



**essma**  
SUMMIT

Groupama

**21-22 January 2020**

**GROUPAMA ARENA**

[essmasummit.eu](http://essmasummit.eu)

# Overview



KEYNOTE PRESENTATIONS  
& SEMINAR SESSIONS



NETWORKING  
& OPPORTUNITIES



GROUPAMA ARENA  
DEDICATED  
STADIUM TOURS

21 January 2020

DAY 1

Dedicated Stadium Tours

Pitch & Players

Crowd & Security

Operations & Technology

Keynote sessions

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.

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Capacity	23.809
Opened	2014

Construction cost	€ 45 million
Club	Ferencsvárosi TC

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**Day 1**

**21 January 2020**



# 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

## 16:15 START SEMINAR SESSIONS

### STADIUM OPERATIONS



Introduction & background



ESSMA



Best practices on sustainability



Tiberio Daddi  
*LIFE TACKLE*



TBC



Break



TBC



Q&A - Panel

### FAN EXPERIENCE



Introduction & background



ESSMA



TBC



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























14:15

KEYNOTE PRESENTATIONS

PITCH MANAGEMENT

STADIUM DEVELOPMENT - RENOVATION

 Introduction & background  ESSMA	 Introduction & background  ESSMA
 Guaranting a high-quality pitch while delivering multifunctional events  <b>Karl Standley</b> <i>Wembley Stadium</i>	 TBC 
 Pitch maintanance & renovation  <b>Zoltán Laczkó</b> <i>Groupama Arena</i>	 TBC 
Break	
 TBC 	 TBC 
 Q&A - Panel	 Q&A - Panel



# Day 2

22 January 2020




# Day 2



09:30

START SEMINAR SESSIONS

DATA-DRIVEN STADIUMS	HOSPITALITY & TICKETING
 Introduction & background  ESSMA	 Introduction & background  ESSMA
 TBC 	 Ticketing strategies: the Netflix approach  <b>Jacob Lauesen</b> <i>FC København</i>
 TBC 	 TBC 
Break	Break
 TBC 	 TBC 
 TBC 	 TBC 
 Q&A - Panel	 Q&A - Panel



12:00

CLOSING LUNCH



14:30

START BUS TRANSFERS TO AIRPORT OR HOTEL



## SAFETY & SECURITY



Introduction & background



ESSMA



TBC



TBC



Break



SLO Mangement



Lena Gustafson  
*Djurgårdens IF*



TBC



Q&A - Panel

## STADIUM DEVELOPMENT - CONSTRUCTION



Introduction & background



ESSMA



TBC



TBC



TBC



TBC



Q&A - Panel

# What to discover



Gathering the stadium industry:  
**+375 participants**



**Uniting** the global stadium, arena and major sports venue industry



Keynote speakers from **all over the world**



Quality **networking**



Highest ratio of **buyers to suppliers**



Go home with **10 new ideas**

// *We're proud to host the sixth edition of the ESSMA Summit at Groupama Arena in Budapest! With over 375 stadium professionals joining us, our aim is to share knowledge and expertise with as many industry experts as possible.*

**BALINT MATE**

**Project Manager Ferencvárosi TC**

*ESSMA is a great organisation that brings clubs together where they can meet, unite and share their knowledge and challenges. The ESSMA Summit is the perfect setting to further develop the stadium industry* //

**MATS ENQUIST**

**CEO Swedish Football League**



# ESSMA Summit Sponsors



We hope to meet you  
in Budapest!



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