

**LEADERS**

The  
**Future Stadium  
Summit**



**Agenda**

**Date**

4 October 2016

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**Venue**

Chelsea FC

London

A blue-tinted photograph of a stadium's glass facade. The glass panels are arranged in a grid pattern and reflect the sky and clouds. The Allianz logo is visible on the glass, rendered in a dark, metallic-looking font. The overall scene is set against a bright, cloudy sky.

# The Agenda

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Whilst fans have more options than ever to access great sports entertainment, the at-game experience remains the heart of the offering. And the stadia and arenas themselves remain the most valuable assets on the balance sheet. Technology and new fan demands are changing the game however and the Leaders Future Stadium Summit offers 7 cutting edge case studies of innovations in stadium technology to help teams and venue operators create unforgettable experiences for fans and generate new commercial models around technology. .

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# Sessions

Secure your pass

## Session 1

Confirmed Speaker

**Al Guido**  
President, San Francisco 49ers

### Levi's Stadium: Setting The Bar for Future Stadium

The world's eyes were fixated on Levi's Stadium for Super Bowl 50, putting on a show that will never be forgotten. With technology ahead of its time, Levi's Stadium has set a very high bar for Future Stadium. Boasting Wi-Fi boxes under every 100 seats, and the ability to process more than 10 Terabytes of data in one day. This session will specifically detail how you can future-proof your stadium to deliver an unprecedented fan experience for years to come.

## Session 2

Confirmed Speaker

**Benjamin Steen**  
Head of Digital Projects and CRM, FC Bayern Munich

### Lessons in Connectivity: Building the Business Case, Infrastructure and Services at the Allianz Arena

FC Bayern Munich's Allianz Arena is renowned for its atmosphere and first class facilities. With a Wi-Fi network and accompanying beacons and support technologies, it is also one of world football's leading examples of a connected stadium. This cutting-edge talk will examine how the business case was built, lessons in infrastructural development, and what has been learned about fan behaviour so far.



# Sessions

## Session 3

Confirmed Speakers

**Umut Kutlu**  
Chief Marketing Officer, Besiktas JK  
**George Scott**  
VP/GM Digital Media, NFL

### Stadium Technology And The Fan Experience: What Do Fans Want And What Will They Use?

From apps and content, to parking information services and cashless payments, there are various ways to harness technology to improve the fan experience. This panel will examine which services have proved successful, use cases of connectivity across different sports and where the hunt for the killer app will look next.

## Session 4

Confirmed Speakers

**Henk Markerink**  
CEO, Amsterdam Arena  
**Philippe Margraff**  
Head of Revenue Operations at UEFA

### Stadium Technology, Match Day Revenue and Digital Activation: Proven Commercial Models and Real Numbers

Beyond the value of enhanced fan experience and data collection, how can a concrete link be made between connectivity and revenue? This panel will explore the most promising revenue generating services in the connected stadium.



# Sessions

Secure your pass

## Session 5

Confirmed Speakers

**Michael Davies**

Senior Vice President, Field & Technical Operations, Fox Sports

**Jeff Marsilio**

VP Global Media, NBA

**Steve Smith**

Director of Production, Sky Sports

**Michael Conley**

VP Digital, Cleveland Cavaliers

## Making It a Reality: What Do Fans Want From the Virtual Stadium

Fans increasingly want to be in the middle of the action, no matter wherever they are. New Virtual Reality technologies allow just this, providing a completely immersive experience connecting fans with the action. While mainstream user adoption is yet to happen, this panel will discuss what fans really want from a virtual stadium experience and what could come next.

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