



... for Europe's First Premium Seat
Conference & Exhibition:

ALSD INTERNATIONAL

October 11-12, 2018
Amba Marble Arch Hotel
London

Set your calendar for October 11 and 12 at the Amba Marble Arch Hotel in the heart of London for Europe's first premium seat show, ALSD International, organised by the Association of Luxury Suite Directors (ALSD).

In the U.S., the ALSD has been running premium seat shows for 28 years. Based on market demand, there is now a need for such a show in Europe.

"Nearly everything that is truly innovative in a modern day stadium/sports venue begins at the premium seat level. The use of flat screens started here. Premium seats are a consumer test market for high-end customers."

— Bill Dorsey, Chairman, ALSD

Presented by:



In cooperation with:



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leisure

For more information: www.ALSDInternational.com

**PARTIAL
SPEAKER LIST**



Mark Kelly
Managing Director
Ashton Gate Stadium/
Bristol Sport



Ramón Alarcón
Director & General
Manager of Business
Real Betis



Mike Bohndiek
Managing Director
PTI Consulting



Julio Tárrega Díez
Director VCFplay/
Head of AudioVisual
Campo de Mestalla /
Valencia CF

PRELIMINARY PROGRAM

KEYNOTE

The Changing Premium Business Model: A Conversation with Al Guido, San Francisco 49ers and Elevate Sports Ventures

San Francisco 49ers President Al Guido serves as CEO and managing partner of Elevate Sports Ventures, a collaboration between three of the most iconic brands in sports and entertainment – Harris Blitzer Sports & Entertainment (HBSE), San Francisco 49ers, and Creative Artists Agency (CAA). With nearly two decades in the sports industry, Guido has helped deliver record-breaking SBL sales for the 49ers' home at Levi's Stadium, as well as record-breaking revenue success at the Dallas Cowboys. As co-managing partner of Elevate Sports Ventures, Guido's new mission is to deliver an unrivalled offering of services and experience to help clients discover and analyse new opportunities, execute mission critical projects, and grow their brand and bottom line. Hear how the premium business has been transforming in recent years, and learn about recipes for success from one of the most innovative in the industry.

Al Guido, CEO Elevate Sports Ventures

ARCHITECTURE & DESIGN

Renovate with Success: The ROI of Venue Transformations

Good is no longer good enough to stay competitive in the fast-paced world of premium sports & entertainment. Venues are continually being improved and transformed to capitalise on new revenue potential. Loge boxes, chase lounges, social viewing decks, chic bars, and mini-suites are all on the premium inventory rise. Learn about the quick-fix renovations, unique touch-ups and technologies that have generated the greatest ROI, and understand how best to stay current with capital improvements and emerging trends.

Speakers: TBC

Trends & Advancements – Premium Seating in Today's Venue

Delivering a perfect venue today – one sustainable for years to come – requires a balance of budget, fan expectation, innovation, and activation. You need to understand bricks and mortar but also technology adaptability, F&B implications, and the evolution of how fans consume sports and entertainment. This panel of experts has been there, done that, and have insights from a variety of industries that influence the holistic venue experience. Hear how Premium Seating benefits from today's advancements in design and construction.

Speakers: TBC

FINANCES & STRATEGY

Navigating the Financial Path to Revenue Success

It's a challenging task to manage the new financial and ticketing strategies related to the perfect 'Premium Product Mix' and pricing for maximum revenue potential. This session will delve into issues surrounding off-manifest inventory, licensed products vs. event day sales and how to craft the most successful financial venue game plan possible.

Speakers: TBC

Successful U.S. Premium Sales & Marketing Strategies

The critical basics of premium revenue success will be explored in this session, including business development, renewal strategies, creative pricing and which amenities deliver the greatest ROI. Engage in a discussion about the unique challenges and differences between the practices of U.S. venues vs. current European venue dynamics. Michele is an industry veteran responsible for premium revenue than any arena in the world.

Michele Kajiwara, SVP Premium Sales & Service Staples Center, LA

**PARTIAL
SPEAKER LIST**



Jessica Gaffney
Founder & CEO
WAVEWORK



Michele Kajiwara
Senior Vice President,
Premium Sales & Service
STAPLES Center/AEG



Al Guido
SF 49ers President
& Elevate Sports Ventures
CEO



Peter McKenna
Stadium Director
Croke Park

PRELIMINARY PROGRAM, cont.

DIGITAL & TECHNOLOGY

The Future of the Sports Concierge Experience

Learn how teams are redefining their concierge services and amplifying the premium guest experience. This session will break down how to accelerate your team's productivity, elevate client engagement, and drive team advocacy and retention like never before with a revolutionary new premium experience management platform.

Jessica Gaffney, Wavework Concierge

Leveraging Technology for Enhanced Premium Amenities & Hospitality

It is no surprise that VIP customers expect an unparalleled level of service, and these days, venues have access to more innovations than ever to overdeliver. Mobile, in-seat and self-service solutions are changing the way concessionaires interact with high-value customers. Learn how new technologies can improve the premium experience, drive more sales, and streamline operations. Includes a discussion about navigating the opportunities and potential pitfalls around access control, facial recognition for F&B and merchandise ordering, and data collection and analysis.

Speakers: TBC

Innovative Tech Panel: Emerging Mediums for New Business Opportunities

Presented by Avixa

Creative digital technologies are becoming a centerpiece of the modern-day fan experience. Interactive displays, 4K videowalls, projection mapping, and more are bringing venues to life in immersive, engaging, and brand-defining ways. However, today's leaders understand that the power of integrated multi-media experiences extends beyond the walls of the venue itself, and are creating new experiences outside the traditional stadium/arena that further drive revenue for operators and excitement for fans.

Moderator: Dan Goldstein, VP Communications, Avixa

Speakers: Julio Tárrega Díez, Director VCFplay/Head of AudioVisual, Campo de Mestalla / Valencia CF; others TBC

SALES & SPONSORSHIP

Capturing New Revenue from Naming Rights of Premium Spaces

Corporate partnerships are a central lifeblood of any professional venue. However, gone are the days when sponsors just wanted to have their logo slapped on static signage around the venue. Now both sponsors and fans demand a memorable experience. Learn how to generate the maximum amount of sponsorship value by strategically planning and designing premium spaces with consideration for how they will be sold and packaged to corporate partners and how they will ultimately activate the space. Integrate the sales philosophy, design, positioning and client experience for high value naming rights opportunities.

Speakers: TBC

TICKETING

The Dynamics of the Advanced Technology Ticketing Ecosystem

The ticketing of live sports & entertainment events is a constantly evolving marketplace with the ongoing blurring of lines between Primary and Secondary platforms. Mobile Ticketing has also become increasingly essential for communicating, marketing, buying, delivering and transferring tickets. Come hear how industry experts are navigating ticketing challenges and opportunities, leveraging mobile strategies, managing inventory and maintaining pricing integrity.

Speakers: TBC

Adding Value & Exclusive Access to the Traditional Premium Ticket

In the age of the alluring home arena featuring on-demand entertainment and numerous competing business entertainment options, it is increasingly difficult to keep fans and premium clients coming to live events. Hear from some of the top European and American event marketers on how creating 'can't miss' one-of-a-kind experiences is sparking renewed interest and revenue growth for premium memberships.

Speakers: TBC

**PARTIAL
SPEAKER LIST**



Bernard Mullin, PhD
Founder & Chairman
The Aspire Group



Natasha Thiebaut
Director, Hospitality &
Customer Experience
BLUEROCK Sports
& Entertainment



George R. Vaughan
Head of Technology
Ascot Racecourse



Roy Westwood
Founder & Strategic,
Creative & Innovations
Director,
Forward Associates

PRELIMINARY PROGRAM, cont.

MARKETING & BRANDING

Re-Positioning 'Premium' in the Subscription Economy Era

Effective marketing strategies and tactics have shifted dramatically over the past decade. The way companies and consumers purchase products and services has changed as well. In order to maximise sales, the branding, positioning and marketing of premium products needs to evolve to meet the current trends. This session will showcase several of the most successful B2B marketing companies and discuss how venues can leverage subscription-based trends to engage generate new revenue. Engaging high-value prospects increasingly requires a big, bold, unifying vision to show premium seat and suite buyers and sponsors why your offerings deserve their attention and investment. Meaningful interactions with prospects are the keys to success for premium sales teams, and preview centers can allow prospects to explore potential membership first-hand via creative environments and technology. Hear dynamic case studies from the Atlanta Hawks, Golden State Warriors and FC Minnesota.

Speakers: TBC

SPORTS vs. ENTERTAINMENT

eSports vs. Traditional Sports

The explosion of eSports has taken the venue industry by storm, and has the potential to surpass stick-and-ball sports revenues in a matter of years. No longer are venues built solely for traditional team tenants. Emerging events from eSports to Drone Racing are filling venues on non-game days, and even warranting the building of custom venues of their own. Are you building or renovating with this in mind, and capitalising on the way the game is changing to maximise utilisation and potential?

Speakers: Ian Congdon, Head of Sales - Arenas, The NEC Group

Pro Sports Super Panel: The Future of Sports Business & Live Events

This panel takes you behind the scenes and inside the board room with some of the most successful business leaders in sports. Listen in on this engaging discussion of how these top executives and their organisations are staying ahead of the curve in the fast-changing sports and entertainment industry. From premium tickets to venue experience to digital engagement, learn how the evolving technology landscape is shaping their business decisions and impacting the bottom line.

Speakers: TBC

END-USER PANEL

Premium Client SuperPanel

Hear from the experts in the field – your clients and prospects! You may think you already know what they desire, but first-hand feedback is incredibly valuable in crafting products, messaging and services that are sure to resonate and engage. Here is your chance to uncover some key insights from those who actually buy, manage and use premium hospitality. What do these end-users really want and expect?

Speakers: TBC

Sports Sales and Service Workshops

30-minute presentations on the real business of premium seating

Suite/Premium Seat Outfitting: How To Price Your Program

The cost of new builds and the costs of renovation work on the premium levels can be greatly reduced provided you know where to go and how to price.

Panel: Don Lockerbie, Managing Director, Sports & Entertainment Group, The Parker Group, LLC; Nick Lekos, Global Director of Sales, Spring USA

New Trends in the Experience Economy

The world is getting smaller and people are demanding more and more from the games they attend. This includes the culinary experience.

Kate Urekew, Founder, Revel Experience



Don Lockerbie
Managing Director, Sports
& Events Group
The Parker Group, LLC



Kate Urekew
Founder
Revel Experience



Sam Caucci
CEO
OneHuddle



Tom McCann
Head of Premium Sales
Service and Operations
Arsenal Football Club



Dan Goldstein
VP, Communications
Avixa

Sports Sales and Service Workshops, cont.

Sales Training: Upskill - Sell More. How to Connect, Motivate and Engage Our New Premium Seat Workforce.

An exploration of the five core causes that impacting the workforce today and ho sports teams and venues across the globe can more effectively tackle a skill gap that is resulting in lost revenue and negative service experiences.

Sam Caucci, CEO, Founder, One Huddle

Creating A Winning Service Culture

Successful sales and service starts with having the right culture underpinning the day to day

Natasha Theibaut, Director Hospitality and Customer Experience, BlueRock Sports and Entertainment

Charlene Nayentekyl, General Manager, Club Wembley, The FA Group (TBC)

The Basics: Selling Premium, Selling Renewals

It all begins with a very basic understanding of your product.

Tom McCann, Arsenal

Top Successes in Sponsorship Activation

Each market has its own successes. Learn from the person who overviews an entire continent

Rick Krezwick, SVP, AEG Sponsorship Group Europe

Feasibility: How to adjust the size of your marketplace and maximise revenue

Maximise the value of your facility by pricing the market properly.

ADVISORY BOARD

Bill Dorsey, Chairman, ALSD

Richard Krezwick, SVP, AEG/Europe

Katie McIntyre, Executive Director, ALSD International/CEO, Sports Venue Business

Peter van der Veer, President, European Arenas Association (EAA)

Bernard Mullin, PhD, Founder & Chairman, The Aspire Group

Dave Labuskes, CEO, Avixa

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Peter McKenna, Stadium Director, Croke Park

George Vaughan, Head of Technology, Ascot Racecourse

Steve Sayer, Commercial Director, The O2 - London/AEG Europe



Bill Dorsey
ALSD



Katie McIntyre
ALSD International



Richard Krezwick
AEG/Europe

Conference & Exhibition

October 11-12, 2018
Amba Marble Arch Hotel
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Registration Price includes a gift bag, two receptions, two venue tours, all transport, breakfast and lunch at the hotel.

FULL PRICE:	£ 699	\$ 985	€ 797
SECOND ATTENDEE	£ 599	\$ 844	€ 683
THIRD ATTENDEE	£ 499	\$ 704	€ 569
FOURTH ATTENDEE	£ 199	\$ 281	€ 227
EARLY BIRD (7/15)	£ 599	\$ 844	€ 683

Number of attendees _____

Total Amount _____

For more information:
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Name _____

Job Title _____

Organisation _____

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PAYMENT

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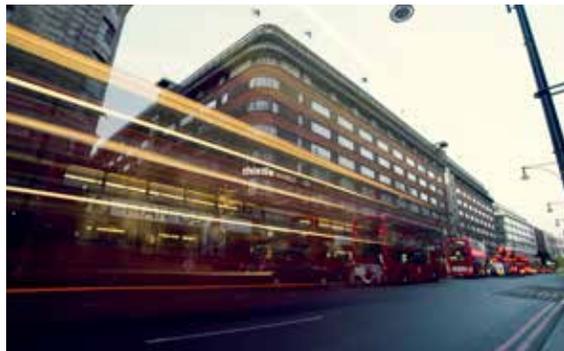
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___ Cheque made payable to: ALSD or Association of Luxury Suite Directors

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Special Delegate Rates

Must use code **SPOR130918** when making reservations for specially reduced rates

Standard room: £214 B&B

Deluxe room: £244 B&B