



A high-level, two-day event that will examine premium seating and how to increase revenue with new builds, renovations, service expansions, and new F&B offerings.

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

# ALSD INTERNATIONAL

October 10-12, 2018

Amba Marble Arch Hotel • London

Featuring insights from:



Ramón Alarcón  
Director and GM  
of Business  
Real Betis



Al Guido  
CEO/Managing  
Partner  
Elevate Sports  
Ventures



Michele Kajiwara  
SVP, Premium Sales  
and Service  
STAPLES Center/  
AEG



Peter McKenna  
Stadium Director  
Croke Park  
Dublin



Charlene Nyantekyi  
General Manager  
Club Wembley  
The FA Group



Peter van der Veer  
CEO  
Ahoy Rotterdam  
President, EAA



Jeroen van Iersel  
Marketing Manager  
Johan Crujff ArenA  
Amsterdam



Steve Sayer  
Commercial Director  
The O2 London  
AEG Europe

Presented by:



In cooperation with:



Platinum Sponsor:



Founding Partners:



Sponsored by:



**Wednesday, October 10, 2018**

5:00 p.m. - 7:00 p.m.

**Registration**

7:00 p.m.

**Depart for Wembley Complex Reception and Tours**

SSE Arena Wembley Reception sponsored by Levy UK Leisure



Richard Krezwick  
SVP, Facilities  
AEG/Europe

**Thursday, October 11, 2018**

7:00 a.m.

**Exhibitor Set-up**

8:00 a.m.

**Breakfast in the Exhibit Hall + Registration**

8:50 a.m.

**Welcome**

Master of Ceremonies: Rich Krezwick, SVP, Facilities, AEG Europe

**9:00 a.m. - 9:40 a.m.**

**CONCURRENT SESSIONS**

**Stadia 2.0: Strategic Design, Innovative Upgrades**

Speakers:

Andy Simons, Director, KSS

Matt Grace, Associate, Marketing & Communications Manager, Populous  
Delaware North

**Navigating the Financial Path to Revenue Success**

Moderator: Rich Krezwick, SVP Facilities, AEG Europe

Speakers:

Peter McKenna, Stadium Director, Croke Park Stadium/Commercial Director, The GAA

Steve Sayer, Commercial Director, The O2 London/AEG

Peter J.A. van der Veer, CEO, Ahoy Rotterdam/President, EAA



Mike Bohndiek  
Managing Director  
PTI Consulting

**9:45 a.m. - 10:25 a.m.**

**CONCURRENT SESSIONS**

**Trends & Advancements - Premium Seating in Today's Venue**

Moderator: Steve Brice, CEO, Pharaoh Ltd

Speakers:

Matt Botten, Senior Director, Premium Seating, AEG, The O2 Arena

Tom McCann, Head of Premium Sales Service & Operations, Arsenal FC

John Rhodes, Senior Vice President / Director of Entertainment & Sport, HOK

**Innovative Tech Panel: Emerging Mediums for New Business Opportunities**



Presented by AVIXA

Moderator: Brad Grimes, Senior Director of Communications, AVIXA

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



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

**CF10:25 a.m. - 10:45 a.m.**

**Coffee Break**

Sponsored by IHS



**10:45 a.m. - 11:25 a.m.**

**CONCURRENT SESSIONS**

**Leveraging Technology for Enhanced Premium Amenities & Hospitality**

Presented by LiveStyled

Moderator: Adam Goodyear, Founder & CEO, LiveStyled

Speakers:

Ramón Alarcón, Director & General Manager of Business, Real Betis

George Vaughan, Head of Technology, Ascot Racecourse

Mike Bohndiek, Managing Director, PTI Consulting

Roy Yaoz, CCO, Triple Jump Technologies Ltd.



Jessica Gaffney  
Founder & CEO  
WAVEWORK

**Feasibility: How to Adjust the Size of Your Marketplace and Maximise Revenue**

Shawn Doss, Vice President, Business Development, Elevate Sports Ventures

**11:30 a.m. - 12:15 p.m.**

**CONCURRENT SESSIONS**

**eSports vs. Traditional Sports**

Moderator: Jared Frank, Executive Vice President, ALSD

Speakers:

Jeroen van Iersel, Marketing Manager, Johan Cruyff Arena

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

Todd Merry, Chief Marketing Officer, Delaware North

**New Trends in the Experience Economy**

Kate Urekew, Founder, Revel Experiences



Bernard Mullin, PhD  
Founder & Chairman  
The Aspire Group

## Conference & Exhibition

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Amba Marble Arch Hotel  
London

[ALSDInternational.com](http://ALSDInternational.com)



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



George R. Vaughan  
Head of Technology  
Ascot Racecourse



Kate Ureke  
Founder  
Revel Experiences



Oliver Page  
Directeur de Projet  
International Development  
SCAU



Katie McIntyre  
CEO, Sports Venue Business  
SVP, ALSD International

# PROGRAM Note: Program is subject to change.

## Thursday, October 11, 2018 (continued)

12:30 p.m. - 1:45 p.m.

### KEYNOTE LUNCH

#### The Changing Premium Business Model: A Conversation with Al Guido, CEO & Managing Partner, Elevate Sports Ventures

Al Guido, President, CEO & Managing Partner, Elevate Sports Ventures.  
Interviewed by: Katie McIntyre, CEO, Sports Venue Business, Executive Director, ALSD International

2:00 p.m. - 2:40 p.m.

### CONCURRENT SESSIONS

#### Staffing and Servicing the Premium Markets: What You Need To Know To Build Customer Loyalty

Matt Lynch, Executive Director of Engagement Projects, European Headquarters - London, Moonshot

Other speakers to be announced

#### The Basics: Selling Premium, Selling Renewals

Moderator: Jared Frank, Executive Vice President, ALSD

Speakers:

Tom McCann, Head of Premium Sales, Service & Operations, Arsenal FC  
Jordan Nicholson, Vice President, Sales & Membership Services, IMG - Wembley Stadium  
Tom Pistore, Senior Vice President, Sales and Service, MLSE (Maple Leaf Sports & Entertainment Partnership)

2:45 p.m. - 3:15 p.m.

### CONCURRENT SESSIONS

#### Successful U.S. Premium Sales & Marketing Strategies

Moderator: Bill Dorsey, Chairman and Founder, ALSD

Michele Kajiwara, SVP Premium Sales & Service, STAPLES Center, LA USA

#### Future Trends in Stadium and Venue Design

Moderator: Katie McIntyre, CEO, Sports Venue Business; Executive Director, ALSD International

Speakers:

Oliver Page, Directeur de Projet, International Development, SCAU  
Andy Simons, Director, KSS  
Rob Sullivan, Senior Vice President, Premium Hospitality, Sales & Service, The Madison Square Garden Company

3:25 p.m. - 3:55 p.m.

### CONCURRENT SESSIONS

#### Adding Value & Exclusive Access to the Traditional Premium Ticket

Moderator: Jared Frank, Executive Vice President, ALSD

Speakers:

Matt Botten, Senior Director, Premium Seating, AEG, The O2 Arena  
Jeroen van Iersel, Marketing Manager, Johan Crujff ArenA (formerly Amsterdam Arena)

#### Experience Management Platform

Jessica Gaffney, Founder and CEO, Wavework

4:00 p.m. - 4:30 p.m.

### CONCURRENT SESSIONS

#### 3D Virtual Reality Solutions to Deliver a Unique Buying Experience

Speakers:

Giles Bayliss, UK Business Development Director, AXS  
Francis Casado, Co-Founder & Vice President of Business Development, 3D Digital Venue  
Lluís Pascal, Business Development EMEA, Mobile Media Content - 3D Digital Venue

#### Suite and Premium Seat Outfitting: Pricing and Procurement

Speakers:

Don Lockerbie, Managing Director, Sports & Entertainment Group, The Parker Group, LLC  
Nick Lekos, Global Director of Sales, Spring USA  
Graham Dimond, Director of Sales - MEAE, IHS Global Alliance

4:30 p.m. - 5:30 p.m.

### Reception and Drinks in Exhibit Hall

6:00 p.m.

### Depart for Fulham FC's Craven Cottage Reception and Tours

Thames Clipper Boat Excursion to Venue co-sponsored by:





## Conference & Exhibition

October 10-12, 2018  
Amba Marble Arch Hotel  
London



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



Sam Caucci  
CEO  
1HUDDLE



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



Jon Dutton  
CEO  
Rugby League  
World Cup 2021

# PROGRAM Note: Program is subject to change.

## Friday, October 12, 2018

8:00 a.m.

**Breakfast in the Exhibit Hall + Registration**

8:50 a.m.

**Welcome**

*Master of Ceremonies: Rich Krezwick, SVP, Facilities, AEG Europe*

9:00 a.m. - 9:40 a.m.

**CONCURRENT SESSIONS**

**Renovate with Success: The ROI of Venue Transformations**

*Moderator: Roy Westwood, Strategy, Creativity & Innovations Director, Forward Associates*

*Speakers:*

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

*Sally Walder, General Manager, Amplify*

*Craig Flindall, Chief Operating Officer, Warwickshire County Cricket Club/Edgbaston Stadium*

*Mark Kelly, Managing Director, Ashton Gate Stadium/Bristol Sport*

**Cutting Edge Technology with a Personal Touch**

*Speakers:*

*Bernie Mullin, Founder and Chairman, The Aspire Sport Marketing Group LLC*

*Mike Bohndiek, Managing Director, PTI Consulting*

9:45 a.m. - 10:25 a.m.

**CONCURRENT SESSIONS**

**Re-Positioning "Premium" in the Subscription Economy Era**

*Jim Delaney, President, Activate Sports & Entertainment*

**Innovations in Hospitality**

*Speakers:*

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

*Other speakers to be announced*

10:25 a.m. - 10:45 a.m.

**Coffee Break**

10:45 a.m. - 11:25 a.m.

**CONCURRENT SESSIONS**

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

*Speakers:*

*Bernie Mullin, Chairman and CEO, The Aspire Group, Moderator*

*Tyler Mazereeuw, Chief Revenue Officer, Canadian Football League*

*Soccerex*

*Other speakers to be announced*

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

*Sam Caucci, CEO, Founder, 1HUDDLE*

11:30 a.m. - 12:15 p.m.

**CONCURRENT SESSIONS**

**Creating A Winning Service Culture**

*Speakers:*

*Natasha Theibaut, Director Hospitality and Customer Experience,*

*BLUEROCK Sports & Entertainment*

*Charlene Nyantekyi, General Manager, Club Wembley, The FA Group*

**Premium Consumer Trends: Analytics, ROI, and Naming Rights**

*Chris Marking, Vice President, Sponsorship Strategy, AEG Global Partnerships*

*Other speakers to be announced*

12:30 p.m. - 1:45 p.m.

**Lunch + Keynote Interview**

*Jon Dutton, CEO, Rugby League World Cup 2021*

## Conference & Exhibition

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 London  
**ALSDInternational.com**

**Register online at [ALSDInternational.com](http://ALSDInternational.com)**

Registration includes the conference, interactive workshop sessions, exhibition, and receptions.

FULL PRICE:	£ 699	\$ 985	€ 797
SECOND ATTENDEE	£ 599	\$ 844	€ 683
THIRD ATTENDEE	£ 499	\$ 704	€ 569
FOURTH ATTENDEE	£ 199	\$ 281	€ 227

For more information:  
 Bill Dorsey  
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 T: +1 011 513 674 0555

Number of attendees \_\_\_\_\_

Total Amount \_\_\_\_\_

Katie McIntyre  
 katie@alsd.com  
 T: +353 (0)44 9335212

Name \_\_\_\_\_

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Organisation \_\_\_\_\_

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### ADVISORY BOARD

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 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

**Craig Findall**  
 COO, Edgbaston Stadium  
 Warwickshire CCC

**Peter McKenna**  
 Stadium Director  
 Croke Park

**George Vaughan**  
 Head of Technology  
 Ascot Racecourse

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

### PAYMENT

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Mail to: ALSD Headquarters, 10017 McKelvey Road, Cincinnati, OH 45231



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 Bryanston Street, Marylebone  
 London, W1H 7EH, United Kingdom  
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 bookma@amba-hotel.com  
 amba-hotel.com/marblearch  
 Rooms must be booked by September 10, 2018

**Special Delegate Rates**  
 Must use code **SPOR101018MA**  
 when making reservations for specially reduced rates  
 Standard room: £234 incl. VAT  
 Payment terms: Guests to settle own account