

TICKETING BUSINESS FORUM

7 - 8 JULY 2022 • MANCHESTER

INCORPORATING
**TICKETING
BUSINESS
AWARDS**

#REOPEN.

#RESTART.

#REIMAGINE...

TIXNGO

SECURE MOBILE TICKET WALLET

REAL-TIME DATA

SMART QR CODE

PROVEN AT SCALE

BLOCKCHAIN ENCRYPTION

The leading secure mobile ticket wallet.

Used successfully at scale
by world-leading tournaments & events.

DISCOVER HOW



VISIT POD 123

A SECUTIX SOLUTION

TICKETING BUSINESS FORUM

MANCHESTER 6-7-8 JULY 2022



From relief to resilience

...as we sail into a new era

Thanks for making the investment to be with us at our 10th anniversary *Forum*. It's just seven months since we last gathered but my goodness what a lot of changes!

We slapped away the final Omicron challenges, got our venues back to capacity, welcomed the return of our guests, fans and patrons. And then...

...another slew of external shocks. War in Europe, broken supply chains, pandemic hangovers and travel restrictions, rising costs, energy shortages, public sector strikes. Just when we thought we had steadied the boat another wave hits.

We are sailing into uncharted waters, with smaller crews, vague maps and less time than ever before. As we look to plan for 2023, we're still having to ask what will sell next week? With all voyages you need a great crew, bringing all the talents together – along with the tools and partners – to reach the final destination. We hope you find some suitably inspirational shipmates at this year's *Forum*. Bon voyage!



Ian, Angelina, Lizzie & *TheTicketingBusiness* team

PS. Whether it's your first time or you're a (returning) regular, we wish you a great visitor experience at #TBF22. So if there's anything we've missed or can do to assist, please let us know.

APRIL 2023



SPRING BACK TO APRIL
See you back here on
19-20 April for #TBF23



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IN-PERSON MEETINGS

TICKETING BUSINESS FORUM

THE TICKETING BUSINESS FORUM 2023

Connecting entertainment's eCommerce ecosystem

19-20 APRIL 2023 / Emirates Old Trafford, Manchester

The eleventh edition of the world's #1 meeting for events, sports, arts and entertainment business leaders. 500+ executives covering all aspects of the ticketing eCommerce ecosystem, from marketing and discovery through to payments, CRM and loyalty.

W: [TicketingBusinessForum](https://www.theticketingbusinessforum.com)

TICKETING BUSINESS AWARDS

THE TICKETING BUSINESS AWARDS 2023

19 APRIL 2023 / Emirates Old Trafford, Manchester

Now in their eighth year, the industry's only awards to celebrate leadership, innovation and achievement in the application of ticketing in the entertainment, arts, sports, attractions and live events sector.

W: [TicketingBusinessAwards](https://www.theticketingbusinessawards.com)



THAT'S ENTERTAINMENT! MENA 2023

OCTOBER 2023 / Abu Dhabi

That's Entertainment is a new annual event for entertainment industry leaders in the Middle East. Stay tuned for more details of this new, invite-only meeting for industry changemakers from across the region to debate, networking and information exchange.

Web: [ThatEntertainmentBusiness.com](https://www.thatentertainmentbusiness.com)

ON-LINE DIGITAL

TICKETING BUSINESS NEWS

THE TICKETING BUSINESS NEWS

The ticketing sector's first and only dedicated news channel. All the latest ticketing business news and insights – curated into one place. Daily updates, exclusive content, unique insights, job postings and newsletter twice-a-week to >29k registered readers, >92,000 page views pcm and rising...

W: [TheTicketingBusiness.com](https://www.theticketingbusiness.com)



[/TheTicketingBusiness](https://www.theticketingbusiness.com)

Company Feed

>4,051 followers

▲ >71k impressions pcm



[@TheTicketingBiz](https://twitter.com/TheTicketingBiz)

#TicketBiz

>3,204 followers

▲ >103k impressions pcm

Everyday at the Forum

The TIXNGO Lounge

TIXNGO
A SECUTIX SOLUTION

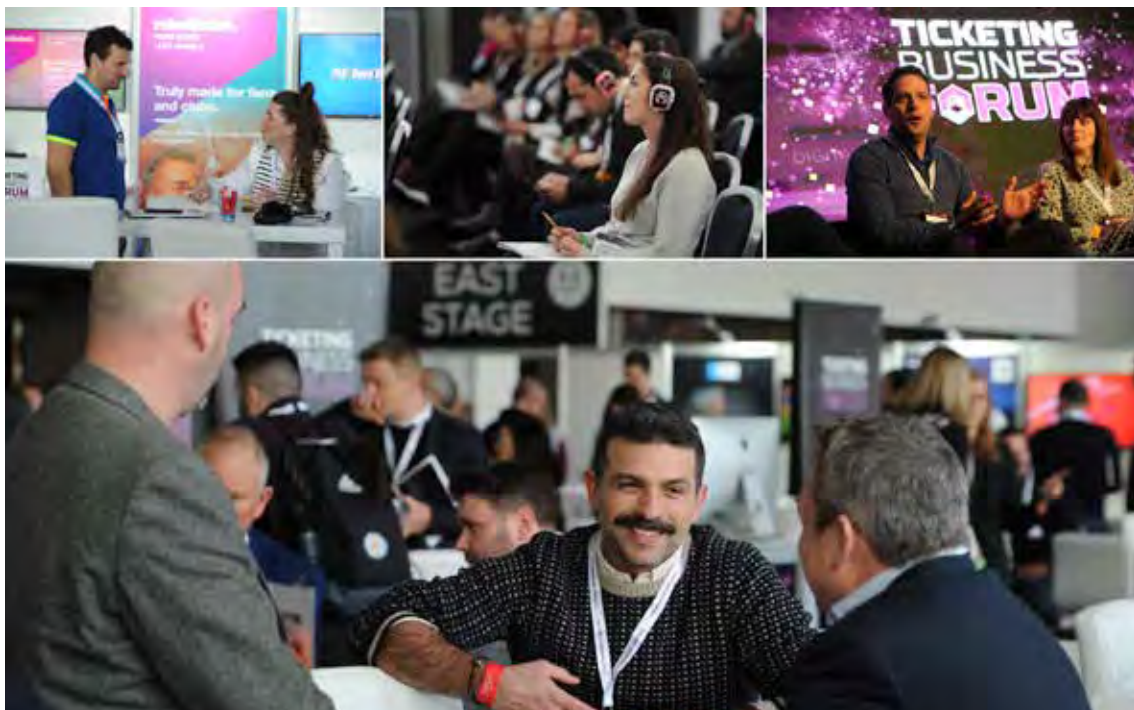
WORKSPACE

Get together... Get it done... with TIXNGO

Need to finish a report? Answer a call?

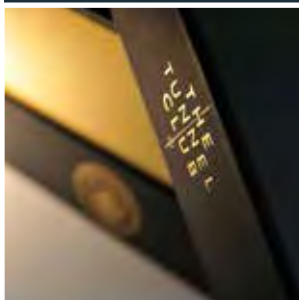


The TIXNGO Lounge is open throughout the Forum to all delegates for that impromptu meeting, calls back to the office and any last-minute workload demands. Complimentary tea/coffee is available all day.



INNOVATIVE, BESPOKE PACKS THAT SURPRISE & DELIGHT FANS

We work with some of the world's leading professional sports clubs, associations and venues, as well as esports teams, music labels and private members clubs. We help them to make fans, clients and VIPs feel appreciated and rewarded for their loyalty.



We are recognised as world leaders in the design and production of bespoke packaging.

We can help you with:

- Membership & season ticket packs
- Membership & season ticket card printing, personalising & encoding
- Worldwide fulfilment & mailing services
- Presentation & video boxes
- Branded merchandise
- Hospitality, VIP & corporate gifts
- Tickets, lanyards, accreditations & hospitality passes
- Match day giveaways



CPG | CEDAR
PACKAGING
GROUP

To reward your fans and build loyalty, get in touch:

t: +44 1794 525 050

e: sales@cedarpackaging.com

www.cedarpackaging.com

Wednesday 6th July

REGISTRATION

BADGE COLLECTION

Lobby, Hilton Garden Inn Emirates Old Trafford

18.30

Arriving early? Collect your delegate badge from the pop-up guest desk in the Hilton lobby bar.



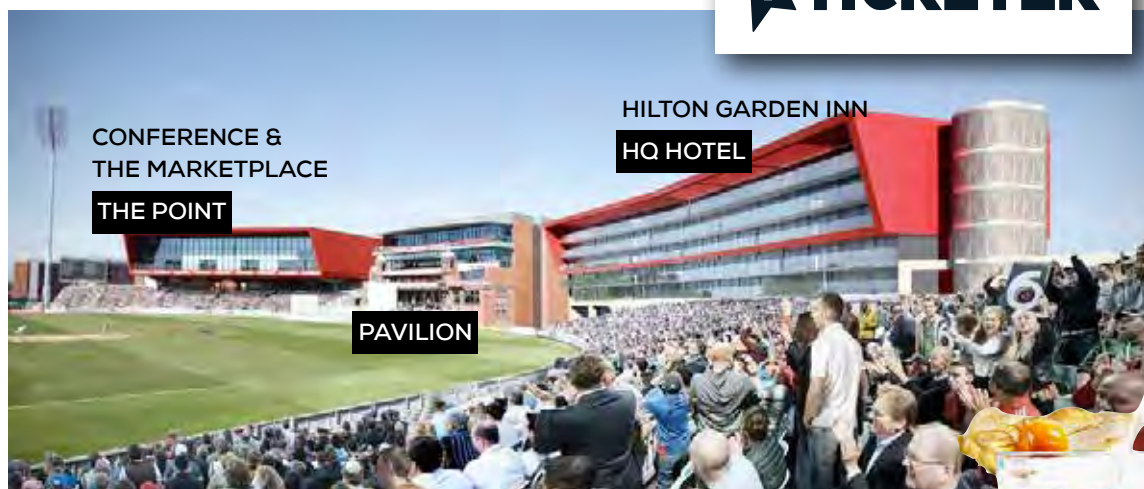
NETWORKING

WELCOME RECEPTION

Hilton Garden Inn Emirates Old Trafford
Garden Bar (Ground Floor)

Entry: All registered delegates

GENEROUSLY SUPPORTED BY



18.30

We kick off with our icebreaker in the HQ hotel bar – supported this year by Ticketek. All registered delegates are welcome along. Collect your badge, catch up with old friends and make new contacts in an informal atmosphere.

20.00

Close of reception.



KNOW YOUR
VALUE



VATIC

Dynamic Pricing for
the Performing Arts

| www.vatic.tech

Thursday 7th July

REGISTRATION

REGISTRATION & COFFEE

The Marketplace

08.00

We open for check-in, coffee and to start your networking.

THE RE-START

Opening Thoughts

East Stage

09.00

Welcome back to TheTicketingBusiness Forum! It's only been a few months since we were last together, but so much has happened – and a lot more is going to happen in the years ahead.

● *Ian Nuttall, Founder, TheTicketingBusiness*

PLENARY

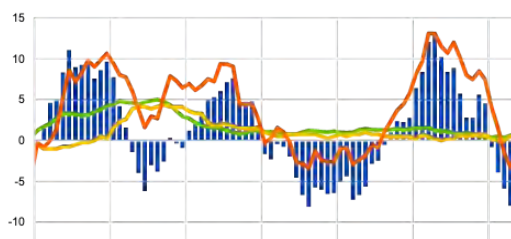
Business as (un)Usual

East Stage

09.15

Those heady days of 2019 were the last 'normal' year for our businesses. This decade has been tumultuous and external shocks (be it pandemics and wars, or costs of living and cultural changes) look set to continue to bump the ride. Is it a 'saw-tooth' recovery for all genres? Doing 'more with less' is the current operations mantra as we try to get back to max, while holding off major capex, re-hiring and re-equipping? Yet, the combination of "digital + innovation" offers enormous potential to change our business models – from low-cost (unsustainable) service fees to client-side incremental SaaS revenue streams. Some opening thoughts with:

- *Emily Tuffin, General Manager, Sports Travel & Hospitality Group (STH)*
- *Cameron Hoy, Managing Director, Ticketek*
- *Daniel Gidney, Chief Executive, Lancashire Cricket*
- *Laurence Miller, Commercial Director, Nimax Group*



NEWC SPORT

HELPING FOOTBALL CLUBS INTO THE DIGITAL ERA



Tailored online ticketing

We help clubs deliver a fully tailored online ticketing system and fan experience all year around. We aim to remove as many obstacles as possible for fans to support their favorite team.



Full service provider

We look at the club as a whole and see how we can help maximizing not only the revenue, but also the processes and the workload over all. We offer a full time service with personal live chats, calls and on-site visits.



Proactive development

We work with leading stakeholders in the industry to keep up with the latest development. Since we work with clubs from all over the world, we are in a unique position to help and develop customized solutions with the best knowledge at hand.

Want to hear more about the opportunities for your club?

+45 2227 2207

✉ ms@newc.dk

📍 Offices in Copenhagen,
Manchester & Sao Paulo

Thursday 7th July

10.15

NETWORKING BREAK

Generously sponsored by



INNOVATIONS

Quickfire Ideas #1

East Stage

10.45

A batch of new ideas – delivered in a quickfire format:

Social Commerce in Modern Ticketing

Our mission is to disrupt the world of e-commerce, making every transaction on every site a social and memorable occasion – where friends, family, fans and influencers shop the brands and experiences they love the most, all together. All on a brand's site.

● *Joe Rugo, EVP - Partner Development, FEVO*

Customer Journey Personalisation: VIP booking experiences

How do we make everyone feel like a VIP? By designing the means for any individual to interact with your booking system in a personalised way. Exploring different personas from lifetime annual bookers to clients booking their first experience online.

● *Robin Sherry, CEO & Founder, Seat Unique*

Web eticketing: Exceed your visitors expectations

Super fast access, biometrically secure ticketing, environmentally sound, cost saving, low cost and available to all...the future is now.

● *Jeff Sheldon, Stadium Access & Innovation, APT SKIDATA*

Hotel packaging – Earn more from your tickets

We all know hotels put their prices up as soon as events go on sale. Sound Travel taps into this parallel revenue stream and channels it back to the event rights-holder through 'tickets+hotel' packages.

● *Mike Bayon, CEO & Founder, Sound Travel Group*



Conference

MOBILE TICKETS

Moving to Mobile. Easily. Securely.

West Stage

11.15

Solving the equation of operational security & fan experience with mobile technology

Event organisers are constantly challenged to balance operational security and fan experience without compromising one or the other. Mobile technology plays a relevant role in solving this equation by connecting with the fan directly and helping the event organiser monitor and control the ticket distribution in real time. TIXNGO – a native mobile solution – delivers unique, encrypted and real-time traceable tickets, providing a digital experience for fans that lasts beyond the event with NFT memorabilia natively embedded. Six months into 2022, 6M+ mobile tickets delivered securely for major events worldwide speak louder than words. Learn more about solving the equation and how to leverage mobile technology.

● Luca Ziche, Senior Sales Manager, TIXNGO

● Andy Duckworth, Senior Sales Manager, SECUTIX



ARTS & THEATRE

West End: Changing Buying Patterns

West Stage

11.45

Re-opening Post Pandemic: 400 days on

This *Forum* marks just over 400 days since Nimax re-opened their six theatres following the pandemic. What has changed? How have buying patterns changed? What has changed by design? What has changed by external factors? Laurence Miller will talk about the Nimax experience and look to the future in the post-COVID world.



Thursday 7th July

Please note that conference sessions run on both stages in parallel. Wherever you are in The Point, tune into either stage via the headsets

DYNAMIC PRICING

Let Your Fans Decide

East Stage

11.15

The Art of Conversation and its Role in Pricing

Learn how a fan-centric approach to dynamic pricing can yield extraordinary results (and doesn't gouge customers). With over a decade marketing performing arts organisations large and small across the USA, our speaker gained a deep understanding of live event pricing, and developed a new way of thinking about what we should be charging for a ticket. We debunk the myths and open up a new approach to pricing.

● Sean Kelly, Founder, VATIC



DYNAMIC PRICING

Case Study: Learning to Price Better

East Stage

11.45

Benefits of dynamic pricing for attractions

It's no secret that the visitor attraction and theme park sector can be slow to adopt new strategies. Very often, for example, these enterprises stick to long-held static pricing practices. Whereas the bulk of the travel and tourism industry has embraced dynamic pricing since 1980, the broader entertainment and leisure sector is still only taking "baby steps" in this direction – with some price differentiation and seasonal pricing only. In this special case study we look closely at Swiss Vapeur Parc, a miniature theme park offering rides on 1/4-scale train replicas. It's one of the first parks in Switzerland to start using AI-powered dynamic pricing models. What has been the impact on its park and its visitors?

● Alexandre Martin, CEO & Co-Founder, Smeetz

● Damien Fulbert, Managing Director, Swiss Vapeur Parc



Conference

FOOTBALL FOCUS

Stadiums, Subscriptions & Digital Transformation

West Stage

12.15

Partners in Innovation: Three Clubs. All Winners.

This special session brings together three football clubs, from different countries and different leagues. But all three share a desire for change and have embraced digital transformation across their ticketing and fan engagement. In the UK, Wycombe Wanderers has shown that digital transformation is not restricted to the big teams of the Premier League. Recent successes included ticketing of the team's EFL League One Play-off Final at Wembley Stadium. The club has also rolled out subscription ticketing for its season ticket-holders. The same approach has been adopted by top Danish side FC København. The club has broken all records for commercial earnings, season ticket subscriptions, average attendance and more. And in São Paulo, leading South American team Palmeiras kickstarted its transformation through the engagement of a European supplier to deliver world-class ticketing and data infrastructure.

- Mikkell Bjerre, *Ticketing & Customer Service Manager, FC København*
- Ben Griffiths, *Ticket Office Manager, Wycombe Wanderers FC*
- Vinicius Borsatto Ferreira, *Innovation Manager, Palmeiras*
- Mikkel Skou, *Managing Director, NewC*



Images: Wycombe Wanderers FC / FCK - Lars Møller / Wikipedia

13.00

LUNCH IN THE MARKETPLACE

Thursday 7th July

CUSTOMER UX

Scaling for Success. Keeping it Personal.

East Stage

12.15

Data, Digital and the Human Touch(points)

Where do we focus our limited human resource in the ticketing journey for maximum effect? And how do we humanise an increasingly digital experience, which may or may not be aligned with the purchased event experience? How far can ticket marketing take automation? And conversely, how far can marketing automation take ticketing? One-in-four ticket sales still generate a customer service request. LiveChat and AI can take us so far but where's the balance on the customer journey between the eCommerce efficiencies of selling a 'product' and the more person-centric 'enhancing an event experience'? How do we deliver on customer QC with less resource than ever before?

● Paul Williamson, Director, Two Circles

● Edwin Suk, Chief Information Officer, Feyenoord Rotterdam

● Eike Humpert, Head of Digitalization, VfL Wolfsburg-Fußball GmbH



13.00

LUNCH IN THE MARKETPLACE

Conference

SEASON TICKETS

Self-Serve and Auto Renewals

West Stage

14.30

Using new technology in ticketing to drive efficiencies in a post-pandemic world

Arsenal FC took advantage of the increased use of technology during the pandemic to drive more of its season ticket-holders to self-serve using online services. During the recent season ticket renewal window, the number of supporters renewing over the phone reduced by 75%. This year also saw the introduction of auto-renewal for Season Ticket Holders meaning the process of renewing their seat will happen automatically going forward – something that makes sense when churn is so low and will drive further efficiency for fans and ticketing staff. Our guest speaker from the club will also discuss these new approaches, as well as plans to drive more improvements through the use of technology at Emirates Stadium.

● Amy Trynka, Senior Ticketing & Strategy Manager, Arsenal FC

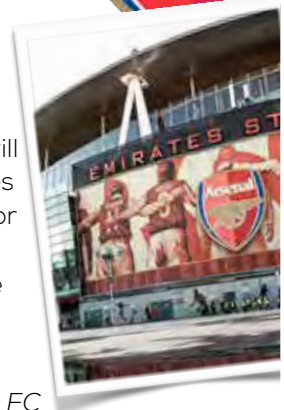


Image: Arsenal FC/Copyright logo

MOBILE WALLET

Redefining digital ticket delivery

West Stage

15.00

Security. Data. And Enhanced Engagement.

Success is all about “the last mile” of secure digital ticket delivery to the smartphones of fans, guests and patrons using your event-branded (white label) digital ticketing event wallet app. A secure, interactive, white label app is available for your ticket-holders to download on both the App Store and Google Play – which then opens the door on endless engagement and revenue possibilities. This session explores the success of digital ticket delivery, with a focus on mass sporting events... but the lessons are applicable across all event types and entertainment genres.

● Matthew Clarke, Ticketing Manager, Welsh Rugby Union

● James Kirby, Co-Founder and Head of Revenue Generation, Tixserve



Thursday 7th July

ARTS & THEATRE

Considering Culture with the New Opportunities

East Stage

14.30

Guest Speaker: Nordic Music Perspective

Our guest has been recognised as one of his country's business leaders in his role as head of one of Denmark's leading concert halls. A lawyer by training, he also leads the Nordic Concert Halls association, the Danish Concert and Culture Halls (DKK) body and is Business Manager of *Political Festival of Europe*. With this broad background across arts, culture and theatre in the region, where does ticketing, data and customer engagement sit in these organisations? And, having navigated the COVID challenges, how are arts and culture organisations best structured – and motivated – for future success?

● *Lasse Rich Henningsen, CEO, Musikkens Hus & Aalborg Symfoniorkester*



TECH EXPLORE

**Buzzword bingo.
Or imminent developments?**

East Stage

15.00

Cutting through the hype

Does the future of ticketing include blockchains, NFTs, metaverse or something completely different?

● *Einar Gústafsson, VP of Product & Engineering, Tix Ticketing*





Conference

LEGISLATION

Customers: Expectations and Legislation

West Stage

15.30

The changing nature of customer power

We'll explore the changing nature of customer power. The last few years have witnessed a host of litigation and new Acts of law. What have been the lessons from North America? And, with the rise of Europe's data protection laws and the emerging, wide-reaching Digital Services Act, where does 'Little Britain' now sits outside the EU? A discussion with:

- Sam Shemtob, Director, FEAT
(Face-value European Alliance for Ticketing)



16.00

NETWORKING BREAK



Thursday 7th July

CUSTOMER UX

Immersive 3D Technology for Sales Centers

East Stage

15.30

Get close to your customers

This session will show how 3D Digital Venue's state-of-the-art technology has provided a platform for virtual tours to drive increases in digital sales, even before some venues had been built or refurbished. Case studies relating to the company's European and North America clients will be featured.

- *Francis Casado, Co-Founder & Head of International Business Development, 3D Digital Venue*



16.00

NETWORKING BREAK

DATA & INSIGHTS

Buying Patterns: Living with long COVID

East Stage

16.30

All bets are off. Or are they?

To close day one, we bring together diverse perspectives across the entertainment landscape to explore the post-pandemic changes in buying patterns, product demand and marketing approaches. We look to identify which impacts are permanent, semi-permanent or just a 'flash in the pan'. With such seismic change to the live entertainment sector in such a relatively short period of time, we'll also discuss the relevance of historic sales data. Does it have any value going forward when some current sales patterns have never been seen before?

- *Shah-Zeib Ahmed, Head of Ticketing, Rugby League World Cup 2021*
- *Carolyn Sims, Consultant Director, CMSA Consultancy*
- *Mikkel Bjerre*, Ticketing & Customer Service Manage, FC København*

17.15

Close of day one conference. Catch your breath before *TheTicketingBusiness Awards 2022* commence on West Stage (see over).



3D DIGITAL
VENUE

MANAGE YOUR MULTI-PURPOSE VENUE WITH A 3D MAP

**SEE HOW OUR TECHNOLOGY
BOOSTS YOUR SALES**



WWW.3DDIGITALVENUE.COM

The Awards

Thursday 7th July



THE PARTY

TheTicketingBusiness Awards 2022

West Stage & The Marketplace

Entry: All registered delegates & Finalists

18.00-20.00 Out goes the formal dinner this year. And in comes a more relaxed, cocktail-mixer of a celebration in the Marketplace as we recognise the Finalists, celebrate success and announce the Winners of *TheTicketingBusiness Awards 2022*.

OUR THANKS TO



RAISING FUNDS FOR





TheTicketingBusiness

CAMPAIGN OF THE YEAR AWARD

- TodayTix Group London Theatre Week
- Ticketmaster, NFT NFL Drop
- The FA Women's Euro 2022
- Just Ask by Attitude is Everything/Independent Venue Week
- Eventix – Build Your Crowd
- 'This is Real Impact' promotion by Rugby League World Cup 2021

UNSUNG HERO AWARD

- Kristoffer Killerup Kaae, client service assistant, Billetlugen / Eventim Scandinavia
- Mikkel Bjerre, Ticketing Manager, F.C. København
- Georgia Royes, Senior Manager Spectator Services and Ticketing, LOC Special Olympics World Games Berlin 2023
- Catherine Cuff, Senior Client Manager, Moshtix – Bluesfest 2022
- Patrick Doherty, director of ticketing, SAP Center/San Jose Sharks
- Dan Wozney, Ken Hahn, Eve Roycraft, Laura Durenburger–Grunow, Ticketing configuration team, Northrop at the University of Minnesota

IMPACT AWARD

- Ticketek/TEG/Ovation – Ticketek Ovation's data partnership with Cricket Australia
- Tickets for Good – Free NHS tickets
- Ticketpass – Ethical Ticketing
- tripXOXO at Dubai Expo 2020
- Afterparty NFT Art and Music Festival
- A Greener Festival – Scott Graham

DISRUPTOR AWARD

- Fanbase – Fanbase product 2.0
- Flicket – Scale Up
- Theatre Oberhausen – Integrated Streaming Strategy for Performing arts
- Sound Travel
- VERB

GUEST EXPERIENCE AWARD

- In-Site Technology Solutions – Guest Management System for the UAE Pavilion at Dubai Expo
- FC Barcelona Femeni (Women)
- Savannah Bananas
- KOKO and Luno
- Stagedoor App
- TicketsForGood

PRODUCT INNOVATION AWARD

- Sport Lisboa e Benfica – Player App
- Tixel
- Ticketek UK
- SAP, Coldplay green app
- VFL Wolfsburg – VFL Connect App
- TrueTickets – Digital Ticketing integration w/ Tessitura

AWARDS 2022

ABOUT THE AWARDS

TheTicketingBusiness Awards
Recognise leadership, innovation
& achievement in the application
of ticketing across sports,
performing arts, music, cinema, live
entertainment and visitor attractions

TICKETING BUSINESS AWARDS

CONGRATULATIONS TO ALL OUR FINALISTS

Beer Partner



Catering Partner



INSIGHTS AND ANALYTICS

- Ovation – Australian cricket data partnership
- Audience Republic, Australia
- Future Ticketing and League of Ireland
- Elevate Sports Ventures Partnership with Receptive Analytics
- AS Roma and Premoneo
- Project Admission and Major League Baseball

EXECUTIVE OF THE YEAR AWARD

- Alexandre Martin, CEO & Co-Founder, Smeetz
- Cameron Hoy, Managing Director, Ticketek
- Stan Chia, CEO, Vivid Seats
- Jack Groetzinger, CEO & Co-Founder, SeatGeek
- Klaus-Peter Schulenberg, Founder & CEO, CTS Eventim

THE TICKETING BUSINESS OF THE YEAR

- Ticketblok
- Ticketek
- Vivid Seats
- SeatGeek
- Secutix
- Tix Ticketing

OUTSTANDING ACHIEVEMENT

- The Outstanding Achievement Award recognises an individual that has shown exceptional commitment, service and leadership to the ticketing ecosystem over a sustained period of time. (And no, they don't have to be retiring any time soon!)
- No shortlist. Recipient is selected privately by TheTicketingBusiness Awards team and will be announced at the 2022 Winners Party.

THANK YOU TO OUR 2022 JUDGES:

- Mark Davyd, CEO, Music Venue Trust
- Katy Raines, Chief Executive Officer, Indigo
- Martin Austin MBE, Managing Director, Access Card/Nimbus Disability
- Manal Smith, Senior Ticketing Manager – The Hundred, ECB – England and Wales Cricket Board
- Joseph Lee, General Manager, Hong Kong Ticketing
- Phillipa Hicks, Head of Product & Co-Founder, Seat Unique
- Ian Nuttall, Founder, TheTicketingBusiness
- Daniel Gidney, Chief Executive, Lancs Cricket / Emirates Old Trafford
- Kyle Bell, Marketing and Partnerships Director, Rhythm and Vines
- Larissa Kisel, Business Development Manager, Eventim UK
- Tim Chambers, Managing Director, TJChambers Consultancy

TICKETING BUSINESS FORUM

19 - 20 APRIL 2023 · MANCHESTER

JOIN US FOR TWO DAYS
OF PRESENTATIONS, DEMONSTRATIONS,
DISCUSSIONS AND PEER TO PEER
NETWORKING THAT WILL INTRODUCE YOU
TO THE VERY LATEST IN LIVE
ENTERTAINMENT TICKETING

Conference

Friday 8th July

REGISTRATION

REGISTRATION & COFFEE

The Marketplace

08.45

We open for check-in, coffee and to start your networking.

WELCOME BACK

The morning after the night before

East Stage

09.15

A quick recap, Awards Winners, some housekeeping and then into day two.

● *Ian Nuttall, Founder, TheTicketingBusiness*

TRANSFORMATION

Going all in for PWAs

West Stage

9.30



PWA: The flexibility of a web site. The benefits of an app.

This April, Norsk Toppfotball (Norwegian Professional Football League) retired its apps from Apple's Appstore and Google Play. Instead it has shifted its focus 100% onto Progressive Web App (PWA) development. In short, a PWA is a web app that utilises the latest and most modern web features to deliver an app-like experience, wrapped in a regular website. The first league in the world to do this, to date Norsk Toppfotball has launched 41 PWAs, all of which are integrated into its joint media platform. Our speaker will outline the decision-making process behind this adoption, including the benefits:

- ▶ Fast – works on any browser and responsive to every device
- ▶ Reliable – connects without the need for the internet
- ▶ Integrated – discoverable on search engines
- ▶ Engaging – helps boost the app interaction...

Learn all about PWAs and why they are the future of fan engagement with:

● *Thomas Torjusen, Head of Media & Chief Digital Officer, Norsk Toppfotball*

LIVE EVENT CREDENTIALS FROM

ID&C

- **Challenge us** - We'll deliver
- **Sustainable event** - Recyclable & biodegradable
- **Client experience** - Our partnerships are of length
- **Integration** - RFID can increase revenue by 35%



Trusted
Service



Development
Executive



Fulfilment



Artwork
Studio



Timescale
Importance

COACHELLA



COP26



LORD'S
THE HOME OF CRICKET



Tracking Report



Project Manager



Guest Tracking



Software



Consumables

IDENTIFYING CONNECTIONS FROM

identilam

- **Eco** - No longer the alternative
- **Bespoke** - Dedicated to project delivery
- **Credibility** - Onsite teams for events
- **Secure Software** - Server-based event data

Conference

Friday 8th July

DRIVING DEMAND

Cultivating member loyalty

East Stage

10.00

The use of exclusive, invite-only onsales

Discover why exclusive onsales are a prime opportunity to give back to your most valued patrons, and how an invite-only strategy lets you cultivate and strengthen their loyalty.

● *Niels Henrik Sodemann, CEO & Co-Founder, Queue-it*



10.30

NETWORKING BREAK IN THE MARKETPLACE

PERSPECTIVES

A decade in ticketing. 10 Years of the Forum.

East Stage

11.00

Looking back to look ahead

"I tell you now: Facebook will be dead in five years," predicted one of our panellists at our first *Forum*. But not every prediction made since we started gathering together the ticketing sector's top thinkers, movers and innovators has been that wide of the mark! Our stages, discussions and exhibitions have previewed seismic shifts in how our sector operates. We reflect on the industry's last decade with an eye on the future.

● *Dawn Farrow, Founder, Dawn Farrow Ltd*

● *Tim Chambers, Managing Director, TJChambers Consultancy*

● *Markus Nilsson, Deputy CEO, Hammarby FC*

● *and guests*





let's welcome eTicketing

Learn more about our solutions



**eTicketing saves time and money for clubs
and fans from the very first game**

No sports fan wants to wait in line to buy a ticket to see their favorite team. But is building a web shop to sell tickets online enough? Definitely not. SKIDATA's eTicketing solution integrates QR codes and NFC tickets directly into the Apple and Google wallets that almost every fan uses on their smartphones anyway. No additional app is necessary.

**For fans, it's an extra convenience. For clubs and stadium
operators, it's an immediate significant cost advantage.**

Learn more: <https://bit.ly/2YcpQrD>

» www.skidata.com

SKIDATA®
KUDELSKI GROUP

Conference

Friday 8th July

SUSTAINABILITY

Culture, Customers & The Climate Emergency

West Stage

11.30

Research: Engaging Audiences with Sustainability



How do audiences feel about the climate challenge? How could changing sentiment and awareness impact entertainment choices? Award-winning audience insights consultancy Indigo recently gathered 13,000 responses from cultural attendees from over 60 venues across the UK and will present the result of this groundbreaking research for the first time at this year's Forum. We'll be sharing about:

- ▶ General attitudes of cultural attendees to the climate emergency, compared with the general population;
- ▶ The ways in which audiences (and different audience segments) think cultural organisations should be contributing to the climate crisis;
- ▶ The implications for how organisations communicate their environmental priorities and involve audiences in sustainability initiatives.

The presentation will include all the key findings from this nationwide survey and offer practical advice for engaging audiences with sustainability initiatives, with case studies from operators about how they have approached sustainability in their venues.

● *Katy Raines, CEO, Indigo*



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Conference

Friday 8th July

INTEGRATIONS

Rockin' in the free world: Opening up ticketing

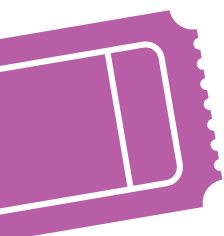
West Stage

12.00

For those about to ticket... we salute you!

A fireside futurescope with two of our favourite ticketing performers. The soundtrack and players may change but the 'music of ticketing' can often be difficult to play. There's a range of platforms out there – with functionality and pricing key factors in choice of supplier – but as our sector opens up and plugs in to the amplification offered by global eCommerce, where are the bum notes, the background noise and the cable disconnects?

- Leon Gray, Head of Ticketing & CRM, Edinburgh International Festival
- Neil Jones, Head of Ticketing, Royal Opera House



DISCUSSION

Debate: Dynamic Pricing

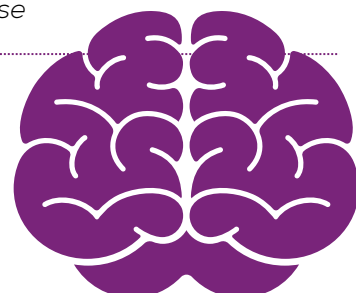
West Stage

12.30

Barriers to Adoption: Real or Imagined?

The pandemic accelerated the implementation of many new technologies across our sector. Venues have gone cashless. Digital ticketing is now widespread. And mobile entry almost *de rigueur*. But the adoption of dynamic pricing and AI-driven yield management approaches remains behind when compared to retail, travel and other FMCG sectors. Dynamic pricing has worked for these sectors for many decades, and has even been acknowledged as one of the cures to the ills of secondary markets. So why are we still so reluctant – across both live music, arts and culture – to 'give it a go'? Is it fear of the unknown? Or a missing skillset in our back office teams? We throw a few ideas out there... as we ask, is this the time entertainment goes dynamic?

- Hugh Gledhill, Interim Marketing Director, Layered Reality
- Lasse Rich Henningsen, CEO, Musikkens Hus & Aalborg Symfoniorkester
- and guests





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Conference

Friday 8th July

13.15 Thanks. Closing thoughts. And to 2023.

13.30 LUNCH IN THE MARKETPLACE

Make those final connections and conversations as we wind down

14.30 Close of Forum



*Save the dates 19-20 April for our next edition...
Sign-up before you leave for best rate including
on-site hotel guarantee ;)*



A huge thank you
to all of our 2022
speakers for sharing
their insights,
expertise and
experiences...

**TICKETING
BUSINESS
FORUM**

Shah-Zeib Ahmed

HEAD OF TICKETING, RLWC2021 RUGBY LEAGUE WORLD CUP



Shah-Zeib comes from a tourism and hospitality background after successfully running a number of successful businesses in Austria. An exchange term abroad during his business undergraduate course in Vienna quickly resulted in Shah-Zeib finding his new home - in Manchester. From there the journey only got better, where in the iconic Maracanã during the 2014 FIFA World Cup Brazil, Shah-Zeib fell in love with the world of ticketing.

What followed on from there:

- MBA Football Industries, University of Liverpool,
- 2018 FIFA World Cup Russia
- FIFA U-20 Women's World Cup France 2018
- FIFA Women's World Cup France 2019 - and many more

Having gathered global ticketing experiences as a service provider and rightsholder, Shah-Zeib's journey has taken him to a different shaped ball game to the Rugby League World Cup 2021. At RLWC2021, he is the Head of Ticketing, tasked with the delivery of the most inclusive edition of the tournament staging the men's, women's and wheelchair tournaments across several iconic venues in England. With the postponement of the tournament now confirmed Shah will also take on the role of dealing with the refunds process as a whole while still building towards the biggest and best RLWC ever in 2022..

Mike Bayon

CEO/FOUNDER, SOUND TRAVEL GROUP



Mike has over 25 years innovating and shaping music tourism fusing his passion for music, sport and travel into a successful, disruptive business model that helps event organisers, venues and ticket agents monetise the events they sell through an innovative hotel and ticket packaging model. Sound Travel's proven partnership model is a data play that captures hotel market pricing pre an event announcement and predicts the increase in price of a hotel room based on previous demand driven data. This uplift is then built into the package and is available to share with event partners.

Mikkel Bjerre

TICKETING & CUSTOMER SERVICE MANAGER, FC KØBENHAVN [FC COPENHAGEN]



Mikkel has responsibility for the operation and development of F.C. Copenhagen ticket products and strategy - He has been working with Danish football clubs since 2008 and FC Copenhagen for the past 7 years. In FC Copenhagen he has brought great changes to the ticketing approach and introduced subscription-based season tickets and ticket products with success. Mikkel enjoys combining great product ideas with the need for technical solutions and ensuring a fan-centered focus. With a buzzing atmosphere surrounding FC Copenhagen just had their best avg. attendance of all time during the club 30 year life span.

Vinicius Borsatto Ferreira

INNOVATION MANAGER, PALMEIRAS, AND AVANTI FAN



Professional with experience in Digital Marketing and acting in the construction of inbound & outbound marketing strategies. At Palmeiras, Vinicius is responsible for the Avanti Membership Program and he is involved in the digitization of the fan experience.

Francis Casado

CO-FOUNDER & HEAD OF BUSINESS DEVELOPMENT, 3D DIGITAL VENUE



Francis Casado is one of the founders of Mobile Media Content - 3D Digital Venue and is currently serving as Head of International Business Development. Prior to founding MMC- 3D Digital Venue, that revolutionized Interactive Digital Venue Management for Sports and Entertainment Venue Industry, Francis made his career around the beneficial application of 3D Technology and Virtual Reality for various sectors. Serial entrepreneur, with strong expertise on mobile monetization, VR, AR, Social Media and Sports Fan Engagement platforms.

Tim Chambers

MANAGING DIRECTOR, TJ CHAMBERS CONSULTANCY



Tim Chambers is a Mentor, Advisor and Consultant. He currently works with a number of organisations seeking to enter, redefine or expand their operations within the live entertainment and ticketing sectors, advising on corporate development strategies and directing transactions. Tim also has a number of advisory posts including NED roles with various start-ups and emerging companies.

Matthew Clarke

TICKETING MANAGER, WELSH RUGBY UNION



Over 20 years experience working in Rugby and ticketing and has been WRU Ticketing Manager since 2014. Oversees ticketing operations, customer services, Debenture and membership products, stadium tours and WRU travel department. Lead the transition to fully digital ticketing for Senior Men's Welsh Rugby fixtures at Principality Stadium for the 2021 Autumn Nations Series and beyond.

Andy Duckworth

SENIOR SALES MANAGER, SECUTIX



Andy is currently leading the business development SECUTIX, the Event Industry Cloud, within the UK&I. SECUTIX is the market leader in advances digital solutions for the event industry. Prior to joining SECUTIX he has held a number of positions within the leisure and entertainment sector. As the Chief Commercial and Marketing Officer at Saracens Rugby Club key strategic projects overseen included the stadium sales strategy to their new home at Allianz Park, the commercial and marketing strategy in addition to delivering of world record rugby matches at Wembley Stadium. A classically trained Diageo marketeer Andy has experience of leading marketing and commercial functions whilst also running his own consultancy practice prior to joining SECUTIX permanently in April 2020. Projects

have included working with NGB's such as British Cycling and England Netball through to partners operating in the reward and loyalty space.

Dawn Farrow

FOUNDER & CEO, DAWN FARROW



Dawn is a commercial consultant working with pioneering producers, promoters and organisations around the world. She specialises in securing contracts with ambitious businesses across theatre, cinema, immersive experiences, children's theatre, circus and arena events. As a leader, speaker and commercial marketing specialist Dawn has an enviable reputation planning, building and delivering high profile revenue focused work. As a recognised industry expert and leader, Dawn has won leadership and marketing awards, is often called upon to speak and share her knowledge and to write about her refreshing and unique sensibility of the sectors. To find out more visit www.DawnFarrow.com

Damien Fulbert

MANAGING DIRECTOR, SWISS VAPEUR PARC



The Swiss vapour Parc is a miniature park operating 1/4 scale real steam locomotives in Switzerland. It is a major local attraction for Swiss, French and International visitors. Damien has been Director for more than 6 years. Before that he was working in a major water parc in the same area. With a passion for travels, with a strong tie to Japan, and the leisure industry, Damien has an important role in the Swiss-French speaking leisure industry. He introduced dynamic pricing to this visitor attraction with success and is now an advocate of dynamic pricing.

Hugh Gledhill

INTERIM MARKETING DIRECTOR, LAYERED REALITY™ EXPERIENCES



Hugh Gledhill leads the marketing for Layered Reality experiences. He's responsible for growing ticket sales via growth and performance marketing, demand management/dynamic pricing, and website optimisation. He has over 20 years experience growing ticket sales 30-60% for music, theatre and innovative entertainment events using data driven approaches.

Leon Gray

HEAD OF TICKETING & CRM, EDINBURGH INTERNATIONAL FESTIVAL



Following a successful freelance career in children's publishing, Leon started working for Aberdeen Performing Arts in September 2005. Leon moved up through the box office to become Head of Business Transformation in 2016, leading on the company's IT strategy and policy development, managing the operations team and embedding environmental sustainability initiatives throughout the organisation. In August 2020, Leon took up a new role as Head of Ticketing and CRM at Edinburgh International Festival, where he acts as the strategic lead for ticketing services. Over the years, Leon has successfully delivered three ticketing/CRM system migrations, most recently in his current role, where he managed the transition from AudienceView to Spektrix – all done completely remotely due to the coronavirus pandemic! Edinburgh International Festival went live with Spektrix in April 2021.

Ben Griffiths

TICKET OFFICE MANAGER, WYCOMBE WANDERERS FC



Ben Griffiths is the current Ticketing Manager of EFL Team Wycombe Wanderers FC. Ben joined Wycombe in June 2020 and began to oversee ticketing operations in June of that year. During lockdown in November 2020, the club partnered with ticketing provider NewC and have since successfully set up exciting initiatives for supporters including a first of its kind in the EFL subscription system, rapidly developed the club's database and marketing capabilities through the season, digital ticketing for away fixtures, and in 2022 were the only EFL team deliver Wembley play-off final tickets in house, digitally delivering 23,000+ tickets.

Einar Gustafsson

VP OF PRODUCT & ENGINEERING, TIX TICKETING



Einar Gustafsson is VP of Product & Engineering at Tix Ticketing. He has deep experience in product management and development, scaling products and services to meet customer growth and global expansion. Prior to joining Tix Ticketing, Einar served as VP of Product Management for both Bókun (acquired by Tripadvisor) and Meniga, a global fintech leader with +70 million users. He has also developed and overseen Internet Strategy implementations in the banking sector. Einar and his team at Tix Ticketing are responsible for creating the products, services and integrations needed to help venues and organisations modernise and streamline their box office and revenue operations.

Lasse Rich Henningsen

CEO, MUSIKKENS HUS



Mr. Lasse Rich Henningsen, 45, CEO of Musikkens Hus and Aalborg Symfoniorkester. COB of Nordic Concert Halls, Danish Concert and Culture Halls (DKK) and BM of Political Festival of Europe. Lasse graduated from Business Law School in 2003 and has been in management positions for 25 years. In 2018 he was awarded Leader of the Year. This is the most prestigious leadership award in Denmark. Lasse is an experienced CEO with a history of working successfully and internationally in all areas of the music industry and in parts of the tv/film/gaming industry. He is an experienced business lawyer, mindsetter and fundraiser.

Cameron Hoy

MANAGING DIRECTOR, TICKETEK, TICKETEK



Cameron Hoy, Managing Director of Ticketek, is a highly respected industry leader with three decades of senior level experience across technology, e-commerce, media and entertainment. Joining Ticketek Australia as Director of Sales and Marketing in 2007, Cameron became Managing Director in 2010. Cameron now leads a global ticketing business operating across Australia, New Zealand, the Asia Pacific and the United Kingdom. Cameron was instrumental in establishing TEG's Ovation business which provides Sporting Organisations, Venues, Promoters and Producers, with a single destination for analytics, data science, research, personalisation and advanced digital marketing. His passion for building high performing teams is reflective of a track record of achieving growth in highly competitive markets and of delivering innovative tech solutions from concept through to market.

Eike Humpert

HEAD OF DIGITALISATION, VFL WOLFSBURG



Eike Humpert (31) is working in club football for eleven consecutive years. After finishing his degree in Sports Business Management in Lincoln, UK, he started his professional career in Marketing and Sales for the East Berlin Football Club 1. FC Union Berlin. After occupying positions in Marketing, CRM and Merchandising/ E-Commerce he was responsible for the business development department with emphasis on IT, Multimedia, CRM/ERP, E-Commerce, BI and Organisational Development. Joining VfL Wolfsburg in April 2019 as Head of Digitalisation his department is responsible for the digital and innovation strategy of the German Champion 2009 and National Cup Winner 2015. This responsibility includes building up the data-driven club management and the digital fan-experience in the Volkswagen-Arena

Neil Jones

HEAD OF TICKETING, THE ROYAL OPERA HOUSE



Neil Jones has worked in live entertainment for over 25 years in a variety of roles across theatres, live venues and festivals. Having started off in his first job as a Box Office Assistant at the North Wales Theatre his career took him to various UK theatres, via Cheltenham Festivals and on to Operations Director for the Cambridge Corn Exchange and Cambridge Folk Festival. In his current role of Head of Ticketing at the Royal Opera House he oversees the management and development of world-famous theatre's Ticketing and Customer Support sections.

Sean Kelly

CEO/CO-FOUNDER, VATIC



Sean Kelly is the Founder of VATIC. For over a decade he was the head of marketing at performing arts organizations large and small across the US. During this time, he gained a deep understanding of live event pricing, and developed a new way of thinking about what we should be charging for a ticket. Previous to his time in arts marketing, Sean worked for Starbucks Corporation as a product manager focused on creating future strategy.

James Kirby

PRODUCT LEADER, TIXSERVE



James is Product Leader and Co-Founder at Tixserve, a Business-to-Business, Software-as-a-Service, white-label, digital ticket delivery platform for rights owners/ticket sellers in the global entertainment and sports sectors. With a background in delivering ground-breaking solutions in the payments and mobile airtime distribution sectors, James and co-founder Patrick saw an opportunity to add value to the ticketing industry with a market-led, next-generation, 'last mile' digital solution. The Tixserve mobile-based, patented technology enables effective personalised security, public health protocol compliance and access control to events, preventing unauthorised ticket exchange/resale and fraud while greatly enhancing the customer experience and supporting the development of new data-driven digital marketing and commerce partnerships.

Alexandre Martin

CEO & CO-FOUNDER, SMEETZ



CEO & Co-Founder at SmeetZ - We are the FUTURE of a unified, data-driven and dynamic pricing-oriented commerce for attractions and cultural venues. We help our customers scale up sales, reach and efficiency. Entrepreneurial / Tech-driven / Startup founder with expertise in product development, financing, marketing, sales, and growth strategy. I love putting all my problem-solving skills and creativity to improve the day-to-day of our customers, teammates, and partners.

Laurence Miller

COMMERCIAL DIRECTOR, NIMAX THEATRES



Laurence Miller is the Commercial Director for Nimax Theatres Ltd, the owners and operators of six West End theatres. Laurence oversees the programming, production, marketing and ticketing at Nimax. He has been at Nimax since 2005. Laurence has worked in the West End for just over 30 years, and prior to joining Nimax was Managing Director of Jongleurs Comedy and COO for Clear Channel Entertainment Theatrical. He is fascinated and interested in the use of new technology within West End theatres to improve distribution and increase sales for productions.

Rebecca Molloy

HEAD OF TICKETING AND AUDIENCE INSIGHT, BRISTOL OLD VIC



Following working in a variety of roles on and off stage, Rebecca found her footing in the world of ticketing. She has experienced selling a broad range of events from multi-venue city-based festivals to small site-specific experimental work. In October 2017 Rebecca began as Box Office Manager at Bristol Old Vic theatre and, in the last year, has moved into the new role of Head of Ticketing and Audience Insight.

Ian Nuttall

FOUNDER, THETICKETINGBUSINESS



Ian is the Owner and Founder of TheTicketingBusiness Forum and its news channel TheTicketingBusiness.com – both presented by his Xperiology events and marketing agency. His working life began in sports events management (including Formula 1, horse racing and Wimbledon) before pursuing an award-winning career in B2B magazine publishing. He has co-launched and edited numerous B2B publications and meetings, ranging from energy and industrial processes through to airport design and Intelligent Transportation Systems. He has also founded many of the sports sector's most respected publications and news sources – including Stadia magazine, TheStadiumBusiness.com and TheStadiumBusiness Summit. In his downtime from family and worklife, he takes his dogs on the Downs, rides his (motor) bikes and treks up the occasional mountain.

Katy Raines

CEO, INDIGO



Katy Raines MA MBA (CEO, Indigo-Ltd) is regarded as one of the UK's leading consultants on data-driven strategy for Cultural Organisations. She has developed and led research and implementation programmes for large and middle scale organizations throughout the UK and Europe. During Covid-19 she developed and delivered the UK's largest collaborative dataset of cultural attendees' attitudes to returning to events, beginning with After-The- Interval, and working with over 800 organisations - capturing over ½ million responses from attendees. Her current clients include the National Lottery Heritage Fund, Coventry City of Culture, UK Sport, Birmingham 2022 Commonwealth Games and Historic England.

Joe Rugo

EVP, PARTNER DEVELOPMENT, FEVO



Joe is an experienced sports executive from Kansas City, Missouri with nearly a decade of sales experience. After spending six years working in the NBA for the Atlanta Hawks & Phoenix Suns, Joe has spent the past two years on the tech side of the sports business as EVP of Partner Development at FEVO. Joe is involved in helping clubs leverage FEVO's social cart to provide their fans a more seamless purchase experience and help them collect more data.

Jeff Sheldon

STADIUM ACCESS & INNOVATION UK, APT SKIDATA



Delivering innovation, scalable solutions and partnerships is now the key to success for APT SKIDATA and our customers. End to end customer experience with one pass / ticket for all access and services is our focus. With access, e-ticketing, e-charging and parking under one roof this is an achievable goal for all venues. Jeff's experience bridges WiFi solutions, apps, beacons, locations services and software integration as well a deep understanding of the stadium/venue landscape.

Sam Shemtob

DIRECTOR, FEAT (FACE-VALUE EUROPEAN ALLIANCE FOR TICKETING)



Sam Shemtob is a director of the Face-value European Alliance for Ticketing (FEAT), launched in 2019 to promote face-value resale and better resale practices across Europe. In 2020 FEAT published its position paper outlining recommendations for the EU's new Digital Services Act, which could reshape ticket resale across Europe. The paper received widespread backing from industry, parliamentarians and academics. In 2019, FEAT successfully lobbied for a Europe-wide ban on the use of bots to bulk-buy tickets, the EU's first ever legislation on ticket resale. Sam is also a regular contributor to the UK's All Party Parliamentary Group on Ticket Abuse.

Robin Sherry

CEO & FOUNDER, SEAT UNIQUE



Robin is the driving force for Seat Unique becoming the go-to marketplace for fans to buy official hospitality packages and tickets, and clubs and venues to sell hospitality inventory. With over 15 years experience working in live events, Robin has acquired unparalleled knowledge and founded Seat Unique to champion online hospitality sales, dynamically priced premium ticketing & supporter exchanges.

Carolyn Simms

DIRECTOR, CMSA CONSULTANCY



Carolyn's experience in marketing events, brands and products ranges from theatre, live music and opera and across her roles as Marketing Director at Ticketmaster, Group Marketing Director at Time Out and Marketing Director at ENO and the London Coliseum. Delivering successful strategies for growth for over 2 decades (and possibly more) she is known not only for her expertise and passion for great marketing but for her effective leadership and some would say wit and humour. She now runs her own marketing & communications consulting business.



Go beyond ticketing

The future of a unified, data-driven and dynamic pricing-oriented commerce solution for attractions and cultural venues.

Find us at
our pod for
a chat!



Join our talk

The benefits of dynamic pricing for visitor attractions

Presented by

Damien Fulbert
Managing Director
Swiss Vapeur Parc

Alexandre Martin
CEO & Co-founder
Smeetz

sales@smeezt.com | smeezt.com | +44 740 081 8530

Mikkel Skou

MANAGING DIRECTOR, NEWC SPORT



Co-founder and CEO of NewC Sport, a Danish based company. Its NewC Sports mission is to help football clubs create long-term relationships with fans and sponsors – and to use data intelligently to strengthen clubs commercially. Our digital solutions for ticketing, communication, and access control are fitted to the specific needs of the club and integrated with existing systems. Our starting point is always the club and the people around it. Working in a group where the stakes are high and where we are pushed and inspired to invent and create new ways to success, is my drive and passion in my work.

Niels Henrik Sodemann

CEO & CO-FOUNDER, QUEUE-IT



Queue-it's CEO & Co-founder, Niels Henrik Sodemann, has a solid background within IT and business management. He's a well-known figure in the ticketing industry and deeply appreciates its strong community-based collaboration. Over the last 10+ years, Niels has grown Queue-it to 200+ employees, with offices in the U.S., Denmark and Australia, over a thousand global customers and a wide recognition in the ticketing industry for its virtual waiting room.

Edwin Suk

CHIEF INFORMATION OFFICER, FEYENOORD ROTTERDAM



Edwin Suk, chief information officer at Feyenoord (football and stadium). I have studied business economics and have 20 years of experience in general management and IT. I maintain a visionary, strategic and central approach for IT, since it is essential for success, distinctiveness and growth in modern organisations and it is an important driver for inevitable change. My main goal is to transform organisations with my colleagues into profitable, information driven, digitalized, agile and innovative businesses, resilient, flexible, effective and able to grow.

Thomas Torjusen

**HEAD OF MEDIA & CHIEF DIGITAL OFFICER,
NORSK TOPPFOTBALL (NORWEGIAN PROFESSIONAL FOOTBALL LEAGUE)**



Thomas has been working with the league from 2012 and is the brain behind the league and clubs digitalisation journey. The league offer a lot of joint products to its member clubs; like mediaplattform with a connected PWA, CRM/FRM, Ticketing system, OTT-Platform, Fantasy, WiFi onboarding and different tagging solution to mention some. As a true Star Wars-fan Thomas lives by the famous quote from Yoda: - Always pass on what you have learned.

Amy Trynka

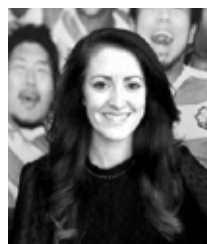
SENIOR TICKETING & STRATEGY MANAGER, ARSENAL FC



Amy Trynka is the Senior Ticketing & Strategy Manager at Arsenal Football Club. Amy is responsible for leading the ticketing and access control operation at Arsenal Football Club for the Club's men and women's fixtures. In her role, she also drives the strategic approach of the Venue Department which is responsible for Ticketing, Hospitality and Fan Services. Her team oversees many key projects and business critical processes including Digital Ticketing, the Season Ticket Renewal process and more recently oversaw the Return of Fans to Emirates Stadium project following the coronavirus pandemic. Amy joined Arsenal FC in September 2017 and previously held a role in the Business Strategy team before joining the Venue Department.

Emily Tuffin

GENERAL MANAGER, SPORTS TRAVEL & HOSPITALITY UK (STH UK)



Emily is General Manager for STH UK, leading the team to deliver world-class travel and hospitality programmes. She has worked on a range of major sport events including the London 2012 Summer Olympics, Rugby World Cup 2015 and 2019, PyeongChang 2018 Winter Olympics, Tokyo 2020 Summer Olympics and the ICC T20 World Cup 2021.

Paul Williamson

DIRECTOR, TWO CIRCLES



Paul Williamson is a Director of Two Circles, specialising in ticketing and revenues for major sports events. In the last decade Paul has driven record breaking ticket sales and attendances at the London 2012 Olympics, Rugby World Cups in England and Japan, Cricket World Cups in England and Australia, Athletics World Championships in England and the USA and many other events – Ryder Cup, Commonwealth Games, Euros football and Hockey World Cup.

Luca Ziche

SENIOR SALES MANAGER, TIXNGO



Luca represents the TIXNGO Commercial Team as the lead for Europe and the USA. With his international experience in delivering high and sustainable growth for B2B SaaS companies coupled with strong performance-driven leadership and an analytical background gained in corporate finance, Luca brings a straight to the point approach and the ability to build long term business relationships – now focusing on the mobile ticketing landscape & TIXNGO as part of the SECUTIX solutions portfolio

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VATIC

3D DIGITAL VENUE



3D Digital Venue, powered by Mobile Media Content, provides Interactive Digital Venue Management Solutions to Sports and Entertainment Venues across the globe. 3D Digital Venue platforms is with design need-based solutions for our clients providing them a robust, precise and Interactive Digital Twin of their Venue to deliver greater fan satisfaction, increase season ticket holder renewal rates, activate new channels of digital sponsorship and provide special viewing for prospective VIP buyers.

www.3ddigitalvenue.com

ASM GLOBAL



ASM Global is the world's leading producer of entertainment experiences. It is the global leader in venue and event strategy and management – delivering locally tailored solutions and cutting-edge technologies to achieve maximum results for venue owners. The company's elite venue network spans five continents, with a portfolio of more than 325 of the world's most prestigious arenas, stadiums,

convention and exhibition centers, and performing arts venues.

www.asmglobal.com

AXESS



Axess is a leading international company that provides access control solutions for stadia, arenas and venues. New intelligent technologies which control venue entry and the flow of visitors are the focus. By offering contactless access control to venue operators Axess systems are ready for the new lifestyle that is defined by social distancing and touchless applications. Axess systems have been installed at several

Olympic Games, FIFA, UEFA and WORLD CUP events as well as more than 70 stadia and arenas.

www.teamaxess.co/en

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Booking Protect offers better protection for your customers, with better revenue for venues. Wherever they are. Wherever you are. We provide the world's most flexible and comprehensive refund protection. Making sure that your customers aren't left out of pocket, should the worst happen. But it's not just your customer who benefits. By partnering with Booking Protect, venues get access to an

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www.bookingprotect.com

CEDAR PACKAGING



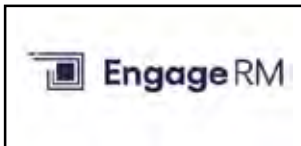
BESPOKE PACKAGING AND GIFTWARE FOR FANS AND VIPS.

We are the trusted partner of some of the world's leading professional sports clubs, associations and venues. We create innovative, bespoke solutions that make fans feel appreciated and rewarded for their loyalty – solutions that drive both engagement and retention rates. We are experts in membership and season ticket packs, working with over 100 clubs, venues and associations

around the world. Our custom packs include RFID and non-RFID cards, game-day giveaways, presentation boxes, branded merchandise, tickets, lanyards, accreditations, hospitality passes and video packs, as well as hospitality, VIP and high-value corporate gifts.

www.cedarpackaging.com

ENGAGERM



Sports & entertainment businesses worldwide come to us frustrated by systems that don't talk to each other, isolated data sources, and fragmented audience engagement, making building meaningful connections on an individual basis a near-impossible task. For years, we've solved these problems with a single platform for data, analytics, CRM, and marketing automation to deliver value

that drives insights, revenue, and profitability across teams, leagues, venues, and arenas. This centralised platform enables world-leading organisations to deliver sold-out stadiums quicker than ever, increased corporate sales, innovative partnership programs, unforgettable hospitality and event experiences and tailored communications. EngageRM leverages the full capability of Microsoft's industry-leading ecosystem, including AI, machine learning, blockchain and other next-gen technologies. We centralise data from any location to provide a single source of truth, enabling customers to generate revenue, interaction and engagement with their audience 365 days per year.

www.engagerm.com

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FEVO's e-commerce technology lets fans buy together with the Social Cart.™

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FEVO



FEVO's mission is to disrupt the world of e-commerce, making every transaction on every site a social and memorable occasion—where friends, family, fans and influencers shop the brands and experiences they love the most, all together. All on a brand's site. Because FEVO know everything's better with friends..

www.fevo.com

ID&C



ID&C® are industry leaders in intelligent credentials & accreditation. Supplying RFID & non-RFID wristbands, lanyards, laminates & other products to various sectors. Our supporters include the likes of, Live Nation, The O2 Arena, The NFL and Wembley Stadium. We have 25 years' experience supplying the largest events, venues & most popular brands globally. With more users switching to cashless payments & needing increased security and data analytics with

RFID / NFC technology, ID&C® are proud to lead the way providing innovative and forward thinking product solutions.

www.idcband.com

NEWC SPORT



Nothing is more valuable for a club than the people who support it. At NEWC SPORT we develop customized digital solutions for football clubs. It's our mission is to help football clubs create long-term relationships with fans and sponsors – and to use data intelligently to strengthen clubs commercially. Our digital solutions for ticketing, communication, and access control are fitted to the specific needs of the club and integrated with existing systems. Our starting point is

always the club and the people around it.

www.newcsport.com

PROTECT GROUP



Protect Group has established a global Membership Programme providing Refund Protection to a variety of companies, directly through their online platforms. Currently operating in over 160+ countries, our services are designed to create a customer and commercial advantage for our Members through an innovative technology platform. Our solution is built to protect brand reputation,

deliver optimal customer experiences, and mitigate loss incurred through event cancellation and customer refunds. Our dynamic API monitors a number of variables such as customer age range, days to booking and ticket types/values. With the variables above being monitored constantly it allows us to offer more relevant pricing to the customer which in-turn drives conversion rates, thus increasing revenue opportunity. With over 11,000+ Trustpilot reviews at 4.8 stars - and also at providing our Members with a significant additional revenue stream to increase their operational margin on each ticket sold.

www.protectgroup.com

QUEUE-IT



Queue-it is the leading developer of virtual waiting room services to control website and app traffic surges, by offloading visitors to a waiting line environment. Queue-it enables venues, ticketing, and event platforms across the globe to keep their systems online and fans informed, blocking malicious bots and creating a personalized waiting experience on their most

business-critical days. The use of Queue-it has ensured online fairness during high-demand online events for more than 2 billion end-users worldwide. The company has offices in Denmark and the U.S. To learn more about Queue-it, please visit our website.

www.queue-it.com

SEAT UNIQUE



Seat Unique is the premium ticketing marketplace helping fans access official premium tickets and hospitality packages for live events. As digital transformation experts, we work with clubs and venues to bring outdated booking processes online with a white-label website that's specifically designed, tested and built for selling hospitality. We also help clubs expand their hospitality offering with

the creation of a brand new premium ticketing category. We achieve this by providing optimisation software that dynamically prices an allocation of premium tickets. This benefits both fans looking for great VIP access and clubs looking to increase revenue.

www.seatunique.com

SKIDATA



SKIDATA is an international leader in the field of access solutions and their management. Almost 10,000 SKIDATA installations worldwide in ski resorts, stadiums, airports, shopping malls, cities, spa & wellness facilities, trade fairs and amusement parks provide secure and reliable access and entry control for people and vehicles. SKIDATA places great value in providing solutions that are intuitive, easy to use, and secure. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. SKIDATA Group (www.skidata.com) belongs to the publicly traded Swiss Kudelski Group (www.nagra.com), a leading provider of digital security solutions.

www.skidata.com/en/

SMEETZ



Smeetz is the #1 data-driven ticketing and dynamic pricing software for attractions and cultural venues to optimise revenue and occupancy. Our solution allows to automate pricing strategies, optimise occupancy rates and sell on multiple channels.

With Smeetz for Business, we provide our customers with an all-in-one solution to manage, market, and price their products efficiently

by leveraging data and approaching sales from a tech-savvy perspective. Smeetz was founded 3 years ago and is currently based in Switzerland. We are currently entering the British market and will expand to multiple European countries in 2022. The company is composed of more than 30 team members internationally and is looking to expand!

www.business.smeetz.com

SOUND TRAVEL



Sound Travel is a travel packaging business that works in partnership with event rights holders, promoters, venues and ticket agents to create and sell value added event experiences that include tickets and hotels. Its disruptive model enables partners to benefit from the uplift in hotel pricing created by the events they organise.

www.sound.travel

SEAT UNIQUE

The Premium Ticketing Marketplace

TRANSFORM

THE WAY YOU

SELL

White Label Hospitality Booking Website

Dynamic Ticket Pricing

Fan 2 Fan Exchange

a selection of

OUR PARTNERS



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TICKETEK



Ticketek is a global leader in ticketing offering a full end-to-end service to some of the world's largest stadiums, arenas and theatres across 15 countries. We have 40+ years' experience ticketing international events and partnering with premier venues. We put fans and innovation at the heart of everything we do and are globally recognised for our proprietary ticketing technology,

our enterprise tools and our world-first fan solutions. Our Ovation business provides sporting organisations, venues, promoters, content creators, media and technology partners with a single destination for analytics, data science, research, personalisation and advanced digital marketing. Ticketek is part of the TEG family, a global leader in live entertainment, ticketing, digital and data, based in Sydney Australia, operating more than 30 brands in 40 countries on six continents. Every year, TEG brings thousands of live events to fans, sells 30 million tickets at some of the world's most iconic venues, welcomes two million fans to its own venues, and connects hundreds of entertainment and brand partners to new audiences.

www.ticketek.co.uk

TICKETPLAN



Ahead of the crowd on ticket protection and insurance. Partnering with ticketing companies, venues, events and sports clubs in the UK, Europe and North America. Protecting ticket buyers against their inability to attend events and providing a zero cost revenue stream to our partners.

www.ticketplangroup.com

50%

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(Full price tickets cost £995).

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TIXNGO



TIXNGO is the leading secure mobile ticketing solution that leverages the encryption and security of blockchain technology to eliminate fraud and provide a mobile-native experience for fans. Used to distribute millions of tickets worldwide, it's a tried and tested solution that has helped some of the world's leading sports events and live performers tackle fraud and fan exploitation while connecting better with their audiences. Designed to fit any digital ecosystem, TIXNGO is a user-friendly solution that allows event organisers to track and manage their tickets and audiences via a simple, browser-based application. Meanwhile, fans can safely buy, store, transfer or sell tickets directly from our smartphone app, experiencing the NFT memorabilia for a new long-lasting memory after the event. As a SECUTIX solution, TIXNGO is backed by over 50 years of innovation and a dedicated team of ticketing experts committed to taking our clients' businesses – and events – to the next level.

www.tixngo.io

TIXSERVE



Tixserve is a digital ticketing delivery solution for live events in the global sports, music and entertainment industry. Redefining ticket delivery for richer experiences, the solution empowers event organisers and sponsors with next-gen digital tools that bring experiential and commercial gain. With accurate and verified data capture, patented security features, direct communication, fan engagement and revenue generation tools, the system transforms

ticketing into the digital age. The next-gen white label ticketing app puts clients' brands directly into their fans' hands bringing them closer to their audiences like never before.

www.tixserve.com

TIX TICKETING



Tix strive to offer high-quality ticketing system presented in the simplest way, to help customers succeed with minimum effort. Tix was founded in Iceland in 2014 and in 2017 we started expanding to Scandinavia and became the fastest growing supplier in the Scandinavian market. We focus on offering user friendly and modern ticketing system for the culture industry; concert halls,

theatres, culture- and music houses. The ticketing industry is becoming increasingly complex and competitive. In our opinion, this increases the need and value of being a local partner. Tix is local and now outgrowing the Nordic region into e.g. The United Kingdom. Our experience and focus on this market – which differ from other regions and countries in so many ways – ensures that there is always an adjusted and clear strategy in our development and overall vision. In our company, we are completely focused on developing and implementing our platform in this segment where we have our in-depth and long-term knowledge and experience, and this is where we are currently experiencing an overwhelming interest in our solutions and offers.

We do not promise things we can not deliver and we deliver what we promise, honesty and transparency is the most important thing building up a strong customer relationship.

www.tixticketing.com

TLS BOCA SYSTEMS



TLS – Boca Systems distributes BOCA thermal ticket printers, tickets and other related products, such plastic cards and barcode scanners through its international network of subsidiaries. The sturdy BOCA thermal ticket printer is the industry standard for fast, high-quality thermal printing. Moreover, the combination of the BOCA printers and our tickets guarantees carefree and secure ticketing with our

Lifetime Print-Head guarantee. TLS – Boca Systems mainly supplies their products through its system partners. These partners supply the BOCA printers and/or tickets to their end user(s). End users mainly operate in the following areas: Theatres, Stadiums, Cinemas, Congress & Exhibition Centres, Family & Leisure parks, Museums, Ticketing Services, Zoos & Aquariums, Airports & Air Traffic Control and Public Transport.

www.tls-bocasystems.com/en/

VATIC



Vatic's dynamic pricing software is specifically designed for performing arts and ticketed venues. Vatic's sixteen proprietary algorithms help you find the right price for each event. Vatic has managed pricing for more than 2000 performances, delivering over \$3 million in revenue growth to its partners in 2021 alone. With both fully automated and hybrid solutions, Vatic's software works with

virtually any ticketing CRM.

www.vatic.tech

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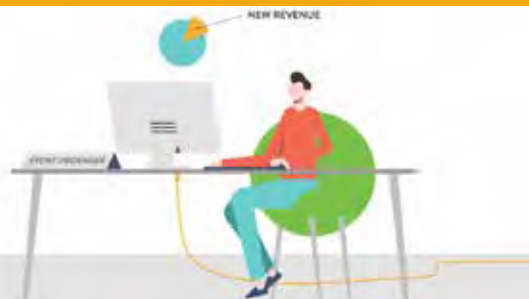


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SELL TO CUSTOMERS



[PARTNERS.SOUNDTRAVEL.CO.UK](https://partners.soundtravel.co.uk)

First Name	Surname	Job Title	Company	Country
		Managing Director	Beckerbillett	Germany
		Head of Campaigns	Attitude is Everything	United Kingdom
		Group Ticketing Director	Ambassador Theatre Group	United Kingdom
		Head of Ticketing	RLWC2021 Rugby League World Cup	United Kingdom
		Head of Sales - EMEA	Booking Protect	United Kingdom
		Senior Director of Sales & Partnerships	Protecht [FanShield]	United States
		European Business Development Manager	Cedar Packaging	United Kingdom
		Ticketing Manager	Ofi Crete FC	Greece
		Project Manager	NewC Sport	Denmark
		Marketing Specialist	Anadolu Efes Sports Club	Turkey
		SVP - Head of Revenue & Partnerships	Protecht [FanShield]	United States
		Founder	We Are InSite	United Kingdom
		Project Manager	Tixserve	Ireland
		Chief Executive Officer	Ticketcounter	Netherlands
		Commercial Director	EngageRM	United Kingdom



First Name	Surname	Job Title	Company	Country
		Business Development Manager	ID&C Band	United Kingdom
		Customer Success Manager	Advanced	United Kingdom
		Hotel Sales Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		CEO & Founder	Ticketpass	United Kingdom
		Commercial Lead – Europe	EngageRM	United Kingdom
		Founder & CEO	Sound Travel Group	United Kingdom
		Administrative Director	Theater Oberhausen	Denmark
		COO & Board Member	Piletilevi Group AS	Estonia
		Senior Manager – Ticketing	Everton FC	United Kingdom
		Managing Partner	TLS – Boca Systems	Netherlands
		Partnerships Manager	Seat Unique	United Kingdom
		Ticketing & Customer Service Manager	FC København [FC Copenhagen]	Denmark
		Head of Operations	Vivaticket UK	United Kingdom
		Director, Executive Producer & Choreographer	Fit the Bill	United Kingdom
		Director	Fit the Bill	United Kingdom

First Name	Surname	Job Title	Company	Country
		Head Developer	nolock	Austria
		Business Development Manager	Stay22	Canada
		Managing Partner	TLS - Boca Systems	Netherlands
		Owner	MOYA museum	Netherlands
		Sales & Customer Engagement Mgr	Blackpool Grand Theatre	United Kingdom
		Relationship & Development Director	TicketPlan	United Kingdom
		Executive Vice President, Europe	ASM Global	United Kingdom
		Ticketing Manager	Warwickshire CCC / Edgbaston Stadium	United Kingdom
		Head of Ticket Sales	Sadler's Wells	United Kingdom
		Chief Customer Officer	Ticketcounter	Netherlands
		Head of Ticketing	ACC Liverpool Group (M&S Bank Arena)	United Kingdom
		Chief Executive	STAR - Society of Ticket Agents and Retailers	United Kingdom
		Business Development & Partnerships	TIX (Australia)	Australia
		Business Manager	Ticketblaster	Australia
		Senior Customer Liaison Manager	Ascot	United Kingdom



First Name	Surname	Job Title	Company	Country
		Chief Executive Officer	Cedar Packaging	United Kingdom
		Head of Supply	Seat Unique	United Kingdom
		Ticketing Sales Manager	AS Roma	Italy
		Social Media	TheTicketingBusiness	United Kingdom
		Sr Associate, Live Entertainment Ticketing	Cover Genius	United Kingdom
		Co-Founder & Head of Business Development	3D Digital Venue	Spain
		Head of Business Development	Skiddle	United Kingdom
		Communication & Marketing	TIxNGO	Switzerland
		Chief Revenue Officer	Onebox Ticket Distribution System	Spain
		Managing Director	TJChambers Consultancy	United Kingdom
		Head of Ticketing	FKP Scorpio UK	United Kingdom
		Director of Cricket Performance	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Business Development Director	Ticketek - UK	
		Ticketing Manager	Welsh Rugby Union	United Kingdom
		Partnerships & Marketing Director	Lancs Cricket / Emirates Old Trafford	United Kingdom

First Name	Surname	Job Title	Company	Country
		Marketing Manager	TheTicketingBusiness	United Kingdom
		SVP, Strategy & Data Analytics	FTX Arena	United States
		Technology Project Manager	Marylebone Cricket Club (Lord's)	United Kingdom
		Senior Business Dev Manager	Stay22	United Kingdom
		Marketing Director	Palmeiras SE	Brazil
		Chief Information Officer	Club Atlético River Plate	Argentina
		Operations Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Ticketing Manager	Leicester City FC	United Kingdom
		Chief Brand Officer	Anadolu Efes Sports Club	Turkey
		Co-Founder	SeatGeek Enterprise	United States
		Strategic Communications	Tickets for Good	United Kingdom
		Chief Operating Office	Palco4 Tecnología y Servicios	Spain
		GM Northern Europe	SECUTIX	Netherlands
		Ticketing Operations Manager	AC Milan	Spain
		Chief Executive Officer	Match Fit Pass	United Kingdom



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- ▶ GET REPEAT BUSINESS
- ▶ UP SELL
- ▶ CROSS SELL
- ▶ ATTRACT NEW SPONSORS



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First Name	Surname	Job Title	Company	Country
		Business Development Director - Travel	Cover Genius	United Kingdom
		Senior Sales Manager	SECUTIX	United Kingdom
		Head of Ticketing and Hospitality	Liverpool FC	United Kingdom
		Chief Executive Officer	nolock	Austria
		Senior Product Manager	Tix Ticketing	Netherlands
		Chief Executive Officer	Tangle Labs	Germany
		Founder & CEO	Dawn Farrow	United Kingdom
		Business Development	Ticketmaster (DE)	Germany
		Innovation, Digital & Relationship Marketing	Palmeiras SE	Brazil
		Moderator	TheTicketingBusiness	United Kingdom
		Business Manager	Travel Stadium	Spain
		Multimedia	Hull KR	United Kingdom
		Head of Business Development	Booking Protect	United Kingdom
		COO	Tiketblok	Spain
		Customer Solutions Manager	APT SKIDATA	United Kingdom



First Name Surname

Job Title

Company

Country

	Director of Business Development	Redeem	United Kingdom
	Managing Director	Swiss Vapeur Parc	Switzerland
	Ticketing Executive	Hammarby Fotboll AB	Sweden
	Ticketing Product and Growth Manager	New Zealand Cricket	New Zealand
	Product Leader	Onebox Ticket Distribution System	Spain
	Ticket Sales Manager	Hammarby Fotboll AB	United Kingdom
	Head of Stadium Revenue	AC Milan	Italy
	VP Client Experience	SeatGeek Enterprise	United Kingdom
	Managing Director	Eventim UK	United Kingdom
	Chief Executive	Lancs Cricket / Emirates Old Trafford	United Kingdom
	Interim Marketing Director	Layered Reality™ Experiences	United Kingdom
	Client Success Leader	Tixserve	United Kingdom
	Head of ticketing and supporter services	Brighton & Hove Albion FC	United Kingdom
	Managing Partner	easy-connect	Germany
	Head of Ticketing & CRM	Edinburgh International Festival	United Kingdom

First Name	Surname	Job Title	Company	Country
		COO	Sound Travel Group	United Kingdom
		CEO & Co-Founder	Secure Tickets	United Kingdom
		Ticket Office Manager	Wycombe Wanderers FC	United Kingdom
		Chief Executive Officer	Sheffa Productions	Israel
		VP of Product & Engineering	Tix Ticketing	Iceland
		Strategic Business Development	Apple	United Kingdom
		Sales Director	Total Ticketing	United Kingdom
		Managing Director & Client Liaison	Veritas Entertainment	United Kingdom
		VP of Sales, BizDev & Strategic Partnerships	Redeam	United Kingdom
		Director I Constituent Services	Special Olympics World Games Berlin 2023	Germany
		Director of International Sales	Axess AG	Austria
		Head of Product Unit Eventim.Inhouse	EVENTIM	Germany
		Chief Executive Officer	Musikkens Hus	Denmark
		Head of Ticketing	Crystal Palace FC	United Kingdom
		Photographer	Paul Heyes Photography	United Kingdom



First Name	Surname	Job Title	Company	Country
		Account Management Director (EMEA)	SeatGeek Enterprise	United Kingdom
		Sales Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Sales & Business Dev Executive	ID&C Band	United Kingdom
		Consultant	International Olympic Committee	Switzerland
		Head of Ticketing ESMS	DETKS Mehr Entertainment	Germany
		MD UK & Ireland	SECUTIX	United Kingdom
		Head of Audiences, Marketing & Sales	Blackpool Grand Theatre	United Kingdom
		Director	Vision Events	United Kingdom
		Managing Director of Ticketek	Ticketek	
		Consultant	OMH.digital	Austria
		Ticketing Services Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Chief Executive Officer	XS2Event	The Netherlands
		Head of Digitalisation	VfL Wolfsburg	Germany
		HR Director	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Account Director	Tickets for Good	United Kingdom



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First Name	Surname	Job Title	Company	Country
		Head of Partnerships & New Business	SecureMyBooking.com (JMM Insurance)	United Kingdom
		Founder & CEO	DotOrigin	United Kingdom
		Ticketing Executive	Hammarby Fotboll AB	Sweden
		Ticketing Manager	Birmingham City F.C.	United Kingdom
		Ticket Production Coordinator	FIFA WORLD CUP QATAR 2022 LLC	United Kingdom
		Head of Ticketing	Royal Opera House	United Kingdom
		Managing Director - (EMEA)	SeatGeek Enterprise	United Kingdom
		CTO	Piletilevi Group AS	Estonia
		Director Music & Entertainment	Ticketmaster (DE)	Germany
		Head of UK/EU	Tixel	United Kingdom
		Head of Sales	Radialsystem	Germany
		Venue Access Manager	Arsenal FC	United Kingdom
		Founder	Vatic	United Kingdom
		Country Product Manager	Eventim (CTS Eventim)	Denmark
		Manager	ID&C Band	United Kingdom

First Name	Surname	Job Title	Company	Country
		Product Leader	Tixserve	Ireland
		Chief Business Development Officer	Piletilevi Group AS	Estonia
		Secretary	Musikkens Hus	Denmark
		Chief Executive	Blackpool Grand Theatre	United Kingdom
		Customer Success - UK	Tix Ticketing	Netherlands
		Chief Executive Officer	WeGotTickets	United Kingdom
		Business Development Manager	Close - The Close App	Netherlands
		Director Global Sales Event	SKIDATA	Austria
		Assistant General Mgr. Business Technology	AsiaWorld-Expo Management	Hong Kong
		General Manager	Club Atlético River Plate	Argentina
		Founder & CEO	Laugh Out Loud Comedy Clubs	United Kingdom
		Client Success & Comms Manager	Tickets for Good	United Kingdom
		Software Engineer	Tixserve	United Kingdom
		Chief Executive Officer	Tixel	United Kingdom
		Journalist	TheTicketingBusiness.com	United Kingdom



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EVENTS

200M+
ANNUAL
GUESTS

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WORLDWIDE

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TOTAL
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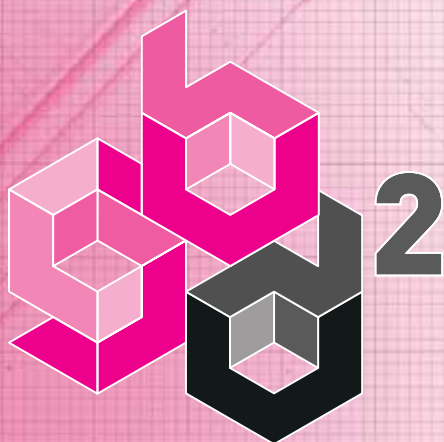
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ASMGLOBAL.COM

First Name	Surname	Job Title	Company	Country
		Sales Director	Match Fit Pass	United Kingdom
		SVP Operations - ASM Global Europe	ASM Global Europe	Sweden
		Business Development & Growth	Boletia	Mexico
		Tech Champion - Ticketing and CRM	Arts Council England	United Kingdom
		Chief Financial Officer	Lancs Cricket / Emirates Old Trafford	United Kingdom
		President	carbonhouse	United States
		Director, Client Success	AudienceView Ticketing	United Kingdom
		Group Commercial Director & Senior Vice President, Europe	ASM Global	United Kingdom
		Business Development Manager	CM.com	United Kingdom
		Account Manager	Advanced	United Kingdom
		Head of Ticketing and Projects	DETKS Mehr Entertainment	Germany
		CEO & Co-Founder	Tiketblok	Spain
		Business Manager	Travel Stadium	Spain
		CEO & Co-Founder	Smeetz - Ticketing & Dynamic Pricing	Switzerland
		Chief Growth Officer	Atomize	United Kingdom



First Name	Surname	Job Title	Company	Country
		Commercial Director	Ideal Postcodes	United Kingdom
		Managing Director	Preevue	United Kingdom
		Commercial Director	Nimax Theatres	United Kingdom
		Sales Director, Conferences & Events	ASM Global	United Kingdom
		Head of Ticketing and Audience Insight	Bristol Old Vic	United Kingdom
		Chief Executive Officer	TIX Entertainment	Australia
		Head of Venue Business	AS Roma	Italy
		Sales & Operations Manager UK & IR	Tix Ticketing	United Kingdom
		Chief Executive Officer	B.A.M Ticketing	United Kingdom
		Head of Marketing	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Editor	TheTicketingBusiness.com	United Kingdom
		Head of Theatre Tokens	Society of London Theatre / UK Theatre	United Kingdom
		Sales & Marketing	Champions Travel	United Kingdom
		Director of Ticketing, UK	AXS Ticketing	United Kingdom
		Digital Commercial Manager	NewC Sport	Denmark



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WWW.STADIUMDESIGNSUMMIT.COM



First Name	Surname	Job Title	Company	Country
		Deputy Chief Executive Officer	Hammarby Fotboll AB	Sweden
		Hostess	TheTicketingBusiness	United Kingdom
		Business Development Manager	TLS - Boca Systems	United Kingdom
		Chief Executive Officer	AIX Live	United Kingdom
		Lead Alpha	Alpha Agency	United Kingdom
		Founder	TheTicketingBusiness	United Kingdom
		Head of Ticketing	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Marketing & Communications Manager	Contact Theatre	United Kingdom
		Director of Commercial - Venues Canberra	ACT Government (Australian Capital Territory)	Australia
		Consultant	Axess AG	United Kingdom
		Membership and Commercial Services Manager	The National Gallery	United Kingdom
		Hostess	Alpha Agency	United Kingdom
		Head of Sales	Ascot	United Kingdom
		Partner Growth Manager	Cover Genius	United Kingdom
		Hostess	TheTicketingBusiness	United Kingdom

First Name	Surname	Job Title	Company	Country
		Fan Experience	Manchester City FC	United Kingdom
		Ticketing Manager	Burnley FC	United Kingdom
		Managing Director/Owner	ILMC / IQ Media	United Kingdom
		Box Office & Porth Eirias Operations Manager	Venue Cymru	United Kingdom
		Business Development	3D Digital Venue	Spain
		Ticketing Manager	Royal Opera House	United Kingdom
		Ticketing Consultant		United Kingdom
		Head of Data Insight Strategy & Customer Experience	Nottingham Forest FC	United Kingdom
		Senior Director of Partnerships	TodayTix	United States
		General Manager - Ovation	TEG Ovation	United Kingdom
		Head of Conference and Event Sales	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Ticketing & Access Control Coordinator	Palmeiras SE	Brazil
		Chief Sales Officer	Vivaticket	Italy
		Chief of Everything Else	TheTicketingBusiness	United Kingdom
		Biz Development	carbonhouse	United States



TheStadiumBusiness 2023 Diary Dates

IN-PERSON MEETINGS



THE STADIUM BUSINESS SUMMIT 2023

& VENUE TECHNOLOGY SHOWCASE

28-29 JUNE 2023 / Emirates Old Trafford, Manchester

Now in its second decade, *TheStadiumBusiness Summit* has had a full makeover. We've embraced Technology, Innovation and Transformation to re-energise the world's #1 venue business meeting with multiple stages and enhanced networking spaces.

W: [StadiumBusinessSummit](https://www.thestadiumbusiness.com/summit)



THE STADIUM BUSINESS AWARDS 2023

28 JUNE 2023 / Emirates Old Trafford, Manchester

Now in their 14th year, *TheStadiumBusiness Awards* celebrate leadership, innovation and achievement among stadium, arena and major sports venue owners and operators.

W: [StadiumBusinessAwards](https://www.thestadiumbusiness.com/awards)



THE STADIUM BUSINESS DESIGN & DEVELOPMENT SUMMIT 2023

5-6 DECEMBER 2023 / Emirates Old Trafford, Manchester

The sector's leading projects meeting – with more than 50 delegations attending each year, representing new stadium, arena and sports venue developments from across the globe. Typically €10bn+ of sports venue infrastructure investment – in one room, for two days.

W: [StadiumDesignSummit](https://www.thestadiumbusiness.com/design-development-summit)



THE STADIUM BUSINESS DESIGN & DEVELOPMENT AWARDS 2023

5 DECEMBER 2023 / Emirates Old Trafford, Manchester

The Design & Development Awards recognise leadership, innovation and achievement in the design, development, construction and refurbishment of sports and entertainment venues..

W: [StadiumDesignAwards](https://www.thestadiumbusiness.com/design-development-awards)

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Company Feed

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[@StadiumBusiness](https://twitter.com/StadiumBusiness)

#StadiumBiz

5,112+ followers

▲ >165k impressions pcm



First Name	Surname	Job Title	Company	Country
		Head of Communications	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Ticketing Digital System Manager	Leicester City FC	United Kingdom
		Senior Sales Manager	Vivaticket	Italy
		Chief Product Officer	Onebox Ticket Distribution System	Spain
		Chief Executive Officer	Indigo	United Kingdom
		Venue Project Delivery Mgr	Arsenal FC	United Kingdom
		Head of Marketing	Blackburn Rovers FC	United Kingdom
		Managing Director	Roncalli	Germany
		Head of Ticketing	Loft Concerts	Germany
		Hospitality Sales Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Founder & CEO	Tickets for Good	United Kingdom
		Chief Business Officer	FEVO	United Kingdom
		Sr Mgr Ticketing & Spectator Services	Special Olympics World Games Berlin 2023	Germany
		EVP, Partner Development	FEVO	United States
		Head of Marketing	Veritas Entertainment	United Kingdom



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TICKETING OPERATIONS
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FAN EXPERIENCES**

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First Name	Surname	Job Title	Company	Country
		BAL Ticketing Manager	NBA - National Basketball Association	France
		Senior Vice President of Global Partnership	Elevate Sports Ventures	United Kingdom
		SVP International	DotOrigin	United States
		Tech, Sports & Events Commercial & Bus Dev	SECUTIX	United Kingdom
		Owner / Technical Director	Skiddle	United Kingdom
		Head of Sales & Ticketing NTP	National Theatre	United Kingdom
		Venue Configuration Assistant	CEV - Confédération Européenne de Volleyball	France
		Programme Manager	Sports Travel & Hospitality UK (STH UK)	United Kingdom
		Hostess	Alpha Agency	United Kingdom
		Stadium Access & Innovation UK	APT SKIDATA	United Kingdom
		Director	FEAT (Face-value European Alliance for Ticketing)	United Kingdom
		CEO & Founder	Seat Unique	United Kingdom
		Director	CMSA Consultancy	United Kingdom
		European Sales Director	Cedar Packaging	United Kingdom
		Managing Director	NewC Sport	Denmark

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First Name	Surname	Job Title	Company	Country
		Sr Director Sports Bus Dev – Europe	Ticketmaster (DE)	Germany
		Head of Ticketing – The Hundred	ECB – England and Wales Cricket Board	United Kingdom
		Project Manager	We Are InSite	United Kingdom
		Business Development Director – Theatre Tokens	Society of London Theatre / UK Theatre	United Kingdom
		European Business Dev Mgr	Cedar Packaging	United Kingdom
		CEO & Co-Founder	Queue-it	Denmark
		Senior Consultant & Analyst	JCA Arts Marketing	United States
		Ticket Operations Manager	Brighton & Hove Albion FC	United Kingdom
		Head of Sales	Leicester City FC	United Kingdom
		Managing Director	Squires Media	United Kingdom
		Head of Customer Experience, Europe	EngageRM	United Kingdom
		Ticketing & Memberships Manager	Manchester United FC	United Kingdom
		Head of Sales	APT SKIDATA	United Kingdom
		Managing Director	TicketPlan	United Kingdom
		Chief Information Officer	Feyenoord Rotterdam	Netherlands



First Name	Surname	Job Title	Company	Country
		Ticket Manager	Kilden Theater and Concerthall	Norway
		Digital Manager	National Concert Hall	Ireland
		Business Development Director	AXS Ticketing	United Kingdom
		Co-Founder	TheTicketingBusiness	United Kingdom
		Box Office & Audience Insights Manager	Contact Theatre	United Kingdom
		Head of Customer Services, Hospitality & Ticketing	Swansea City Association FC	United Kingdom
		Strategy Lead UK	TicketSwap	United Kingdom
		UK Country Manager	Smeetz - Ticketing & Dynamic Pricing	United Kingdom
		Ticketing Manager	Paris La Defense Arena	France
		Founder	Close - The Close App	Netherlands
		Head of Media & Chief Digital Officer	Norsk Toppfotball (Norwegian Professional FL)	Norway
		Head of Operations	Layered Reality™ Experiences	United Kingdom
		Head of Client Solutions	Ticketek - UK	
		Director of IT	National Theatre	United Kingdom
		Chief Revenue Officer	Smeetz - Ticketing & Dynamic Pricing	Switzerland

First Name	Surname	Job Title	Company	Country
		Customer Success Manager	Queue-it	Denmark
		Senior Ticketing & Strategy Manager	Arsenal FC	United Kingdom
		Business Development Manager	Booking Protect	United Kingdom
		General Manager	Sports Travel & Hospitality UK (STH UK)	United Kingdom
		Senior Sales Manager, Ticketmaster Sport	Ticketmaster UK	United Kingdom
		Senior Ticketing Manager	Sports Travel & Hospitality UK (STH UK)	United Kingdom
		CRO & Co-Founder	Secure Tickets	United Kingdom
		Chief Executive Officer	Palco4 Tecnología y Servicios	Spain
		Manager New Business Development	Ticketcounter	Netherlands
		Box Office Manager	DE SINGEL Arts Centre	Belgium
		Commercial Director	Ticketek - UK	
		Business Development Manager	Booking Protect	United Kingdom
		Sales Manager New Business	ERGO Reiseversicherung	Germany
		Business Development Manager	Booking Protect	United Kingdom
		CTO	Royal Opera House	United Kingdom



First Name	Surname	Job Title	Company	Country
		Business Development Manager	Lancs Cricket / Emirates Old Trafford	United Kingdom
		Head of Ticketing	Royal Collection Trust	United Kingdom
		Head of Ticketing (Touring)	DETKS Mehr Entertainment	Germany
		Head of Commercial	Hull KR	United Kingdom
		Director	Two Circles	United Kingdom
		Ticketing Operations Manager	Welsh Rugby Union	United Kingdom
		Head of Sport & Partnerships	CM.com	United Kingdom
		General Manager, Business Development	AsiaWorld-Expo Management	Hong Kong
		Senior Sales Manager	TIXnGO	Switzerland
		Venue Commercial Director	AC Milan	Italy



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