker
Director of Strategic Accounts EMEA
Daktronics (Diversified)

Marko Hurme
Chief Executive Officer
Nokia Arena [Tampere]

Agne Grendele
CEO
Lithuanian National Stadium

Jonathan Gregory
Commercial Director
Goodwood Group

Harald Fux
CEO/Architect
Raumkunst ZT

Robert Ebdon
Assistant Secretary (Estates) to Estates Director
Marylebone Cricket Club (Lord's)

Paul Burns
Executive Director
Waterloo Minor Soccer Club

Hannah Buckley
Senior Facilities and Projects Manager- Womens Pro Game
The FA Group (Wembley Stadium)

Matthew Birchall
Partner Global Sports and Entertainments Sector Director
Buro Happold

Thanks to our Speakers, Judges & Panellists

Sharing best practice and new ideas to deliver better venues

Patrik Meyer
CEO
Deutsche Bank Park

Henk Markerink
Former CEO of the Amsterdam ArenA

William Mannarelli
Independent Consultant
Dipl. -Ing. Architekt

Suzanne Mackrell
Associate Director
Keppie Design

Kirsten Lees
Managing Partner
Grimshaw Global

David Keirle
Chairman
KSS

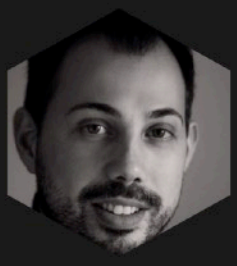
Daniel Gidney
Chief Executive
Lancs Cricket / Emirates Old Trafford

Donna Davidson
Global Project Development Director
BRC Imagination Arts

Nick Anastasiou
Director
Gorilla Carts

Rob Amphlett
UK Sports and Entertainments Sector Leader
Buro Happold

Susan Fink
Senior Vice President
Sodexo Live



Roy Westwood
Founder - Strategy, Creativity & Innovations Director
Forward Associates

Ben Veenbrink
Managing Director
The Stadium Consultancy

Uma Srivastava
COO
KultureCity

Rita Ochoa
Senior Associate Architect
AFL Architects

Andy O'Sullivan
Venue Director
Tottenham Hotspur FC

Thanks to our Speakers, Judges & Panellists

Sharing best practice and new ideas to deliver better venues

Peter Bryan
Partner
TMG Partners

Stephanie Bax
MD of European Operations & SVP
CAA ICON

Nick Addison
Chief Executive Officer
Adelaide Oval SMA

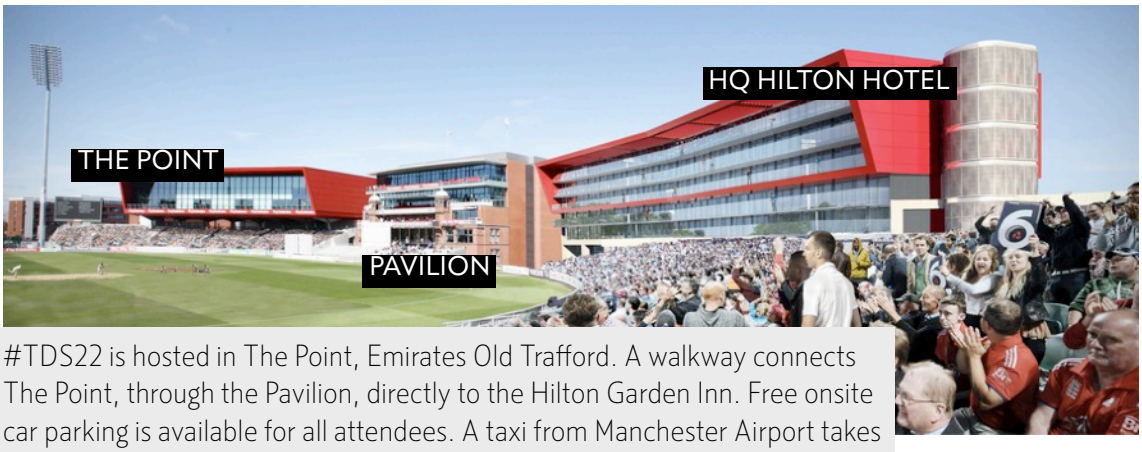
Alain Belsoeur
Head of Stadia Committee
Ligue de Football Professionnel (LFP)

Martin Willis
Director and Global Sports Sector Lead
Ramboll UK

Debbie Power
Associate Director
KSS

Ian Nuttall
Founder & CEO
TheStadiumBusiness

The Venue



#TDS22 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 stadium connects to the city's three key rail stations, with trams every few minutes.

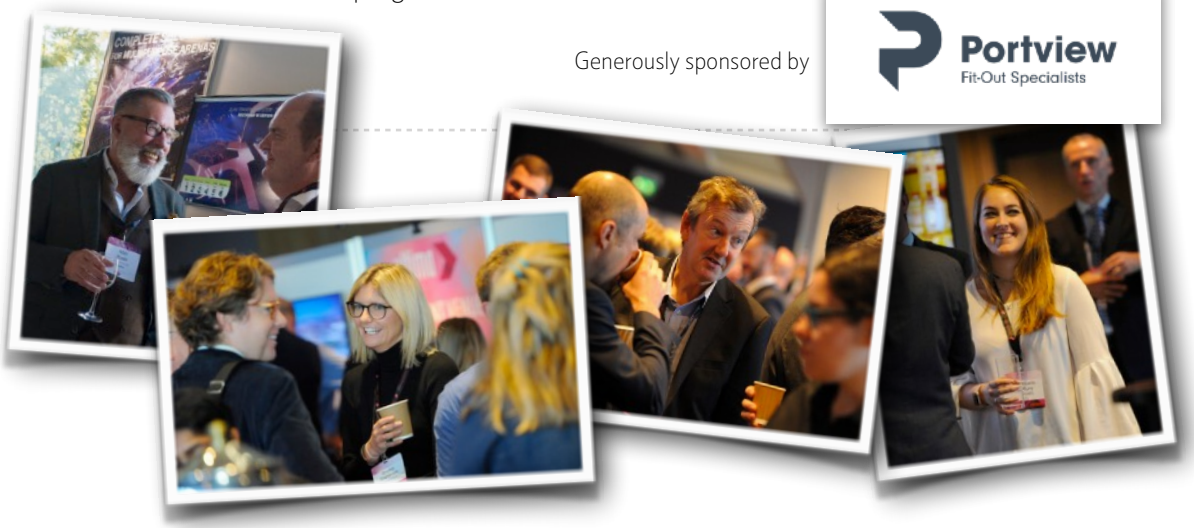
Schedule Monday 28th November

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 the 2022 Summit programme.

Generously sponsored by Portview Fit-Out Specialists



Schedule Tuesday 29th November

from 08.00

REGISTRATION & WELCOME COFFEE

Location: The Marketplace, The Point, Emirates Old Trafford

08.45-09.15

OPENING REMARKS

East Stage

It's been a (remarkable/unforgettable!) few years since we gathered in person for our *Design & Development Summit*. The economic headwinds are blowing against the sector. Rising costs, falls in disposable income, public sector funding shortfalls... there's a lot of friction to new sports and entertainment developments. How is our sector going to weather the anticipated recession? Will sport again prove itself to be recession-proof? Is this the time to invest in infrastructure? The results of the latest *TheStadiumBusiness.com* survey will be shared.

- *Ian Nuttall, Founder, TheStadiumBusiness*

09.15-09.45

THE STATE OF THE ART IN STADIUM CONSTRUCTION

East Stage

Lessons from three continents on how to deliver for people, planet and performance

Covering recent stadiums from the UK, Middle East and Asia, we will provide an honest appraisal of the challenges associated with major stadium delivery, and in particular how we can create environments that deliver the best possible performance – both commercially and environmentally – for new and existing venues. Learning from hard-earned experience on how to get stadiums built, and engineering rich, memorable and sustainable experiences, we welcome:

- *Matthew Birchall, Partner & Global Sports & Entertainment Sector Director, Buro Happold*
- *Rob Amphlett, UK Sports & Entertainment Sector Leader, Buro Happold*

Schedule Tuesday 29th November

09.45-10.15

INNOVATIONS SHOWCASE #1

East Stage

A flurry of new ideas, delivered via the proven pecha kucha quickfire format:

A Fix for Big Screens' Dirty Secret

Advice and insider information on the how, what and why of big screen tech for venues. Are you buying the right kit, in the right way for your venue?

- *Tom Mudd, Technical Director, digiLED*

Looking Beautiful: Inside and Out

Architects and designers have been designing buildings with larger, less-supported glass. We explore the opportunities and challenges for transparent safety glass solutions for stadiums and arenas.

- *Allan Gibson, High Performance Product Manager – North Europe, Kuraray Europe*

Sustainable Stadium Sound

What have loudspeakers got to do with saving the planet? Well, quite a lot. Fitting out a venue with energy-efficient speakers – and energy-smart amplifiers – delivers huge benefits in terms of cost savings and reduced environmental impacts. Always on standby? No more.

- *Oliver Sahm, Application Design, Electro-Voice*

Customer-centric Catering Choices

With the rise in operating costs – and the availability shortfall in hospitality staffing – the adoption of self-serve has accelerated in recent months. Has your venue considered offering automated bar and catering services? Now's the time to rethink your concourse service... and delight your customers.

- *Nick Anastasiou, Director, Gorilla Carts & Kiosks*

Schedule Tuesday 29th November

10.15-10.45

COFFEE BREAK

Generously sponsored by the venue experts at BURO HAPPOLD

10.45-11.10

GOING BEHIND THE SCREENS

West Stage

It's not just a screen manufacturer installing a display and walking away!

For a seamless experience for the fans, the backbone and back-end integration of super systems in a stadium requires not only quality vendors delivering a product but a holistic integrated approach.

- *Patrick Halliwell, Managing Director, Daktronics UK*
- *Michael Parker, Director of Strategic Accounts EMEA, Diversified*

11.15-11.40

PUTTING MUSIC FIRST: CO-OP LIVE

West Stage

One of the most eagerly-anticipated new venues in Europe, Co-op Live marks Oak View Group's debut on the continent. The arena's smart bowl and other design features aim to put both the artist and fan first. We share an insider's account of the project development and delivery status ahead of its scheduled completion in Q4 2023.

- *Stephanie Bax, MD of European Operations & SVP, CAA ICON*

Schedule Tuesday 29th November

10.15-10.45

COFFEE BREAK

Generously sponsored by the venue experts at BURO HAPPOLD

10.45-11.10

AN EYE FOR THE DETAIL

East Stage

Roy Westwood explains how he and his company create premium offerings at some of the world's most remarkable venues. Using Everton's new stadium as a live example, he will show how every detail counts.

- *Roy Westwood, Founder - Strategy, Creativity & Innovations Director, Forward Associates*

Images: Forward Associates

11.15-11.40

THE INFLUENCE OF THE PREMIER LEAGUE

East Stage

As the Premier League celebrates 30 years, Andy Simons investigates its influence across stadia and training centre architecture. After founding KSS the year before the league's launch, Andy provides a contextual and technical review of the advances in design seen during its rise to a global media success, looking beyond the goals, legends and iconic stories to reveal the lasting changes in technical guidance and innovations in player training.

- *Andy Simons, Director, KSS*

Schedule Tuesday 29th November

11.45-12.10

DIVERSIFYING & ACTIVATING

West Stage

Good to go! Bristol Sport's Sporting Quarter

Last month plans for a new 3,626-seat sports and convention centre next to Ashton Gate Stadium were approved by Bristol City Council. The venue will be the new home of Bristol Flyers basketball, with the wider development including a hotel, conference facilities, car parking, retail space, and commercial and residential space. The Sporting Quarter is set to be a catalyst for growth and regeneration in southwest Bristol.

- *Peter Smith, Project and Asset Manager, Bristol Sport*
- *Lisa Knights, Group Communications Director, Bristol Sport*

12.15-12.40

ENHANCING THE FAN JOURNEY

West Stage

Touchpoints and Attention Seeking

Photo by Alvaro Reyes on Unsplash

How do you stand out from the crowd? How do you differentiate your venue experience from others? How do we create positive memories for fans that resonate and drive more attendance? We consider the fan journey with two leading experts. One is currently focused on the live music experience for a new arena. The other draws on years of visitor attraction references.

- *Donna Davidson, Executive Project Director, BRC Imagination Arts*
- *Une Marija Jurkstaite, Head of Experience, YTL Arena Bristol*

Schedule Tuesday 29th November

Photo by Jeffrey F Lin on Unsplash

11.45-12.10 DESIGNING FOR THE FUTURE FAN

East Stage

Let's get beyond restroom ratios!

The rise of the women's game has been one of football's undoubted successes in recent years, culminating in record-breaking attendances across the UEFA Women's EUROS this summer. But, given the resultant demographic shift in attendance profile, are we still designing facilities without the future fan (and player) in mind? We sit down to explore the challenges and future opportunities with:

- *Hannah Buckley, Senior Facilities and Projects Manager - Womens Pro Game, The FA*

12.15-12.55 FOOTBALL IN HOT CLIMATES

East Stage

As the most compact FIFA World Cup™ in history and the first to take place in the Middle East, Qatar 2022 will be a very different experience.

Ahmad Bin Ali is a sophisticated air-cooled stadium. This is a technological achievement but also a legacy benefit for football in the region. Together with a focused community legacy this will bring benefits for many years to come. Your expert guide to one of the showcase stadiums of the tournament:

- *Dipesh Patel, Principal and Head of Sport, BDP Pattern*

Adding further detail to the challenge, one of the engineers behind the project explores how the open oculus stadium will be fully cooled to ensure players and spectators alike are comfortable. The cooling systems will reduce temperatures within the stadium to around 26°C. To make this possible, extensive Computational Fluid Dynamics modelling was undertaken to optimise the façade and roof to ensure the systems maintained the required conditions throughout the day.

- *Simon French, Director, Hoare Lea*

Schedule Tuesday 29th November

13.00-14.30 **LUNCH in *The Marketplace***

14.30-15.20 **PANEL: DIVERSITY IN DESIGN**

West Stage

Diverse project teams delivering better venues

Photo by Christina @ wocintechchat.com on Unsplash / Swansea Arena by AFL Architects

We'll explore how considering different points of view from blended teams through the design process allows us to create inclusive venues. Building teams from various communities, bringing transferable skills and embracing local markets and cultures is critical through design to deliver a successful outcome.

- *Ela Greatorex, Senior Project Manager, Legends*
- *Martin Willis, Director, Buildings, Ramboll*
- *Adam Selvey, Design Excellence Director, Ramboll*
- *Kirsty Mitchell, Architectural Project Manager, HOK*
- *Emmanuel Afolabi, Civil Engineer, Ramboll and Founder & CEO of The Fest Hub*

15.20-16.10 **COFFEE BREAK**

Schedule Tuesday 29th November

13.00-14.30 **LUNCH in *The Marketplace***

14.30-15.20

Panel Sponsor

Portview Fit-Out Specialists

PANEL: INTERIORS – COSTS V EXPECTATIONS

East Stage

Keeping on WOW! as the clock counts down

It's the part of the venue that is most visible, most touched – and often the most (over-)worked! Interior spaces for fans, hospitality, sponsors and players are the last to be completed, when budgets and timescales are reaching their limits. How do you ensure that the finished result is everything you needed (and wanted) without sacrificing on quality and timescales?

We draw on recent examples from a host of stadium and arena projects to share best practice with a range of voices – architect, designer, contractor and operator:

- *Aimee McKenzie*, Venue and Operations Director, Fulham FC*
- *Debbie Power, Associate Director - Interior Design, KSS*
- *Roy Westwood, Founder - Strategy, Creativity & Innovations Director, Forward Associates*
- *John McMahon, Contracts Director, Portview*

Images: Portview/KSS

15.20-16.10 **COFFEE BREAK**

Schedule Tuesday 29th November

16.10-17.00

PANEL: SUSTAINABILITY IN ACTION

East Stage

Sustainability Strategy into action: the challenges of implementation at Co-op Live, Lord's Cricket Ground, and Everton FC

Images L-R: Everton FC, WilkinsonEyre, Co-op Live/OVG

The penultimate session of day one explores common sustainability themes across three diverse organisations – delving into the unique challenges that each of the organisations faces.

We then compare how each organisation – and its related build projects – deal with similar issues, from recyclable cups to wider stakeholder engagement. We welcome insights from:

- *Mark Donnelly, COO/CFO, OVG International*
- *Robert Ebdon, Estates Director, MCC (Lord's)*
- *Aidan Miller, Stadium Development Head of Finance, Everton FC*

Moderating the discussions:

- *Jim Saywell, Director of Sustainability, Buro Happold*
- *Rob Amphlett, UK Sports & Entertainment Leader, Buro Happold*

Schedule Tuesday 29th November

17.00-17.30 WINNING THE BUSINESS

East Stage

From a row of seats... to 350,000 delivered!

We close day one with a remarkable story of amazing projects in an exotic location – and how one business landed not just one stadium contract in Qatar but has equipped six of the stadiums for this year's FIFA World Cup.

Football fans attending games at Al Bayt, Al Rayyan and Al Wakrah stadiums (to name just three) will sit on weather-resistant Abacus seats – produced under a wide-reaching co-operation agreement between a Polish enterprise and local partners. The eye-catching design is from renowned architectural studio Arup. But much more than a simple supply deal, the Qatari wins have established a new manufacturing facility, delivered training and skills programmes and future export capabilities across the region – a real legacy from this year's tournament. Sharing the tale we welcome:

- *Jakub Rachfalik, Manager Director, Forum by Nowy Styl*

17.30-18.30 *#TDA22 Design & Development Awards 2022*

Head over to West Stage at close of conference – see next page for more details

Don't miss the action!

18.30-21.00 THE BIG MATCH! VIEWING PARTY

East Stage

Winners' Party Sponsor

forum by Nowy Styl

England v Wales live from Ahmad Bin Ali Stadium

Celebrate with this year's Awards winners by joining us for big screen action live from Qatar as we transform the East Stage into the perfect viewing experience – flags, beer and hot dogs included (and no sunscreen required).

FIFA WORLD CUP Qatar2022

17.30-18.30

AWARDS PRESENTATION

West Stage

RAISING FUNDS FOR EMERGENCY

Announcing this year's winners..

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 Design & Development Awards 2022.*

The Awards were launched in 2017 to recognise leadership, innovation and achievement in the design, development, construction and refurbishment of major sports and entertainment venues. Nominations were invited from the readership of TheStadiumBusiness.com spanning these six categories:

- INDUSTRY PARTNER
- AV / FAN EXPERIENCE AWARD
- COMMUNITY PROJECT
- INNOVATION AWARD
- INTERIOR & FIT-OUT
- PROJECT OF THE YEAR

Don't miss the action!

View the Finalists here. With thanks to our expert Judging Panel here.

After the Awards we return to our East Stage (Fan Zone!) for our FIFA WC2022™ viewing party for Wales v England live from Ahmad Bin Ali Stadium in Qatar – with party sponsor Forum by NowyStyl.

Schedule Wednesday 30th November

from 08.30

REGISTRATION & WELCOME COFFEE

Location: The Marketplace, The Point, Emirates Old Trafford

09.00-09.15

WELCOME BACK

East Stage

A quick review of the day before and insights into last night's Awards winners.

09.15-10.15

PANEL: SEEKING CERTAINTY

East Stage

In uncertain times how do we best protect the viability and deliverability of our projects?

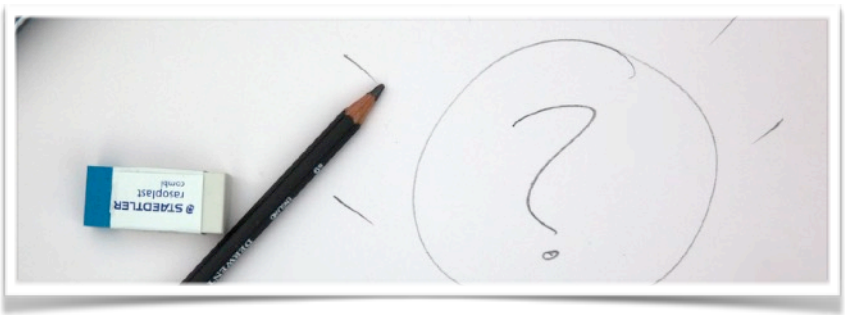


Photo by Mark Fletcher-Brown on Unsplash

Embarking on any major capex project in sports and entertainment is a risky venture at the best of times. We appear to be entering some of the worst of times now... so how do we best protect our projects, reassure our clients, protect from overruns and 'steady the ship' on delivery in turbulent waters? Drawing on their extensive experiences, we welcome:

- *Stephanie Bax, MD of European Operations & SVP, CAA ICON*
- *Ben Veenbrink , Managing Director, The Stadium Consultancy*
- *William Mannarelli, Dipl. -Ing. Architekt, Independent Consultant*
- *Guy Wickett*, Director, EnTodo*

Schedule Wednesday 30th November

10.15-10.45

INNOVATIONS SHOWCASE #2

East Stage

Our second instalment of new ideas – again delivered via the proven pecha kucha quickfire format:

The Future of Stadia in the Digital Age

From the matchday fan experience through to 365 venue use, we will discuss the incorporation of digital into existing and future stadia, the challenges that need to be overcome and how the successful use of digital can boost the commercial reality of our venues.

- *Ben Da Costa, Co-Founder & Managing Director, Bendac*

Audio Systems to Optimise the Value Proposition

When designing a bowl system, we often have three common drivers: safety, audio performance and budget. Budget reduction exercises can often negatively impact on a system's performance. Using a national UK sports stadium as an example, we illustrate how, with the careful engagement of all stakeholders, an optimal outcome can be reached.

- *Andy Rigler, Head Of Project Development, Pro Media AV Europe*

Beer: Handling Operational Complexity

A new approach to beer distribution offers a solution which accurately monitors usage; dramatically reduces loss vs. conventional keg solutions; and does not require CO2 – thereby improving sustainability and reducing costs.

- *Alex Weschta, Chief Growth Officer, Tankbeer UK*

Stepping Ahead on Safety… and Revenues

A new approach to meeting safety requirements and enhancing the visual environment – which also opens a new revenue stream for venues, old and new.

- *Jonathan Hamp, Managing Director, Thermagrip*

Schedule Wednesday 30th November

10.45-11.15 **COFFEE BREAK**

11.15-12.00 **LESSONS: SMALL BUT MIGHTY**

West Stage

Community & Grassroots Stadium Developments

In Belfast, Crusaders FC is aiming to reach UEFA category 3 level (4,500 seats & associated ancillary facilities), as well as development of an Icelandic-style 'Football Dome'. Across the Atlantic, Ontario's Waterloo MSC is starting on its development journey, with the question: refurb old or build new?

Two clubs in two continents bringing creative financing and utilisation to the same development challenges – we pair up two leading goalscorers:

- *Mark Langhammer, Director, Crusaders FC*
- *Paul Burns, Executive Director, The Waterloo Minor Soccer Club*

Schedule Wednesday 30th November

10.45-11.15 **COFFEE BREAK**

11.15-11.30 **LESSONS: NOKIA ARENA**

East Stage

Future-Proofing and Optimisation

How do we deliver a building that is future proof and optimised for flexibility in operations? This session explores the success behind the award-winning Nokia Arena, the 15,000-capacity entertainment facility which opened just over a year ago in Tampere, Finland. We'll share the path to creating an optimal arena organisation, while building a flexible arena ecosystem with partner companies. The emphasis was put on data from the outset – using it to inform all arena operations.

We'll highlight the arena's digital roadmap and detail the technology which supports both the customer journey and operations of the venue.

We wrap this in the key issue of sustainability - with increased pressure from the customers and the event organisers for the venue to 'do more, with less impact'. Lessons from Europe's latest arena courtesy of:

- *Marko Hurme, Chief Executive Officer, Nokia Arena*

Schedule Wednesday 30th November

12.00-12.30

LESSONS: GREEN VENUES

West Stage

The Way to Sustainability in Austrian Venues

Image: Raumkunst ZT

With the opening of the new stadiums in Innsbruck (2000) and Salzburg (2003) the basic need for modern stadiums in Austria was satisfied. These new facilities replaced older structures which were no longer compatible with modern requirements, regulation or market expectations. However, little consideration was given at the time to sustainability aspects.

Then, with the stadium in Klagenfurt – an arena mostly built for the EURO 2008 Championship – the basic needs for a football stadium was satisfied, with early sustainable features incorporated.

Now, the new stadiums and arenas in St. Pölten, Vienna and most recently Linz show much more sustainable aspects and ideas. We take a short journey through the approach to sustainability of the existing and new Austrian stadiums and arenas with local expert:

- *Harald Fux, CEO/Architect, Raumkunst ZT*

12.30-13.30

LUNCH in *The Marketplace*

Schedule Wednesday 30th November

12.00-12.30 PREVIEW: LITHUANIA NATIONAL STADIUM

East Stage

Image: Populous

The development of Lithuania's National Stadium has been through various project iterations but earlier this year the PPP contract came into force, paving the way for delivery of a multi-functional complex anchored by a 15,000-seat stadium, with 15 other sports facilities including an athletics track, six basketball courts, three football training grounds, handball, gymnastics and boxing halls.

The new complex will include a sports museum, cultural and educational centre, and library, as well as a kindergarten, which has been identified as a pressing need for Šeškinė district. Clearing the existing site should take up to four months, with the construction of the new National Stadium to begin afterwards. A deadline of May 2025 has been set for completion.

While the stadium itself will cost up to €40m, the total cost of the multifunctional complex will rise to €100m through its additional elements.

- *Agne Grendele, CEO, Lithuanian National Stadium*
- *Damon Lavelle, Senior Principal, Populous*

12.30-13.30 LUNCH in *The Marketplace*

Schedule Wednesday 30th November

13.30-14.00

LESSONS: MÁS MONUMENTAL

East Stage

Image: IDOM/CARP

Sustainable Transformation of a South American Icon

The renovation of the Más Monumental is an ongoing and unprecedented transformational project for an iconic South American stadium.

In recent years, Club Atlético River Plate has been accomplishing one of its most challenging goals: to elevate the Monumental to the highest international standards, meeting the technical and professional requirements to position it as one of the best venues in South America. With design stages spanning 2018 to 2021, and construction work split across several phases to ensure continued use of the stadium for both matches and events, the project is currently facing its last construction stage, which will culminate in a completely renovated stadium in about one year's time.

Join this presentation to understand the key aspects of this transformation and the lessons to be learned from this project, which will become a reference for sustainable transformation initiatives in years to come.

- *Rodrigo Pecollo, Infrastructure Manager, Club Atlético River Plate*
- *Rodrigo Alvarez, Leader Project Manager, Club Atlético River Plate*
- *Diego Rodriguez, Senior Sports Architect, IDOM*
- *Javier Dávila, Sports Architecture Business Development, IDOM*

Schedule Wednesday 30th November

14.00-14.30 CLOSING KEYNOTE: ARENA THINKING

East Stage

The Johan Cruijff ArenA: Still Ahead of its Time

When it opened in 1996, Amsterdam ArenA raised the bar for stadium financing, design and operations – heralding a new era in commercial venue operations across the European continent. Seeing the project from concept to completion (as an architect) and then leading the stadium through decades of operation, we welcome back to *TheStadiumBusiness* stage the arena's former CEO to share the highlights and lessons in launching the world's most advanced venue – and the process behind keeping it current and viable over the years. We sit down with:

- *Henk Markerink, Chairman, Sportstad Heerenveen & Former CEO, The Johan Cruijff ArenA*

14.30-15.00 CLOSING THOUGHTS, PRIZES & BIRTHDAY CAKE!

15.00 CLOSE of *#TDS22 Conference & Marketplace*

Sponsors & Partners

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 showcase what they do on our Plug'n'Play demo pods. Featuring product demons... interaction and open deba... hosts all our coffee, lunch a... breaks. It really is the best place on the planet to grow your stadium business!

Delegate Info

Destination Manchester

After its success as our host city in 2017, *The Design & Development Summit* heads back to Manchester for 2022. 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.

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

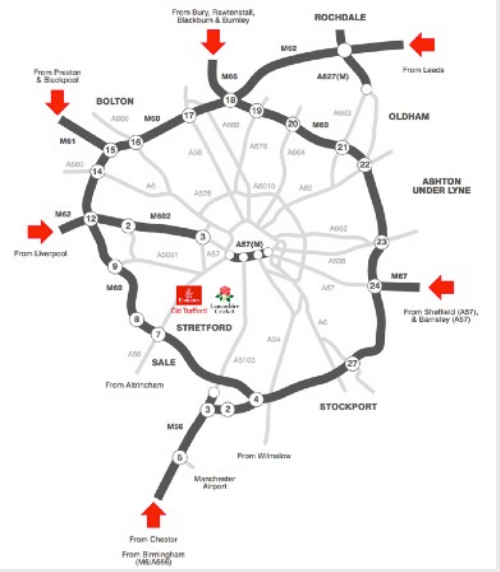
Manchester is well-connected to the rest of the UK via excellent motorway links.

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.

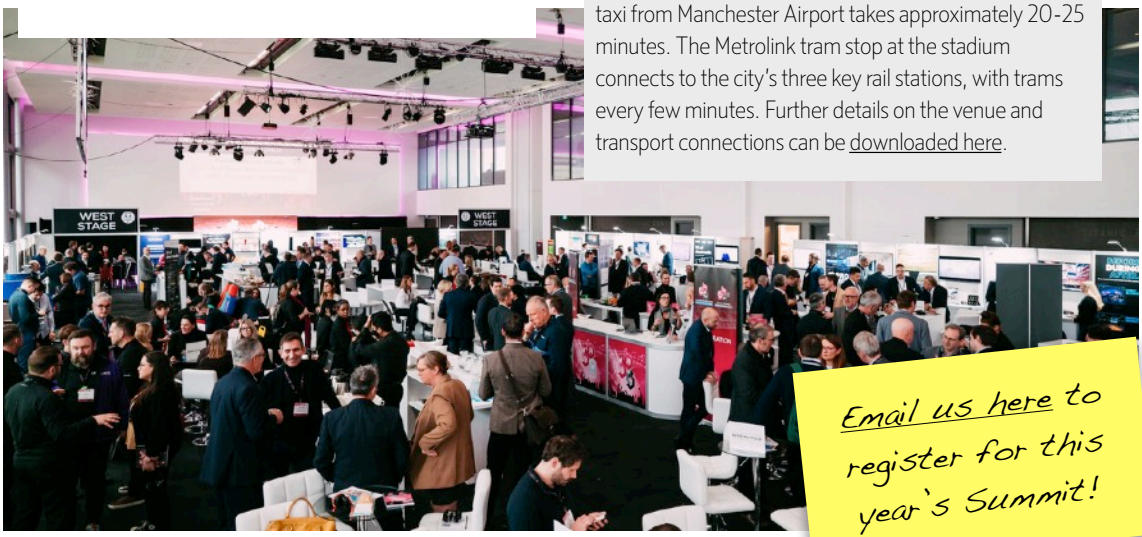
Host Venue



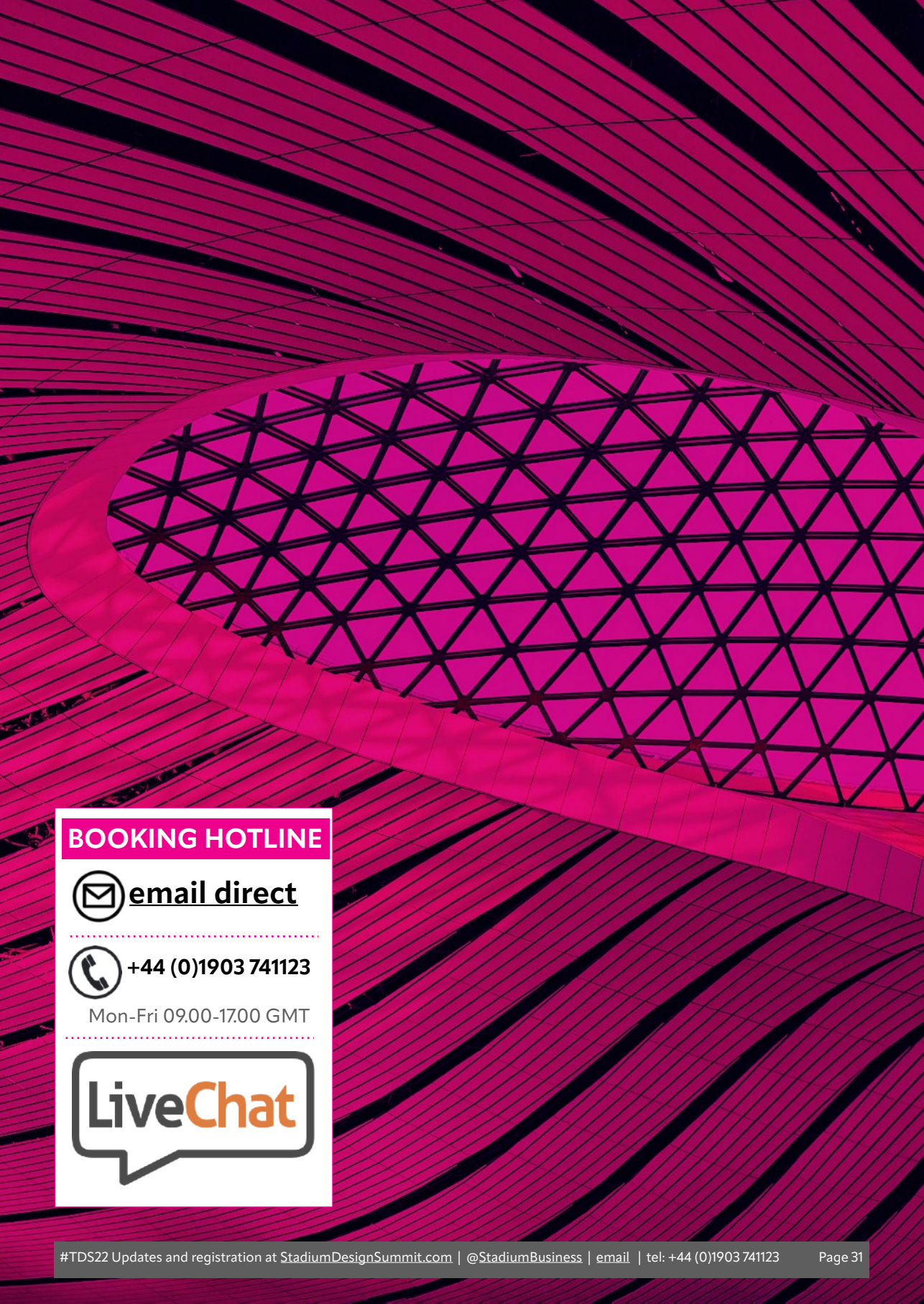
The 2022 *Summit* and *Awards* are hosted at Emirates Old Trafford – the world-famous home of Lancs Cricket.

With over 3,600m² 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.



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



BOOKING HOTLINE

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