



NORDIC VENUE FORUM 2011

“TRANSFORMING VENUES INTO ATTRACTIONS
AND FANS INTO CUSTOMERS”

4-6 APRIL 2011

CROWNE PLAZA COPENHAGEN TOWERS



**CONFERENCE
PROGRAMME**

NORDIC VENUE FORUM 2011

THE INTERNATIONAL CONFERENCE PROGRAMME HAS BEEN DESIGNED TO ADDRESS THE SPECIFIC ISSUES OF VENUE DEVELOPMENT AND OPERATION FOR SPORTS, PERFORMANCE, ARTS, CULTURE AND ENTERTAINMENT VENUES THROUGHOUT THE NORDIC REGION

THEMES

Presentations and panel discussions will address the following topics in detail:

- Revenue generation, ticketing, sales and marketing;
- Trends in consumer behaviour and the leisure sector;
- Architecture and design;
- City financing deals, real estate and planning;
- Cross-fertilisation of ideas across venue/event types and market;
- Events, content and promoters;
- Technology and new innovations to drive the events and entertainment business.

DELEGATE PROFILE

- Owners, operators and investors in sports stadia, arenas, performing arts spaces, visitor attractions, concert halls, leisure complexes and entertainment facilities;
- City Council/Municipalities/Regional Agencies (mayors, economic development, sports/recreation/leisure, arts/culture and tourism departments);
- Sports Federations, Sports Clubs (professional and amateur), governing bodies, sports event bid committees, sports tourism officials etc;
- National and regional arts bodies/ Culture and Tourism Councils;
- Events/Sponsors/Rightsholders;
- Real estate owners/developers;
- Architects/engineers/constructors;
- Financial institutions/banks and development agencies;
- Consultants/Lawyers;
- Product and service suppliers to the sports, performance, leisure and entertainment venue sector.

“Many thanks for the opportunity to support the Nordic Venue Forum in Stockholm. It was a great mix.

The industry needs events like these - well done for launching it“

**Bob Newman, Chief Operating Officer,
AEG Facilities, USA**





WELCOME

Thank you for joining us in Copenhagen.

Nordic Venue Forum is a conference, workshop and networking event dedicated to the experiences, challenges and best-practice of the sports, arts, cultural and entertainment venue sector across the Nordic region.

- How do we deliver brand-driven entertainment experiences?
- How do we fill those empty calendar dates?
- How do we ensure our guests have a great venue experience every time?
- Can we re-invent the traditional Box Office to be the venue's key business-driving asset?

Can we transform venues into attractions? And fans into customers?

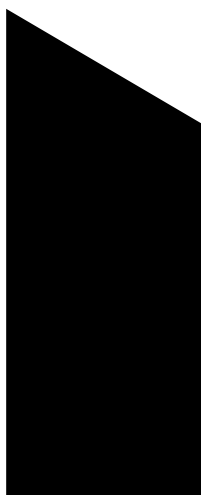
We will explore these questions – and many more – in public (and in private) over the next two days. We hope you enjoy the debate!

A handwritten signature in black ink, appearing to read 'Ian Nuttall', with a long horizontal stroke extending to the right.

Ian Nuttall

Chair, Nordic Venue Forum 2011

www.nordicvenueforum.com





Sponsors the Nordic Venue Forum



Contact Brian Kabatznick at bkabatznick@aegworldwide.com

TOUR AND WELCOME RECEPTION KONCERTHUSET COPENHAGEN



DAY 0: Monday 4 April 2011

- 18.30** Meet in lobby for transfer to Koncerthuset.
- Tour and Welcome Reception: Koncerthuset.**
- 19.00** Welcome address by Leif Lønsmann, Director of Music, Koncerthuset, Denmark.
- Tour with the Koncerthuset experts, followed by drinks reception.
- 21.00** Reception ends/return to hotel.

DAY 1: Tuesday 5 April 2011

08.30 Registration & Networking
Sponsored by MDT-tex

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09.00 **Welcome to Nordic Venue Forum 2011**

- **Ian Nuttall**
CEO, Xperiology, UK

09.15 **Session 1: The Big Picture**

What are the key factors and major trends that are affecting the sports, entertainment and culture sector in the region? Speakers include:

- **Thomas Christensen**
CEO, Odense Sport & Event, Denmark
- **Nick Reynolds**
Senior Principal, Populous, UK

10.15 **Guest Speaker: A new vision for sports entertainment in Denmark**

The traditional Nordic structure of sports club businesses has its limitations. There are new ways to deliver great sports entertainment to new audiences.

- **Jesper Nielsen**
Owner, AG København, Denmark

10.45 Coffee & Networking
Sponsored by DAKTRONICS

DAKTRONICS

11.15 **Session 2: Brand-driven entertainment experiences**

Sponsorship trends. Activation ideas. And the increasing involvement (and expectation) of sponsor brands in the sports, culture, arts and entertainment sector. Speakers include:

- **Paul Samuels**
Executive Director - Sponsorships, AEG Global Partnerships, UK
- **Rosita Wolfe**
Head of Marketing & Communications, National Concert Hall, Ireland

12.10 **Guest Speaker: 'Creating spectacular entertainment experiences' in Sweden**

Stockholm Globe Arenas has an important task in ensuring Stockholm remains a world-class tourist and event city. The group's events complex centred on the Ericsson Globe and three other venues in Scandinavia's largest facility of its kind, hosting more than 300 events and 1.4 million visitors every year. The operating company added the SkyView ride over the Ericsson Globe in 2010 and will open the €300m, 30,000-capacity Stockholmsarena in December 2012.

- **Ninna Engberg**
CEO, Stockholm Globe Arenas, Sweden

12.30 Lunch & Networking
Sponsored by AEG Facilities



14.00 **Session 3: Engaging Audiences. Happier Customers.**

How do we deliver more compelling visitor experiences? How do we meet rising expectations in customer service? And how do we balance commercial enterprise with our community and social obligations? Let's take a new look at the challenges and some creative solutions. Speakers include:

- **Søren Colding**
CEO, AG København, Denmark
- **Mads Mikkelsen**
Marketing Manager, Roskilde Festival, Denmark
- **Lars Steen Pedersen**
Principal, LSP Resolve, Denmark

15.15 Coffee & Networking
Sponsored by EVMI



15.45 **Session 4: Venues and Tourism - a lost opportunity**

Sports, culture and leisure tourism is now regarded by the UN World Tourism Organisation as a major growth sector in the development of global tourism. How should we plan and manage major venue investments to best maximise the future returns? And how can we best integrate venues and events into the overall development of city and regional destination strategies?

Moderator: **Terry Stevens**, Principal, Stevens & Associates, UK
Speakers include:

- **Mika Sulin**
General Secretary, 2012/2013 IIHF World Championships, Finland
- **Cathy Long**
Head of Supporter Services, English Premier League, UK
- **Martin Bender**
Managing Director (Event & Conventions), Wonderful Copenhagen, Denmark

17.00 Close of Day 1

18.00 Tour and Bowling Evening at DGI-Byen

“The forum has increased our understanding for the fact that an arena must be seen very much in connection with the setting it is part of. Often people tend to discuss the wrong issues in connection with an arena project.”

**Ulf Tellefsen, City Planner,
Drammen Kommune, Norway**

TOUR AND BOWLING EVENING AT DGI-BYEN



- 18.00** Tour and Bowling Evening at DGI-Byen.
Meet in lobby prior to departure.
- 18.30** Welcome address by Michael Jepsen, Managing Director, DGI-Byen.
Tour the facility's multi-use spaces, sports zones and new conference extension with the experts of DGI-Byen. The tour is followed by food, refreshments and an evening of bowling in the centre's 'nightclub' bowling alley! If you haven't joined a team then we'll find you one.
- 23.00** Reception ends /return to hotel.





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Populous is the world's leading designers of entertainment and sporting facilities. Our tradition of innovation has transformed the way people have experienced events for nearly 25 years.

Populous' unprecedented worldwide arena experience includes the unique venues O2 World arena Berlin, O2 Dublin and the O2 Arena London, the most popular music venue in the world*.

(* based on 2010 Pollstar figures for ticket sales)

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For further information contact:

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DAKTRONICS

Daktronics is recognized as the **worlds leading designer** and manufacturer of LED video displays, LED text and graphics displays, electronic scoreboards and video control systems. The company was founded in the USA in 1968 and employs the **most capable and talented engineering staff** in the industry who design the highest quality display and scoring systems.

Daktronics installations in the world include Aviva Stadium in Dublin, PGE Arena Gdansk in Poland, New Meadowlands Stadium (home of the New York Giants and New York Jets) and Sun Life Stadium (home of Miami Dolphins).

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Top Photo: New Meadowlands Stadium
Bottom Photo: PGE Arena Gdansk

DAY 2: Wednesday 6 April 2011

09.15 Registration & Networking
Sponsored by MDT-tex

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09.30 **Guest Speaker: Re-Inventing Your Box Office**

- **Roger Tomlinson**
Director, The Ticketing Institute

The role of the traditional Box Office has completely changed to become the key driver of marketing and sales. Many venues throughout the Nordic region still remain trapped in the order-processing, ticket-selling function. That's no longer acceptable. It's time to turn the sales process around.

10.00 **Session 5: Copenhagen's proposed Multi-Arena**

A special session dedicated to the development proposal and project status of the city's planned Multi-Arena. Leading industry experts will join the discussions. Will Copenhagen get an arena? Where will it be? Who should operate it? And who will use it?

10.45 Coffee & Networking
Sponsored by SONY

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11.15 **Session 6: Operations... Lessons from the Front Line**

What can we learn from day-to-day operations of established, growing and new venues? This panel explores new ways of working with events, audiences, sponsors and business partners in win-win situations. Speakers include:

- **Raj Saha**
Director - Regional Operations, AEG Facilities Europe
- **Øystein Flenning**
Managing Director, Telenor Arena, Norway
- **Adam Kalata**
VP Operations Director, PGE Arena / BIEG2012 (Gdansk), Poland
- **Dr. Ines van der Schalk**
VP Development & Services, Lagardère Unlimited Stadium Solutions

12.45 Networking Lunch
Sponsored by Lagardère Unlimited

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STADIUM SOLUTIONS

13.45 Session 7: Innovations Showcase

Our regular round-up of innovations, emerging technologies and new ways of doing business. Presentations this year include:

- Innovations in ticketing;
- LED screen technologies;
- New immersive customer experiences;
- Interactive sponsorship techniques;
- Content capture and IPTV distribution;
- And much, much more.

14.45 Coffee & Networking
 Sponsored by Stadium Business Awards
**15.15 Session 8: Content Creation. Event Programming**

At the heart of any venue's success is its programming. How are leading venues and key promoters adapting, enhancing and enlarging their audience appeal through new content. Speakers include:

- **Matthieu van Veen**
Vice President, AEG Sports Europe, France
- **Jean Christophe Giletta**
President, StadeFrance Live Events, France
- **Ulrich Ammundsen**
Head of Administration, VIBE - Centre for Strategic Events in Copenhagen, Denmark

16.30 Review / Closing Thoughts**17.00 Close of Conference / Thanks**

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

“The forum is a very good initiative seen from our perspective. There certainly is a need for a forum like this in the Nordic countries and this first forum absolutely matched our expectations.”

Henrik Hansen, Sales Manager, Sports Venues, Daktronics, Germany



SONY
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Sony Professional: Your Entertainment Partner

Sports and entertainment events are uniquely focused commercial opportunities. Engage your audiences with compelling content, and they will arrive early and stay late.

Sony offers fully integrated audiovisual solutions including broadcast studios, digital signage, IPTV, giant screens, professional audio, security systems and mobile entertainment, as well as cashless payment and loyalty cards.

Sony also advises you on how to maximize the value of content in your venue.

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STADIUM SOLUTIONS

SPEAKER PROFILES



Ulrich Ammundsen, Head of Administration, VIBE, Denmark

Ulrich Ammundsen is the Head of Administration at VIBE, the Centre for Strategic Events in Copenhagen. Ulrich has 10 years of experience in event communication and development, and has been leading projects such as MTV EMA in Copenhagen, Copenhagen Music Week and STRØM festival.



Martin Bender, Managing Director Events & Conventions, Wonderful Copenhagen

Martin is a Bachelor of Commerce from Copenhagen Business School and BA in Theatre Sciences from University of Copenhagen. He has been in charge of national events such as the official opening of The Storebælts Bridge, the opening of Kastrup Station, the opening of the Øresund Bridge, and the opening of the Copenhagen Metro. In addition he has headed The MTV Award Show in Copenhagen, The Wonderful Wedding Week celebrating the Crown prince's wedding, Copenhagen Cooking, The IOC Congress, The UCI Road World Championship, and UCI Supercross World Cup. He is a board member of World Outgames, Bike City Copenhagen, World Music Expo WOMEX, GROB Theater, Distortion, Danish Beauty Awards and Kulmølle fund. In addition he is the founder and head of Forbrænding Association.



Thomas Christensen, CEO, Odense Sport & Event, Denmark

Thomas Christensen is the CEO of Odense Sport & Event A/S, (Odense Congress Center, JVB Concerts and Odense BK). Thomas was the Leisure Manager at the Municipality of Odense until 2005. Here he was one of the ringleaders behind the Odense Municipality's new cultural strategy. At 26 he was elected President of Boldklubben Skjold in Copenhagen. He developed the club into one of the largest clubs in Denmark with 1350 members. During his time at the club, he was also chairman of the Copenhagen Sportscenter. Thomas is Chairman of the Danish Football League and a Member of the board at the Danish Football Association



Søren Colding, CEO, AG København, Denmark

Søren Colding is CEO of top-national handball team AG København and is a former professional football player, who captained Danish clubs Brøndby IF and VfL Bochum in Germany. He represented the Danish national football team, and was a participant at the 1998 FIFA World Cup and 2000 European Championship tournaments. After ending his career, he worked as a sales executive at Brøndby IF, where after he became responsible for sponsor activities at KasiGroup/Pandora in Germany and Denmark. In 2010 he was appointed his current role of CEO at AG København.



Ninna Engberg, CEO, Stockholm Globe Arenas, Sweden

Ninna Engberg has enjoyed a long career in the media and sports sectors. She has worked as CEO at RTL Radio; devoted many years' service to the huge media house MTG; developed new revenues for Swedish Television (SVT) before moving to SVT's main competitor, TV4. Since 2007 Ninna has worked for Stockholm Globe Arenas with notable achievements: the brand has been reshaped, new owners are in place and additional arenas are being added to the vision of the Entertainment District. Ninna plays an active part in the sports business in Sweden, with engagements in the Swedish Bandy Federation and the Swedish Hockey Federation.



Øystein Flønning, General Manager and Managing Director, Telenor Arena, Norway

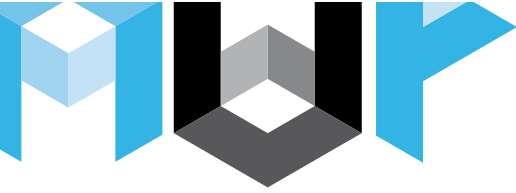
Øystein Flønning is General Manager and Managing Director at Telenor Arena, where he has worked since August 2010. Prior to this Øystein spent five years as General Manager/Managing Director at the Exporama Centre, the second largest fair and exhibition centre in Norway. Reflecting on his time in this role, he says that he "...spent five years turning it upside-down in every way!"



Jean Christophe Giletta, Chairman and CEO of STADEFRANCE, France

Jean Christophe Giletta started his career at IMG, and spent 10 years organising sporting events and classical music productions. He joined the team at the Consortium Stade de France in 1997 as Development and Programming Director. After seven years at the helm of event and production at the Stade de France, he was promoted to Deputy Managing Director. In 2009, Jean-Christophe was appointed Chairman and CEO of STADEFRANCE Live Events. His goal is to turn STADEFRANCE Live Events into a benchmark player in the stadium content creation market within the next five years.





Michael Jepsen, Managing Director, DG Byen, Denmark

Michael Jepsen is Managing Director at DG Byen and has worked at this level in hotel and restaurant management since 1989. He has also been involved in roles at executive level since 1986, gaining experience in general management issues, new construction projects, indoor decorations, conversions and renovation projects. Michael has worked with personnel management and B2B and B2C sales and marketing since 1975.



Adam Kalata, Vice President and Operations Director at BIEG2012, Poland

Adam Kalata has worked as a Project Manager, Marketing Director, Logistics Director and CEO in marketing management, property management and the power industry. He is currently working as Vice President and Operations Director at BIEG2012, a company formed by the City of Gdansk with responsibility for the completion of one of the main UEFA EURO 2012 TM projects – the construction and commercialisation of the PGE Arena in Gdansk.



Cathy Long, Head of Supporter Services, English Premier League, UK

Cathy Long is Head of Supporter Services at the English Premier League. She runs a wide range of projects covering stadium and fan issues and is particularly interested in improving the stadium experience. Her previous experience includes consultancy for the Football League and Premier League, and running the Fans' Embassy at Euro 2000. She has written about football for a number of publications, co-edited a book on Liverpool FC and its role in the city (Passing Rhythms, published in 2000), and contributed to various other books on football and its fans.



Leif Lønsmann, Director of Music, Koncerthuset, Denmark

Leif Lønsmann began his career at the Danish Broadcasting Corporation (DR) in 1978. He has worked as a radio producer and documentarist and held key positions in Strategic Management, Research & Development, Staff Training and HR Development. In 1998, he was appointed Radio Director at DR and boosted DR's three FM networks with the addition of a 24-hour culture and music radio channel plus more than 30 digital radio services. He was appointed Director of Music in 2008, with responsibility for DR's orchestras, ensembles, music programmes and concert hall.



Jesper Nielsen, Owner, AG København, Denmark

Since 2005 to the present day, Jesper Nielsen has been responsible for developing the jewellery company KasiGroup. The firm has enjoyed tremendous growth, resulting in a merger with jewellery firm Pandora in CWE, where Jesper is Chairman. He is arguably better known publicly for his commitment to Danish football team Brøndby IF. Jesper also has been involved in handball clubs Rhein Neckar Löwen (here, he is President and Principal Sponsor of one of the world's most successful teams and largest handball brands) and AG Copenhagen, which he owns. Jesper and his family are responsible for boosting AG Copenhagen to league club status in 2010 and are working towards the goal of 100 million annual turnover by 2014 and to achieve the rank of the world's best team.



Ian Nuttall, CEO, Xperiology, UK

Ian Nuttall is a leading global sports and entertainment facility consultant, specialising in the feasibility, planning, design, operations and management of all venue types – from stadiums and arenas, through to convention centres and concert halls. 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 an award-winning career in business journalism, he founded the industry's respected Stadia magazine in 1999 (and, in 2001, its sister title Auditoria) to fill the 'knowledge gap' in the global sports and entertainment facility sector. In 2005, Ian partnered with industry colleagues to establish the Event & Venue Management Institute – 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 addition to his ongoing commitments as a sports business writer and international conference speaker, Ian provides highly-valued, specialist consultancy to the sports and entertainment venue sector. Utilising his unrivalled network of industry contacts and specialists he delivers strategic results on any consulting assignment.



Lars Steen Pedersen, Principal, LSP Resolve, Denmark

Lars Steen Pedersen has a M.Sc. in Economics and is the owner of LSP RESOLVE ApS, a consultancy company which provides advice to both national and international companies chiefly in the areas of strategy and change management. Since 2004 LSP RESOLVE ApS has worked with organisations and sports centres to help create greater market orientation. The firm has conducted over 30 studies and identified the major underlying economic factors that impact recreation-related organisations. His clients include the PGA of Denmark, DGI-huse & haller, SGI, Sport Tour Ltd., DGU, Arena Assens and VIC.



Nick Reynolds, Senior Principal, Populous, UK

Nicholas is a Senior Principal and a Director of the London office of Populous. He is responsible for design development in the office, promoting innovation, sustainability and high quality throughout the design, documentation and construction phases of all projects. Nicholas is a guest critic at the Ecole Spéciale d'Architecture and a regular speaker at conferences around the world on the architecture of sport and entertainment buildings, their social impact and the role that branding and sponsorship plays in defining their design. Nicholas was Design Principal for the O2 Arena in London and most recently headed the Populous design team, which successfully won the Sochi 2014 Olympic stadium.



Raj Saha, Director of Regional Operations, AEG Facilities, UK

Raj Saha is Director of Regional Operations for AEG Facilities in London, providing expertise in building services, event operations, guest services, security and building design across all of AEG Facilities' properties in Europe. He lived and worked in the US for many years, starting his career at the Jacob K. Javits Convention Center in New York City, before moving to Madison Square Garden, where he helped maintain and implement guest services platforms at several Cablevision-owned venues. He then moved to AEG in Chicago working as Director of Guest and Event Services at Toyota Park, then on to Director of Event Services in Newark, NJ, before moving to his current role. Raj has been instrumental in conducting successful building openings in 2003 (Rentschler Field), 2006 (Toyota Park), 2007 (Prudential Center), 2008 (O2 World Berlin) and most recently, Turkey's newest facility, Turk Telekom Arena in Istanbul (January 2011).



Paul Samuels, Executive Director - Sponsorships, AEG Global Partnerships, UK

Paul Samuels joined AEG Europe in November 2007 as Executive Director for Sponsorship, which includes overseeing all sponsorship activity for The O2, The Ahoy in Rotterdam, the new Scottish National Arena in Glasgow and AEG Live. Paul's links with The O2 started in 2004: when he negotiated the naming rights for the venue while in a previous position as Head of Sponsorship at O2. In this role Paul was the major broker in sponsorships such as Arsenal FC and England Rugby Shirt sponsorship. Paul left O2 in 2006 and joined American-owned sports marketing agency The Bonham Group as CEO for Europe, before successfully overseeing the sale of the company to AEG Europe.



Dr. Ines van der Schalk, VP Development & Services, Lagardère Unlimited Stadium Solutions

Dr. Ines van der Schalk is Vice President Development & Services of Lagardère Unlimited Stadium Solutions. She is responsible for the strategic evaluation of stadium projects, managing the general outline of tender procedures, market and economic analyses as well as consultancy regarding FIFA / UEFA requirements for stadia. She successfully supervised projects such as the development of the comprehensive marketing strategy for the city of Hamburg as Host City during the FIFA World Cup 2006. She also was responsible for the outline of the FIFA Fan Fest in Hamburg, one of the first and biggest official public viewing events in Germany. For the UEFA EURO 2012 event, she directed the business planning and development process of different stadia projects in Poland and is currently involved in stadia operational matters for the PGE Arena in Gdansk. In further eastern European stadia projects she supervised the operational consultancy process of the international team.



Professor Terry Stevens, Managing Director, Stevens & Associates, UK

Professor Terry Stevens is Managing Director of the award winning, international leisure and tourism consultancy, Stevens & Associates. In 2010 Terry was shortlisted in the top five most influential people in the stadia industry at the Guinness Stadium Business Awards. This follows his leading-edge work on the role of stadia and arena as tourist attractions. He was formerly Director of the UK Stadia and Arena Management Unit and has published extensively on this topic.





Mika Sulin, General Secretary, 2012/2013 IIHF World Championships, Finland

Mika Sulin established his own advisory business in 2007 due to requests from private investment and venture capitalist companies, who needed help in order to operate internationally and manage global projects in the sporting goods industries, sports marketing, and the stadium & arenas sector. His clients include Vierumäki Sports Institute and Vierumäki Country Club & Resort; Real Madrid Football Club; Supponor Systems Oy; Footbalance Oy and Anschutz Entertainment Group, to name a few. Prior to this Mika was CEO at Exel Sports Oy, a sporting goods company which he worked at from 2005-2007. Other roles include Managing Partner at JC Arena Holding Oy (2000-2005), where he was responsible for day-to-day business operations, General Manager at Helsinki Halli Oy (Hartwall Areena) (1997-1999), a firm created to build and operate the first privately-owned multipurpose arena in Europe and key posts at Nike Nordic and Nike Central and Eastern.



Roger Tomlinson, Director, The Ticketing Institute, UK

Roger is an independent management and marketing consultant, working in the arts and entertainment sector internationally. Regarded as one of the world's leading experts on integrated solutions and developing on-line technologies for ticketing and marketing, he is a keynote speaker at conferences in Europe, North America, Australia and New Zealand. He is particularly interested in the way digital technologies are changing the ways people can relate to arts organisations and how they can develop audiences. He produces the www.TheTicketingInstitute.com information website and, following on from work with the AMA he produces his blog website www.brandinyourhand.ning.com. He regularly manages the procurement process for customer-facing technologies, working for example with Malmo Opera and organisations in Malmo, and Dramaten, the National Theatre of Sweden in Stockholm. He works with organisations on the development of effective websites and on optimising websites and transaction process flows to improve on-line sales and audience development.



Matthieu van Veen, Vice President, AEG Sports Europe

Matthieu Van Veen is Vice President of AEG Sports Europe, overseeing the company's activities throughout Europe. Focusing on AEG's rapidly expanding network of venues in Europe, Matthieu has negotiated and managed world-class sporting events at AEG venues including Euroleague Basketball Final Four, NBA Europe Live games and the ATP World Tour Finals. He has contributed to the global success of AEG's own cycling Tour of California, negotiating and managing the media and marketing relationship with ASO, the owner of the Tour de France. Prior to AEG, Matthieu was Senior Director at the National Basketball Association in Paris and New York, managing the NBA's Television and Digital Media rights for Europe, Africa and the Middle East. He was one of the key senior executives involved in defining the NBA's European expansion strategy. Matthieu has developed strong relationships with international media executives and European Sports Leagues and Federations.



Rosita Wolfe, Head of Marketing & Communications, National Concert Hall, Ireland

Rosita Wolfe is Head of Marketing & Communications at The National Concert Hall. Over the last few years, the venue has experienced record audiences and capacities, expanded and broadened its range of programming and grown its presence as a cultural leader and music educator in Ireland. Rosita previously worked as a market analyst in mergers and acquisitions for Eircom, moving on to international marketing for Eircom's operations outside of the Republic of Ireland. She has consulted for a range of companies in the telecoms, IT and the services sector. An honours marketing graduate of Dublin Institute of Technology and Dublin University, Rosita also holds a Masters in Commerce from University College Dublin and is a fellow of The Marketing Institute of Ireland. She has published a number of papers in the fields of marketing, communications and sponsorship, lectures in arts marketing and has presented at a range of international conferences.



SPONSOR PROFILES



AEG is one of the leading sports and entertainment presenters in the world.

AEG, a wholly owned subsidiary of the Anschutz Company, owns or controls a collection of companies including facilities such as STAPLES Center (Los Angeles, CA), American Airlines Arena (Miami), Verizon Theatre (Grand Prairie, TX), Colosseum at Caesars Palace (Las Vegas, NV), Target Center (Minneapolis, MN), NOKIA Theatre Times Square, Acer Arena (Sydney, AU), Wukesong Arena (Beijing), Ahoy Arena (Rotterdam), Globe Arenas (Stockholm), Qatar National Convention Centre (Doha), O2 Hamburg arena (Hamburg), O2 World arena (Berlin) and The O2, a 28-acre development located in the eastern part of London along the Thames River which includes a 20,000-seat arena and over 650,000 of leisure and entertainment use; sports franchises including the Los Angeles Kings (NHL), Manchester Monarchs (AHL), Reading Royals (ECHL), Houston Dynamo & Los Angeles Galaxy (MLS), two hockey franchises in Europe, Hammarby FC (Sweden) and management of privately held shares of the Los Angeles Lakers. AEG Facilities is a stand-alone affiliate that operates or consults with more than 100 of the industry's pre-eminent venues worldwide.

For additional information, visit www.aegworldwide.com



Daktronics has been recognised as the world's leading provider of full-colour LED video systems since 2001, having installed worldwide more than 6,000 LED video displays.

Daktronics installed its displays in well known European venues. These indoor installations include: Kinnarps Arena in Jonkoping, O2 Arena in Berlin, Bercy in Paris and O2 Arena in London. And these outdoor installations include: Old Trafford in Manchester, Olympiastadion in Berlin and Stadion Letzigrund in Zurich. In the USA, Daktronics has installations at 19 of 29 NBA and 21 of 30 NHL facilities. Recently, Daktronics installed video displays for the World Cup 2010 in two South African stadia: Mbombela and Nelson Mandela. The Nordic region is served by Daktronics through its local subsidiary located in Wiesbaden, Germany.

For additional information, visit www.daktronics.com



Lagardère Unlimited Stadium Solutions offers integrated and comprehensive solutions for the development and management of stadiums and arenas around the globe.

Based in Paris, Lagardère Unlimited Stadium Solutions (LU Stadium Solutions) was recently established through a merger of the Lagardère Unlimited group's existing stadium and arena development teams at SportFive Germany and France, together with the acquisition Paris-based Stadia Consulting Group team. With this new centralised structure, LU Stadium Solutions will be able to harness its wealth of experience and expertise, together with its extensive international network, to deliver to its clients a full range of exceptional services, covering all aspects of stadium and arena development, operations and marketing, along with other established Lagardère Unlimited affiliate companies as required; including Sportfive, WSG and IEC in Sports. LU Stadium Solutions team has more than 10 years experience in delivering stadium and arena consultancy, management and marketing services in stadiums selected to host major sporting events such as the FIFA™ World Cup or the UEFA EURO™. LU Stadium Solutions is dedicated to delivering tailor-made solutions to ensure its clients' projects are planned and developed so that they operate and deliver the best possible commercial results on a long-term basis.

For additional information, visit www.LU-StadiumSolutions.com



POPULOUS

Populous is a global design practice specialising in creating environments that draw people and communities together for unforgettable experiences.

For more than a quarter of a century we have made a difference through our comprehensive design services, including sports architecture, conference and exhibition centre architecture, interior design, environmental graphics and wayfinding, events planning and overlay, masterplanning, sustainable design consulting and facilities operations analysis. With a portfolio of over 400 major event venues, we are also recognised as a world leader in overlay design, procurement and construction. We have worked on a large number of Olympic Games, including the designs of Olympic Stadia for Sydney, London and Sochi, as well as the recent overlay work for London and Sochi. We have also worked on other high profile sport and entertainment buildings including Wembley Stadium, Emirates Stadium, Soccer City, Wimbledon Centre Court, the award winning O2 Arenas in London and Dublin. Populous designed the O2 Arena, London, for AEG, which has been awarded the "Best International Venue in the World" in the Pollstar Awards for 4 years running.

For additional information, visit www.populous.com

MDT-tex[®]

Membranes & Structures

MDT designs and produces both innovative and also familiar outdoor living areas. Taken beyond its basic function, the topic of sun protection opens up whole new horizons, once time is devoted to consider requirements and possibilities. Coverage and rain protection systems in public areas frequently furnish platforms for outdoor advertising, and it is here that we achieve a new significance. Beyond the protective function, a new ambient mood can be created with lighting, creativity, design and additional functions.

We provide innovative product concepts for design and commercial outdoor presentation, be it for private, architectural, cultural, catering or industrial use. The MDT service also includes advice on product types, features and special designs through to a top quality execution, assembly and followup service. A major product evolution by MDT is its inverted sunshade, aptly named the tulip. It forms a truly striking focal point, especially after dusk and at night for a more beautiful or mood accentuating illumination. Tulip sunshades can make an effective backdrop to events, cultural occasions and private functions. Its design permits multiple option layering: e.g. individual design and printing, inside-outside printing, aroma/ scent emission for promotions, free choice of a variety of sizes.

For additional information, visit www.mdt-tex.com



The Stadium Business Awards are the first industry awards for the stadium sector by the stadium sector.

The awards have been initiated to recognise leadership, innovation and achievement in the delivery, operation and management of sports facilities globally.

For additional information, visit www.stadiumbusinessawards.com

SONY

make.believe

Sports and entertainment events are uniquely focused, commercial opportunities. With tens of thousands of paying visitors in one place, it is essential to maximise these opportunities. Engage your audiences with compelling content, and they will arrive early and stay late.

Sony design solutions to drive your workflows where crucial moments are captured, produced and then distributed to selected screens across your venue. The right content must reach the right audience: replays of the latest goals to giant LED screens, and detailed match analysis to VIP boxes and live content to queuing areas. And with the growth of smartphones, Sony's ready to deliver interactive content anywhere, including gaming and betting. For the first time, network video security systems and digital signage can work together to provide a safe and convenient environment for your visitors - guiding them to the shortest queues for food and drink concessions, or simply to their nearest exit. With the move towards becoming multipurpose venues, Stadia and Arenas need more flexibility, not only in their daily operations but also in their audiovisual services. Sony offers state of the art broadcast studios, digital signage, IPTV, Professional Audio and hospitality solutions, security systems and giant screens, access control, cashless payment and loyalty cards, but also advises you on how to maximize your return and optimize your content.

For additional information, visit www.sony.com



Ticket & Labeling Solutions® (TLS) is the main distributor and Maintenance and Service Centre for Boca printers and tickets throughout Europe.

The Boca printer is the industry standard for fast, high-quality thermal printing. Moreover, the combination of the Boca Printers and Boca Tickets guarantees carefree, high-quality and fast ticketing. The reliability of the Boca Systems products in combination with our comprehensive Technical Support secures your ticketing business. We are often asked to adjust a Boca printer for special applications. These applications often require a modification of an existing Boca printer in order to create the best solution for the customer. In such a case, TLS will not hesitate helping you find your tailor-made solutions. Our Authorized European Maintenance & Service Centre offers the best Service and Maintenance on Boca Printers in Europe. Through our close cooperation with the manufacturer (Boca Systems in the US) and our vast experience in the European market, TLS has the skills and knowledge to offer our clients the support they deserve.

For additional information, visit www.tlseurope.com



EVMi was founded in response to the growing need for professional education and career development for individuals and venues. Today's multi-faceted venue management role requires professional training – preferably delivered by today's experts for tomorrow's practitioners.

Similar courses exist in North America and Australia but these are tailored specifically to their respective markets and, as such, have little practical application for venues in Europe. Uniquely EVMi programmes take into account the diverse cultural, financial and organisational structure of the European and international markets - and so delivers practical, knowledge-based training.

For additional information, visit www.evmi.org



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