



essma
SUMMIT

21-22 January 2020

GROUPAMA ARENA

essmasummit.eu

Overview



KEYNOTE PRESENTATIONS
& 8 SEMINARS



NETWORKING
& OPPORTUNITIES



GROUPAMA ARENA
STADIUM TOUR

21 January 2020

DAY 1

Dedicated stadium tours

Seminars

Stadium Operations

Fan Experience

Pitch Management

Stadium Development - Renovation

Evening cocktail and dinner

22 January 2020

DAY 2

Seminars

Data-driven Stadiums

Hospitality & Ticketing

Safety & Security

Stadium Development - Construction

Closing lunch

SPEAKER SELECTION



Hosting venue

Groupama Arena is a 22,000-capacity multi-purpose stadium that is home to football club Ferencvárosi TC. The club's former Albert Florian Stadium was demolished in 2013 and the new Groupama Arena was constructed on the same site. It broke ground on 27 March 2013 and officially opened on 10 August 2014, when Ferencvárosi TC played a friendly match against Chelsea FC.

With its capacity of 22,000, the stadium temporarily became the largest stadium in Hungary when the Ferenc Puskás Stadium was demolished to be replaced by a new national arena. Because of the reconstruction of the national Ferenc Puskás arena, the Groupama Arena has also temporarily become home to the Hungarian National Team (2014 – 2019).

The stadium is fit to host concerts and features a cashless catering system, a biometric identification system, 34 skyboxes and a three-level underground garage for 354 vehicles. On 18 May 2019 the Groupama Arena hosted the 2018-2019 UEFA Women's Champions League final.



Day 1

21 January 2019



Day 1

 **09:00** Dedicated stadium tours

Pitch & Players

Crowd & Security

Operations & Technology

 **12:00** Networking lunch

 **14:00** Welcome words



John Beatie
ESSMA

Sándor Csányi
Hungarian Football Federation

 **14:15** KEYNOTE PRESENTATIONS

 **16:15** START SEMINAR SESSIONS

STADIUM OPERATIONS



Introduction & background



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Break



TBC



Q&A - Panel

FAN EXPERIENCE



Introduction & background



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Building a fan base and increasing the fan experience



Daniel Marti & Wanja Greuel
BSC Young Boys

Break




TBC



Q&A - Panel

 **18:30** EVENING COCKTAIL AND DINNER

PITCH MANAGEMENT	STADIUM DEVELOPMENT - RENOVATION
 Introduction & background  ESSMA	 Introduction & background  ESSMA
 Multifunctional pitch management  Karl Standley <i>Wembley Stadium</i>	 TBC 
 Pitch maintenance & renovation  Zoltán Laczkó <i>Groupama Arena</i>	 TBC 
Break	
 TBC 	 TBC 
 Q&A - Panel	 Q&A - Panel



Day 2

22 January 2019



Day 2



09:30

START SEMINAR SESSIONS

DATA-DRIVEN STADIUMS



Introduction & background



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Break



TBC



TBC



Q&A - Panel

HOSPITALITY & TICKETING



Introduction & background



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Ticketing strategies: the Netflix approach



Jacob Lauesen
FC København



TBC



Break



TBC



TBC



Q&A - Panel



12:00

CLOSING LUNCH



14:30

START BUS TRANSFERS TO AIRPORT OR HOTEL

SAFETY & SECURITY



Introduction & background



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Break



SLO Mangement



Lena Gustafson
Djurgårdens IF



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Q&A - Panel

STADIUM DEVELOPMENT - CONSTRUCTION



Introduction & background



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Q&A - Panel

We hope to
meet you in
Budapest!



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