

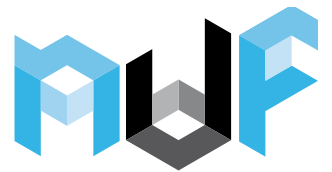


NORDIC VENUE FORUM 2010

DELIVERING A NEW ERA IN SPORTS,
LEISURE AND ENTERTAINMENT

16-17 MARCH 2010

Sheraton Stockholm, Sweden



STADIA • ARENA • SPORTS FACILITIES

**REGISTER ONLINE AT
WWW.NORDICVENUEFORUM.COM**

**UPDATED CONFERENCE
PREVIEW**
FULL DETAILS INSIDE...

NORDIC VENUE FORUM 2010

COMMERCIAL SURVIVAL COMMUNITY GAIN

THE INTERNATIONAL CONFERENCE PROGRAMME OF NORDIC VENUE FORUM 2010 HAS BEEN DESIGNED TO ADDRESS THE SPECIFIC ISSUES OF SPORTS VENUE DEVELOPMENT AND OPERATION IN THE NORDIC REGION

THEMES & TOPICS

- Why are you building your new venue?
What are the major trends and directions in the global, international, national and regional markets?
- Is your event calendar realistic?
Do you have sufficient content to finance your new stadium or arena?
How to generate new content?
- Dealing with promoters and guest event organisers. How does your customer experience measure up?
- Identifying the potential conflicts between different users: Professional vs. amateur sports vs. city hall politics and wider community goals.
- Business planning and the relative importance of different revenue streams. What are the main operating costs?
- Technology and new innovations to drive the events and entertainment business.

DELEGATE PROFILE

- Owners, operators and investors in sports stadia, arenas, leisure complexes and entertainment facilities.
- City Councils/Municipalities/
Regional Agencies (mayors, economic development, sports/ recreation/ leisure, & tourism departments).
- Sports Federations, Sports Clubs (professional and amateur), governing bodies, sports event bid committees, sports tourism officials etc.
- Real estate owners/developers.
- Architects/engineers/constructors.
- Financial institutions/banks/ development bodies.
- Consultants/Lawyers.
- Product & service suppliers to the sports and entertainment venue sector.

RESERVE YOUR SEAT AT THE **NORDIC VENUE FORUM 2010
WWW.NORDICVENUEFORUM.COM**



OVERVIEW

Nordic Venue Forum 2010 is a conference, workshop and networking event dedicated to the lessons, challenges and solutions relating to the sports and entertainment venue sector in the Nordic region.

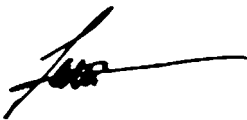
In Sweden an estimated €1.2bn has been spent on sports and leisure infrastructure in the last five years – from large capacity, world-class stadiums and arenas through to small scale municipal sports halls.

More than Dkr1.2 billion of public money has been spent on new facilities for Denmark's elite football and handball clubs.

There is no apparent end in sight but are these investments realistic, customer-oriented or even sustainable?

How do we create a successful business model for today's major sports and entertainment venues based on commercial goals and community gains?

We invite you to join us in Stockholm from 16-17 March 2010 to address these key issues during two days of discussions, debate and delights that will change your venue ideas forever.



Ian Nuttall

Chair, Nordic Venue Forum 2010

PS. Latest programme details and online booking at www.nordicvenueforum.com



DAY 1: TUESDAY 16 MARCH 2010

08.00 **Registration opens**

08.30 **Coffee & networking**

09.00 **Welcome to Nordic Venue Forum 2010**
 "Commercial realities & community gains"
Ian Nuttall

CEO, Xperiology & Co-Founder, Event & Venue Management Institute (EVMI)

SPEAKERS:



IAN NUTTALL

Keynote

"Delivering a new era in sports, leisure and entertainment"

Bob Newman

Chief Operating Officer, AEG Facilities, USA

09.30 **Session 1: New venues. New challenges**
 "The new Stockholm Arena multi-purpose venue"

Ninna Engberg

Managing Director, Stockholm Globe Arenas, Sweden

"Introducing the new national stadium of Sweden"

Christian Alexandersson

CEO, Swedbank Arena, Sweden



NINNA ENGBERG

10.30 **Coffee break**
 Sponsored by Daktronics



11.00 **Session 2: Ideas from others – the UK experience**

SPEAKERS INCLUDE:

"Stadia working for the community"

Graham Farrant

CEO, pmogenesis

"Innovative product development and creative marketing:
 The key to commercial success in sporting venues"

Terry Stevens

Principal, Stevens & Associates

"Balancing community and commercial usage"

Geoff Huckstep

Chief Executive, National Ice Centre and TrentFM Arena (Nottingham)



GRAHAM FARRANT



TERRY STEVENS



GEOFF HUCKSTEP

12.30 **Networking lunch**
 Sponsored by SBA



14.00 **Session 3: Lessons in commercial realities**

SPEAKERS INCLUDE:

Jarmo Koskinen*

Commercial Director, Finnish Ice Hockey League, Finland

Einar Schultz*

CEO, Telenor Arena, Norway

Per Welinder

Director, Swedbank Stadion / Malmö FF, Sweden

15.30 **Coffee break**
 Sponsored by TicketService International



16.00 **Session 4: A balancing act in Denmark!**

Getting the right mix between amateur and professional needs, with commercial and community goals

PANELLISTS INCLUDE:

Peter Kjaergård

CEO, Atletion/Århus Elite

Jakob Sander

CEO, Vejen Idrætscenter

Brian Mollerup

Director, Copenhagen Multiarena

MODERATOR:

Henrik Brandt

Director, Idan (Danish Institute of Sports Studies)



PETER KJAERGÅRD



JAKOB SANDER



HENRIK BRANDT

17.00 **Review of the day**
Coach transfer to "Globen City" at 17.15

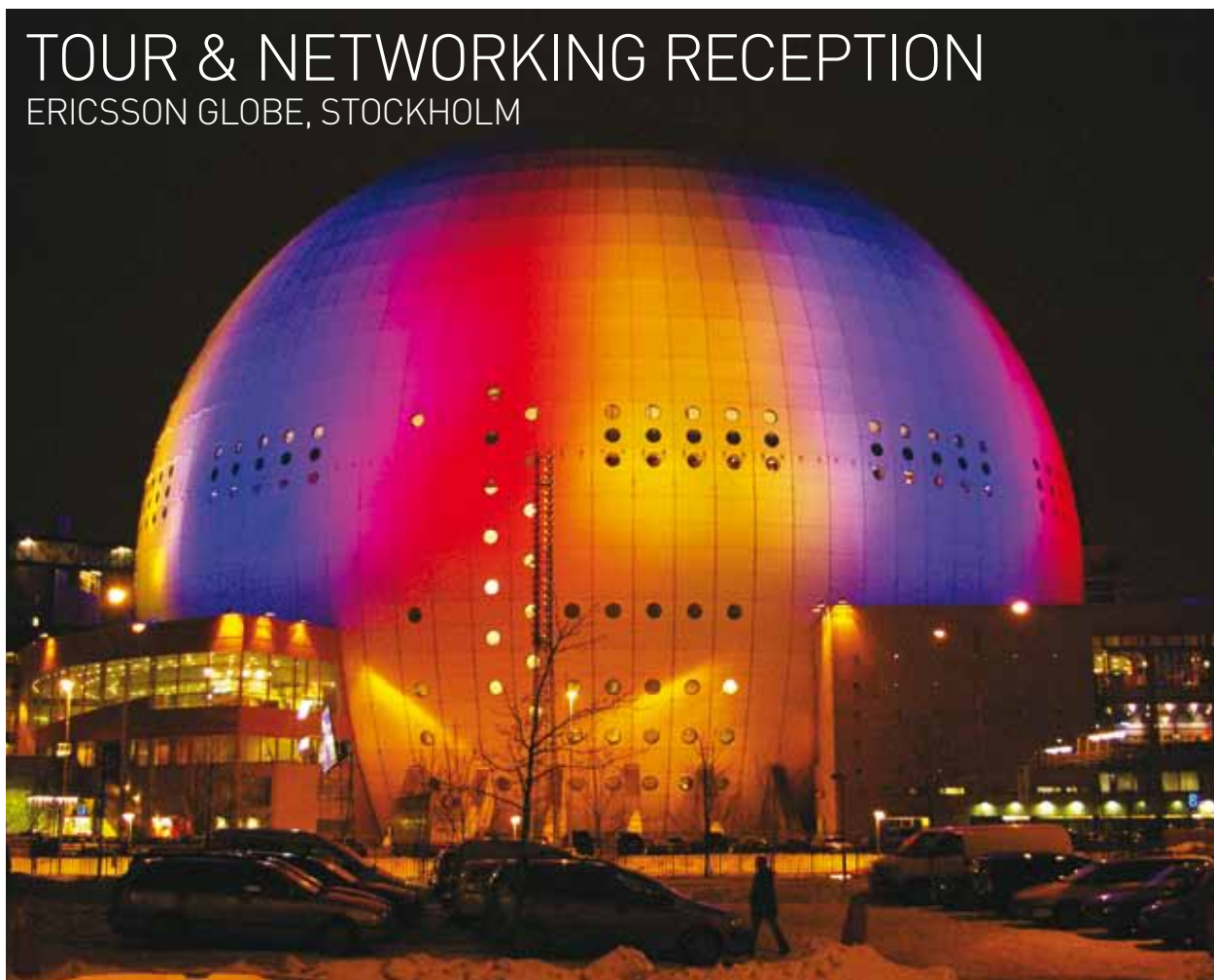
17.45 **Guided Tour of Ericsson Globe**
Go "behinds the scenes" at Ericsson Globe

19.00 **Nordic Venue Forum networking reception**
Hosted by AEG Facilities/Globe Arenas.
Coach return to Sheraton Stockholm at 21.00



TOUR & NETWORKING RECEPTION

ERICSSON GLOBE, STOCKHOLM



The first day of Nordic Venue Forum closes with a behind-the-scenes tour of Stockholm's famous Ericsson Globe, one of four venues operated by Stockholm Globe Arenas.

After riding the new "Skyview ride" – which rises 130m over the exterior of the famous dome – delegates will be welcomed to an informal networking reception, hosted by AEG Facilities – the world's leading sports and entertainment facility operator.



DAY2: WEDNESDAY 17 MARCH 201008.30 **Coffee & networking**09.10 **Keynote: The reality in the arena**

"What I learnt from developing new venues!"

Mika Sulin

Chairman, Sport & Live Vision Ltd, Finland

SPEAKERS:



MIKA SULIN

09.30

Session 5: Events, content, audiences & customers

"The art (and science) of event creation: How to host more events"

Patrik Meyer

CEO, Commerzbank Arena (Frankfurt) & CEO, The Sports Promoters GmbH, Germany

"Marketing an interactive stadium experience"

Chris Overholt

VP Corporate Partnerships & Broadcasting, NFL Miami Dolphins/Sun Life Stadium, USA

"When the business plan was just a dream and you wake up to reality: Turning around a loss-making stadium"

Shane Chalmers

General Manager, Keepmoat Stadium, Doncaster, UK



PATRIK MEYER



CHRIS OVERHOLT



SHANE CHALMERS

10.45

Coffee break

Sponsored by EVMI



11.15

Session 6: Operations & customer service

"Yes you can outsource, receive more guests and still keep control!"

Daniel Gidney

CEO, Ricoh Arena, UK

"Making an impact with innovative technology: The Arenovation project"

Bernt Ericson

Project Manager, Arenovation/Innovation Impact, Sweden



DANIEL GIDNEY

12.45

Networking lunch

Sponsored by Payment Solution



13.45

Session 7:

"The NVF innovations showcase"

Scorecards at the ready please! A blend of 'Pop Idol' meets 'Dragon's Den' with ten 'quickfire' presentations of innovations, opportunities and ideas for your venue business.

Hosted by Ian Nuttall

15.00

Guest speaker

"An eco-friendly sports arena: Does a carbon footprint provide the answers?"

Karoliina Rajakallio

Head of Green Building and Sustainability Consulting, Pöyry, Finland



KAROLIINA RAJAKALLIO

15.30

Coffee break

16.00

Panel discussion: The Big Debate

16.45

Closing thoughts

17.00

End of conference

Join us at Stadium Business Summit 2010 in Dublin...

*Invited/to be confirmed. Programme subject to change without notice

DELEGATE INFORMATION



THE VENUE

Nordic Venue Forum 2010 will be held in the recently-renovated 5* Sheraton Stockholm.

Tegelbacken 6
Box 195 10123 Stockholm
Sweden - 08-412 34 00
www.sheratonstockholm.com

HOTEL RESERVATIONS

Xperiology in conjunction with Horizon Resourcing – the event's official hotel booking agency – have secured rooms at a discounted rate at the Sheraton Stockholm. Full details are available on the event web site at www.nordicvenueforum.com

TRAVEL

Air: The airport is located 6 km (4 miles) from the city centre. Taxis are available directly outside all terminals at Stockholm-Arlanda Airport. Most taxi companies offer a fixed price – if you want to know what the journey will cost, ask about the price in advance.

Train: The Arlanda Express is the fastest way of travelling between Arlanda Airport and the central Stockholm. The travel time is 20 minutes.

FURTHER INFORMATION

Book online now and we'll be in touch to help with your hotel and accommodation arrangements.

Any questions? Please telephone Angelina Tennino, conference director on tel: +44 208 133 5226 or email angelina@nordicvenueforum.com



YOUR HOST

Nordic Venue Forum 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

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