

It's the 14th annual

TICKETING BUSINESS FORUM

27-28-29 APRIL 2026 • EMIRATES OLD TRAFFORD • MANCHESTER

Connecting eCommerce and Entertainment

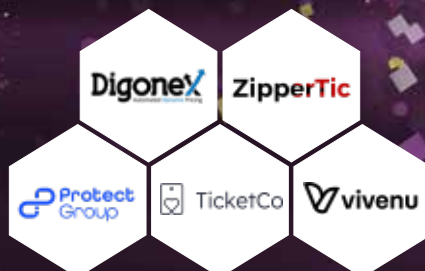
WITH THE 10th ANNUAL

TICKETING BUSINESS AWARDS

RAISING FUNDS FOR



2026 HEADLINE PARTNERS





Beyond circles.

SEATS©IO

WiFi



Network: EOT Events
Password: century100#

LOOKING AHEAD



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Disclaimer: *This print edition of the programme is correct at time of press on 20/04/2026. E&OE. Copyright ©Xperiology. While we endeavour to deliver the full programme as presented here, given the variable nature of all session timings and participant obligations, it is subject to change. Please check for updates on the event days and in the revised digital programme releases, which are available online to delegates only.

Line Up Faster, Enter Smarter with **Axess!**



Enhancing Access Efficiency at Leading Sports Venues

Equipped with the **Axess SMART SCANNER 600 NFC**, fast and efficient ticket reading is ensured. Trusted at Principality Stadium and other leading sports venues, the **AX500 Smart Gate NG** delivers high-throughput access control without compromising security. teamaxess.com

AXESS

TICKETING BUSINESS FORUM

MANCHESTER 27-29 APRIL 2026

Welcome to our 14th annual gathering of...

...the entertainment sector's ticketing, e-commerce, tech and business leaders.

We gather for this edition against a backdrop of political uncertainty, economic volatility, and shifting consumer behaviour. From regulatory change and cross-border complexity to inflationary pressures and evolving security requirements, all of our businesses and operations are being challenged to adapt at pace.

The rise of digital identity, increasing scrutiny on data privacy, and the need to combat fraud are reshaping how tickets are sold and validated. At the same time, audiences expect increasingly seamless and ever-more personalised experiences across every (frictionless!) touchpoint.

Uniquely, the *Forum* brings together leaders from across the ecosystem – across different markets and genres – to explore how our sector can continue to serve as both the 'doorway' and the 'gatekeeper' of live entertainment. Through shared insight and collaboration, #TBF26 will examine how ticketing and technology can continue to enable live experiences to thrive in an increasingly complex global (but fragmented) landscape.

We believe that our community, our businesses and our customers truly benefit from open discussion, open borders and being open to new ideas. So, thank you for investing your time and energy into a real-life meeting with real-life people... making real connections!



Ian, Angelina, Hans, Christine, Rory, Rich, Gen
& The TicketingBusiness team

PS. Whether it's your first time or you're a regular, we want you to have a fun and productive experience at #TBF26. If there's anything we've missed or can do to assist, please let us know. In this AI-driven world, we still have the human touch to fix it!

Please share your thoughts, insights and best pics with our 14,500+ LinkedIn followers at @TheTicketingBusiness #TBF26 #TBA26



Scan this to explore the background and careers of our Speakers, Judges and Panelists in the #TBF26 online gallery

SEAT UNIQUE

The Home of Premium Live Experiences

WE HELP VENUES, CLUBS
AND PROMOTERS TO:

Grow Global Audiences

Elevate Fan Experiences

Optimise Premium Inventory

Accelerate Digital Demand

PROUDLY WORKING WITH



seatunique.com

The Timeline

Monday 27th April

18.30-20.00 International Reception @ The Edge
Hilton Garden Inn Emirates Old Trafford

Tuesday 28th April

08.00-18.00 The Marketplace / Networking Open
08.45-17.45 Conference Sessions
18.00-18.45 Presentation of *The Ticketing Business Awards 2026*
18.45-20.00 *#TBA26 Winners' Party*

RAISING FUNDS FOR

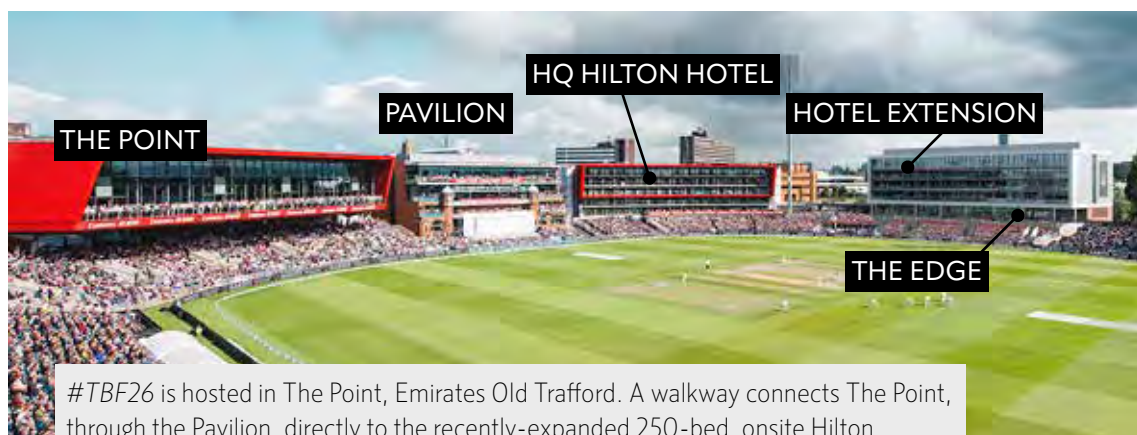


Wednesday 29th April

08.30-15.45 The Marketplace / Networking Open
09.00-15.30 Conference Sessions
15.30-15.45 Prizes and Gifts
16.00 Close of *#TBF26 & The Marketplace*

Need help? Looking for someone? Visit the Info Desk in The Marketplace for any answers and assistance!

The Venue



#TBF26 is hosted in The Point, Emirates Old Trafford. A walkway connects The Point, through the Pavilion, directly to the recently-expanded 250-bed, onsite Hilton Garden Inn. Free onsite car parking is available for all attendees. A taxi from Manchester Airport should take 20-25 minutes. The Metrolink tram stop at the stadium connects to the city's three key rail stations, with trams every few minutes.



Resale the right way

Integrated. Controlled. Inside your platform.

Enterprise-grade resale inside your platform.
White-label. Compliant. Live in weeks, not years.

What makes menta structurally different



Platform-native, white-label

- ✓ Resale runs inside your platform.
- ✓ Same users, tickets and data.
- ✓ Your brand. No redirects.



Ruleset Engine

- ✓ Govern pricing, windows and eligibility.
- ✓ Apply market-specific logic automatically.
- ✓ Enforced at scale.



Profit Engine

- ✓ Turn resale into revenue.
- ✓ Recapture leakage and increase yield.
- ✓ Optimize performance by event or category.



Built for real-world operations

Compliance (KYC/AML/tax), settlement and payouts, fraud and disputes, and performance dashboards, designed for high volume resale.

Not another marketplace.
Resale infrastructure.

Schedule

Monday 27th April

18.30-20.00 #TBF26 WELCOME RECEPTION

Venue: The Edge, Hilton Garden Inn, Emirates Old Trafford

All registered delegates are welcome along. Catch up with old friends and make some new contacts in an informal atmosphere as we start the *Forum*.



*A huge thank you
to all of our 2026
speakers for sharing
their insights,
expertise and
experiences...*



**TICKETING
BUSINESS
FORUM**

Tuesday 28th April

from 08.00

REGISTRATION & WELCOME COFFEE

Location: *The #TBF26 Marketplace, The Point, Emirates Old Trafford*

08.45-09.00

WELCOME

West Stage

Welcome (back) to the *Forum*. Another year of adventures behind us and another one full of surprises ahead.

- *Ian Nuttall, Co-Founder, TheTicketingBusiness*



09.00-10.00

OPENING PERSPECTIVES

West Stage

Risk. Uncertainty. Surprises.

With consumer nervousness, recession risks in key markets and increasing barriers to travel, the live entertainment sector's commercial wellbeing may take some big knocks this year.

Venue rentals, staffing, equipment, and artist fees have all gone up. Fans are also feeling the pinch, with impacts on ticket sales and on-site spend. Bots and scalpers still dominate the resale market. And, after the post-lockdown surge, are we now in a period of 'event saturation'? With so many options, it's harder to fill venues consistently.

But we've amazing tech in our ticketing toolbox, smarter algorithms and bags of enthusiasm to tackle these challenges. We've also seen the rise of women's sport and new entertainment genres to deliver new audiences. And as a sector we're doing more for the planet and our communities.

- *Daniel Gidney, Chief Executive, Lancs Cricket*
- *Carl-Erik Moberg, CEO & Co-Founder, TicketCo*



Tuesday 28th April

10.00-10.30 INNOVATIONS SHOWCASE

West Stage

Great ideas via quickfire delivery

We Killed Ticket Scalping

How identity-linked tickets eliminate fraud, touting, and fake fans

In 2019, an idea emerged to finally eliminate ticket scalping while improving venue security and audience insight. Today, ZipperTic has built a patented, identity-linked ticketing platform that prevents bots, counterfeit tickets, and uncontrolled resale, delivering fair access, safer arenas, and full audience visibility, aligned with emerging global standards and regulations.

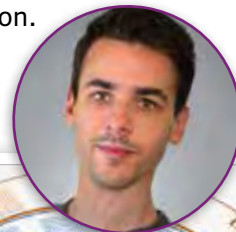
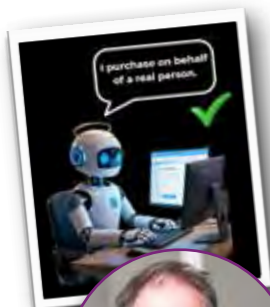
- Mikael Ungerholm, Founder & CEO, ZipperTic

Taking reserved seating to new heights

Adding a new dimension to the booking experience

11 years ago, Seats.io brought reserved seating within reach of every ticketing platform. We made the complex look easy. And now we're ready to do it again, in a whole new dimension.

- Pablo Neirotti, UI/UX, Seats.io



Tuesday 28th April

10.00-10.30 INNOVATIONS SHOWCASE *continued...*

West Stage



Pricing with Purpose

Achieving more for your organisation

Can pricing science result in free money for your organisation? Yes, even in this economy! This quickfire will share examples from organisations from the UK, North America and Australia which are leveraging dynamic pricing to achieve higher financial, strategic, and operational outcomes.

- *Pat Walsh, CEO, Digonex*



Clear Data, Faster Growth: Optimising the Fan Experience

Using AI-enriched insights to refine protection offers and maximise platform revenue

Ticketing sales move fast; your data should too. Join us to learn how the "Partner Portal" provides visibility into sales and claim resolution. By turning complex metrics into actionable AI insights, ticketing platforms can optimise revenue and reduce support overhead through a transparent, self-service ecosystem.

- *Chris Webb, Assoc. Director Business Development, Cover Genius*

10.30-11.00 NETWORKING BREAK

The Marketplace

NETWORKING SPONSOR



Please note: Sessions run in parallel after the break across both East and West stages

Tuesday 28th April

11.00-11.30

RESALE: TAKING CONTROL

West Stage



How to build scalable, compliant resale that works for fans, rights holders and platforms

This presentation explores how ticketing platforms can design resale systems that scale globally while protecting fans, meeting regulatory requirements, and creating new, sustainable revenue streams.

The speakers will discuss how official resale, built-in controls, and compliance-by-design can reduce fraud, increase transparency, and deliver better experiences for both fans and rights holders, without limiting growth.



- *Iñaki Sánchez López, CEO, menta tech*
- *Martin Haigh, SVP Sales and Business Development, menta tech*

WHO'S ON STAGE?



Scan this code to learn more about our #TBF26 speakers and panelists



Tuesday 28th April

11.00-12.00

PANEL: SAME, SAME... BUT DIFFERENT

East Stage



How promoters, ticketing platforms, and technology partners see the same events differently

Everyone in this room knows the ticketing business. What's rarer is the chance to hear from three people who see it from very different positions: one leading ticketing while also working close to event delivery, one running a large-scale ticketing platform focused on fan engagement, and one building the technology that supports ticketing platforms behind the scenes.

This session will explore how those perspectives approach the same challenges from different angles - and what the industry can learn by hearing them side by side.

Panelists:

- *Atil Aykar, General Manager, PASSO*
- *Eleonora Mihova, CEO, Ticket Station Bulgaria*
- *José San Miguel, Managing Director, NuWeb Group*

Moderator:

- *Jason Mastrine, Global Head of Ticketing Strategy, Protect Group*

Tuesday 28th April

11.30-12.30

PANEL: FROM TICKET TO TURNSTILE TO TILL

West Stage



Building a connected customer journey that grows dwell time, spend and adds insight

Ticketing platforms, payment systems and venues all touch the fan, but few truly own the customer journey. As expectations rise and patience for friction falls, every queue, delay and disconnected system is now a direct hit on revenue, loyalty and insight.

This panel asks a blunt question: are venues and event operators leaving money on the table by failing to connect the journey from ticket to turnstile to till?

Bringing together leaders from ticketing, payments and major venues, the session explores how joined-up touchpoints, frictionless payments and real-time data can drive earlier arrival, longer dwell time and higher spend per head, while still protecting trust and transparency in an increasingly scrutinised market.

The discussion will challenge legacy thinking around ownership of the customer relationship, expose where valuable data is being lost, and examine what it really takes to personalise the fan experience at scale. Expect an honest, commercially-focused conversation about what to fix now, what to stop doing, and where the next competitive advantage in live events will come from.

Panelists:

- *Sana Ali Aamir, RGM - Northern Europe, Fever*
- *Vicky Cheevers, Head of Marketing & Communications, The Royal International Air Tattoo*
- *Stuart Whittick, Head of Finance, Allianz Stadium (Twickenham)*
- *Grant Wyatt, Sales Director, FEP PAY*



Tuesday 28th April

12.00-12.30

EXCLUSIVE: NEW PRODUCT LAUNCH

East Stage



A special announcement for *The TicketingBusiness Forum 2026* delegates

Industry innovators Line-Up will unveil a major new development at #TBF26 – designed to enable growth, wider distribution and fresh revenue potential in live entertainment ticketing.

Delegates will receive a first look at a brand-new solution created to support emerging business models and commercial opportunities.



- *Chris Crossley, COO, Line-Up*

12.30-14.00

NETWORKING LUNCH

The Marketplace



Tuesday 28th April

14.00-14.25

AI IN TICKETING: FROM THEORY TO REAL WORLD

West Stage



Photo by Igor Omilaeu on Unsplash



Real applications that are changing how venues are configured and tickets are sold

AI is everywhere in ticketing and events, but too often the conversation stays at a theoretical level.

This session moves beyond the buzzword and shows practical examples already being applied in the industry, from real-time venue configuration for events and MICE to conversational seat selection that helps buyers find the right ticket faster.

- *Francis Casado, Co-Founder & CRO, 3D Digital Venue*



Tuesday 28th April

Please note: Parallel sessions continue after lunch across East and West stages

14.00-15.00 **PANEL: CHALLENGING GROUP-THINK**

East Stage

Turning up the volume: It's not just the many individual transactions, but sometimes the few big ones that really count



Photo by Ignacio Brosa on Unsplash

In ticketing we often talk about volume in terms of thousands of individual buyers. Yet for many events, a significant proportion of attendance, revenue and atmosphere comes from group sales: sponsors, community programmes, schools, charities, federations and corporate partners.

These 'group' audiences behave differently. They require different sales approaches, fulfilment processes, pricing logic and operational planning. Many organisers still treat them as an afterthought rather than a strategic pillar for audience growth and revenue.

This session explores how to structure, sell and deliver group sales effectively in modern ticketing environments.

Panelists:

- *Laura Pallarès, Head of Ticketing, The iLUKA Collective*
- *Steve Rimmer, Founder & CEO, Tickets for Good*
- *Alistair Spiers, Head of Commercial, Blackpool FC*
- *Rita Namora, Head of Ticketing, UEFA*

Moderator:

- *Shah-Zeib Ahmed, Director, Glosancon Sports*

Tuesday 28th April

14.25-15.05

WORKSHOP: TICKETING TENDER-NESS

West Stage

RFPs: Research. Fun? Pitfalls!

Tales, lessons and insights from ticketing tenders

There isn't a system in the world that does 100% of your requirements, 100% of the time. So how do you find the compromise and make the choice? This workshop explores how to successfully manage a ticketing systems tender for live entertainment, experiences and visitor attractions, with a focus on:

- Stakeholder alignment, negotiation, and implementation planning;
- Operational and commercial requirements – including sales channels, access control, CRM integration, reporting, and scalability;
- Five common mistakes in the RFP;
- Bizarre requests that shouldn't be in there!

By the end, attendees will understand how to select a solution that best meets (almost) all your needs.

- *Carly Straughan, Director & Lead Consultant, QLINE Consulting*



15.05-15.30

GREEN IT: SUSTAINABLE IMPACTS

West Stage

How green is our ticketing?

As sustainability moves up the agenda for live entertainment, we set out to find out: Green IT in ticketing - where do we actually stand today?

At a time when the environmental impact of digital tech and AI is becoming a key issue, it's essential that we review and benchmark the current state of Green IT in our sector. Reviewing their initial findings, please welcome

- *Corinne Lefebvre, Founder, BILL-A*
- *Carolyn Sims, Director, CMSA Consultancy*



Tuesday 28th April

15.00-15.30 CASE STUDY: OPENING UP FOR GROWTH

East Stage



Don't Just Sell Tickets: Grow Your Crowd

This special session explores why closed systems limit your revenue and how an open ecosystem unlocks it.

Salesforce spent billions building the perfect CRM. Oracle did the same for ERP. Both succeeded by embracing an open ecosystem philosophy. We dismantle the closed-box ticketing system myth.

Learn how an open ecosystem ticketing platform integrates best-in-class tools to drive strategic upsells, sponsorship data, and on-site spending.

- *Simon Weber, Co-Founder, vivenu*
- *Nikolas Gross, Director Digital & Projects, FC Schalke 04*



15.30-16.00 NETWORKING BREAK

The Marketplace

ZipperTic

Identity-Based Ticketing

No Ticket Touting

Resales Made Easy

No Secondary Market

Built-in Shop

Digital Marketing to Every Fan



Increased Security

Tuesday 28th April

16.00-16.45 FIRESIDE: NAVIGATING TO NEW FRONTIERS

East Stage



Images: SailGP

Flying Boats. Iconic Cities. And a Rave by the Waves

SailGP was founded with a bold vision: to revolutionise the sport of sailing, making it more accessible and delivering a cutting-edge, dynamic experience for fans.

Its flagship Rolex SailGP Championship is a global sailing championship that's bringing high-speed, high-tech racing to iconic locations around the world. 12 national teams battle it out in identical 50-foot foiling catamarans, racing at speeds over 100 km/h. The best athletes in the sport – male and female – compete for a total prize pot of US\$12.8m. It's close-to-shore stadium racing, with world-class, water's edge excitement and an Après-Sail atmosphere like no other.

Sharing SailGP's story to date, its growing global fan footprint, and how data and technology are powering its future ambitions, we sit down with:

- *Marek Borowik, Director of Fan Engagement & Event Experience, SailGP*



TicketCo

BUILT FOR SPORTS. MADE FOR FANS. Powered BY DATA.

We are more than just a ticketing platform. We are the commercial partner of choice for leagues and clubs across Europe - not because we simply fill stadiums, but because we obsess over every moment of the fan experience.

From first purchase to final whistle, we engineer the touch points that turn casual fans into lifelong supporters.

The best fan journey in sports



SCAN FOR MORE
INFORMATION

Tuesday 28th April

16.45-17.45

PANEL: TRUE IDENTITY & FAIR PLAY

East Stage

Regulation, Recognition & Resale: One Real Person. One Valid Ticket



There's a paradigm shift underway linking people to the tickets we sell. Identity-linked tickets, fan ID systems, and fraud prevention measures are reshaping how tickets are issued, distributed and re-sold. Some key factors are driving this adoption:

- Compliance with EU digital identity regulation and legislation such as the Digital Fairness Act (DFA);
- Ticket fraud and secondary market control;
- Venue security requirements/licensing/insurance;
- Improved fan journey and frictionless access control;
- Data, personalisation, and direct-to-fan strategies.

The panel will explore compliance challenges, privacy considerations, and the potential impacts on venues, promoters, and fans.

- *Sam Shemtob, Director, FEAT (Fully-authorised European Alliance for Ticketing)*
- *Mikael Ungerholm, Founder & CEO, ZipperTic*
- *Juan Pablo Santa María, Chief Revenue Officer, menta tech*
- *Lou Champion, Director of Ticketing, The O2*

>>>>>>>

Join us at the West Stage for *The Ticketing Business Awards 2026*

Access the Exceptional.

Gate Entry Solutions



Portable
Validation



Flexible
Integration



Guest
Self-Scanning



NFC
Enabled



Tuesday 29th April

18.00-18.45 AWARDS PRESENTATION

West Stage

TICKETING BUSINESS AWARDS



RAISING FUNDS FOR



Announcing this year's winners..

Join us by the West Stage as we announce the Winners of the 10th annual *The TicketingBusiness Awards*. Out goes the formal dinner and in comes a more relaxed (and often bizarre) celebration of the best in our business across 11 categories:

- CAMPAIGN OF THE YEAR
- UNSUNG HERO
- MOVERS & SHAKERS
- IMPACT AWARD
- DISRUPTOR AWARD
- GUEST EXPERIENCE
- PRODUCT INNOVATION
- INSIGHTS & ANALYTICS
- EXECUTIVE OF THE YEAR
- THE TICKETING BUSINESS OF THE YEAR
- OUTSTANDING ACHIEVEMENT

Turn the page to view the Finalists and Judging Panel for 2026.

18.45-20.00 #TBA26 WINNERS' PARTY

The Marketplace/Balcony, The Point

You're invited to celebrate with the Finalists and Winners as the drinks, nibbles, selfies and jokes flow.

TheTicketingBusiness AWARDS 2026

CAMPAIGN OF THE YEAR

- Minecraft Experience Villager Rescue (FKP Skorpio Entertainment/Fever)
- The Immersive Window (Futuroscope/Digital Landmarks)
- Visit Our Gardens / bioblitz (Natural History Museum)
- Who knew? (Seat Unique)
- Women's EURO 2025 (UEFA)
- World Athletics Championships Tokyo 2025 (World Athletics /LOC/JAAF/PIA/Two Circles)

UNSUNG HERO AWARD

- Jimmy Beacham, Head of Ticketing and Revenue, Capital Theatres
- Roger Krebs, Head of IT Ticketing, Stage Entertainment
- Jorge Reis, CEO, Eventim Brasil
- Michelle Sims, Ticketing Coordinator, Starvoxf Entertainment/Lighthouse Immersive Studios
- Deborah Stedt, Ticketing Services Supervisor, San Diego Theaters
- Dee Traynor, Ticketing Systems Specialist, ATG Entertainment
- Cathie Ward, Event Ticketing Manager, The O2

MOVERS & SHAKERS

- Nathan Birch, International Head of Ticketing (UK & Europe), FKP Skorpio Entertainment
- Leon Gray, Head of Ticketing and Audience Experience, Edinburgh International Festival 2025
- Lisa Holland, Senior Lead - International Business, Eventim Inhouse
- Oskar Muller, Director of Pricing & Ticketing, Wasserman Music
- Iñaki Sanchez Lopez, Co-Founder & CEO, menta tech
- Tristan Skelley, Campaign Coordinator, FEAT (Face-Value European Alliance for Ticketing)

IMPACT AWARD

- Access control at Lucas Oil Stadium (Indianapolis Colts/Alvarado/dormakaba)
- Ballots 2.0 (SeatGeek)
- Driving Fan Insights (Silverstone Circuits/FEP Pay)
- MLB's Unified Digital Ticketing Experience (tickets.com/3D Digital Venue)
- Publics XP audience engagement (Babel Music XP/Bill-A)
- The Traitors Live (Immersive Everywhere/Line-Up)

DISRUPTOR AWARD

- DynamO Pricing
- GoodCRM
- INTIX
- menta tech
- OpenStage
- Stager

GUEST EXPERIENCE AWARD

- Accessibility Presale for Australian Open (Tennis Australia/Ticketmaster)
- IMS Ticket Sales & Service Team (Indianapolis Motor Speedway)
- Ligabue Live 2025 - The Wearable Ticket Experience (SKIDATA/HID)
- Guest-First Booking Journey (Kaboodle/Weezevent)
- Netcall Implementation at The O2 (AEG/Netcall/Nimbus Disability)
- Gaia Guest Identification (Neoma)

PRODUCT INNOVATION AWARD

- Digital ID-Linked Ticketing Ecosystem (Zippertic)
- Hype Event Protection (Akamai/Queue-it)
- Immersive Digital Ticket (UpApp/Arts Theatre)
- Integrated Secondary Ticketing (Tymes4)
- Mobilise by SeatGeek
- Mystery Seat (RB Leipzig)
- White Label AI Customer Care (SquadUP)

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

INSIGHTS & ANALYTICS AWARD

- Demand-based pricing Edinburgh International Festival 2025 (EiF/DynamoO)
- League-wide Data Insights (Swiss Football League/Arenamatrix)
- Orchestrated Payments & Insights Platform (FEP Pay)
- Reshaping Perceptions (Motorpoint Arena/Ticketek/Genome)
- Scan & Betal data platform (AGF Aarhus A/S)
- Tackling No-Shows (RB Leipzig/Red Bull Data Science/WHU)

EXECUTIVE OF THE YEAR

- Sana Ali Aamir, Managing Director - Europe, Fever
- Dale Ballentine, Chief Operating Officer (Major Events), Eventim
- Michael Christidis, Co-Founder & Managing Director, Untitled Group
- Niclas Lindeberg, CEO, Tickster
- Berislav 'Bero' Marszalek, Founder & Chief Innovation Officer, Entrio
- Hans Schafer, SVP of Global Touring, Live Nation
- Silvano Taiani, CEO, Vivaticket SpA

THE TICKETING BUSINESS OF THE YEAR

- Bandsintown
- Fever
- nuweb
- PLG group
- Skiddle
- Stage Entertainment
- Untitled Group

OUTSTANDING ACHIEVEMENT

No shortlist. Recipient is selected privately by TheTicketingBusiness news and events team and will be announced at the 2026 Winners Party.

THANK YOU TO OUR 2026 JUDGES:

- **Shah-Zeib Ahmed**, Director, Glosancon - Sports
- **Martin Austin MBE**, Managing Director, Nimbus Disability
- **Georgia Bekyra**, Event & Ticketing Consultant
- **Victoria Born**, Ticketing Project Manager, FIFA
- **Charles Bruner**, Commercial Director, Motorsport Events [Motorsport Network]
- **Tim Chambers**, Managing Director, TJChambers Consultancy
- **Lou Champion**, Director of Ticketing, The O2
- **Mark Davyd**, Founder & CEO, Music Venue Trust
- **Vishal Dayal**, Venue Systems Manager, Arsenal Football Club
- **Gabriela Gandolfini**, Director of Customer Strategy and Retail, House of Commons
- **Su Jella**, Executive and Advisor, Nano Insights
- **Will Kerr**, Ticketing & Membership Manager, Warwickshire CCC / Edgbaston Stadium
- **Joseph Lee**, Partner & General Manager, AnTank Group
- **Jason Mastrine**, Global Head of Ticketing Strategy, Protect Group
- **Eleonora Mihova**, CEO, Ticket Station Bulgaria
- **Cat Nunes**, Ticketing and Insight Manager, The Postal Museum
- **Ian Nuttall**, Founder, Xperiology
- **Yazed Osman**, Group Head, Events & Placemaking / Place Management, The Kallang Group (Formerly Kallang Alive Sport Management Co Pte. Ltd.)
- **Steve Rimmer**, Founder & CEO, Tickets for Good
- **Nigel Shipley**, Head of Commercial Performance, ODEON Cinemas
- **Alistair Spiers**, Head of Commercial, Blackpool FC
- **Edwin Suk**, Group IT Director, Stage Entertainment NL
- **Matthew Thorley**, Visitor Attractions Sales and Planning Manager, Tottenham Hotspur FC
- **Linda Turner**, Head of Ticketing, Legends Global (APAC)



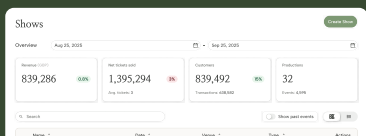
Built for the teams behind the scenes, powering the moments that move audiences.

Encore Pro is the AI-powered platform designed for live entertainment to plan, market, and analyze every show. Providing every team the tools, data, and intelligence they need to deliver their best performance.

Track Analytics

Apply Intelligence to Achieve Unprecedented Results

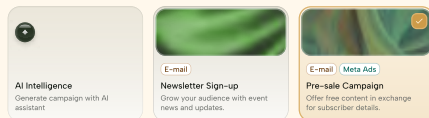
Use real-time dashboards, sales channel analysis, and AI-powered recommendations to spot opportunities and drive demand.



Create Campaigns

Market Smarter, Sell Out More

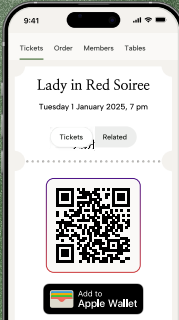
Drive ticket sales through targeted, creative campaigns leveraging email, SMS, and automated marketing.



Enhance Experience

Unlock the power of your audience

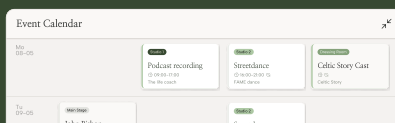
Engage at every touchpoint with mobile ticketing, upsells, merchandise, and post-event feedback tools to keep fans coming back.



Manage Operations

Run Events with Confidence

Plan with integrated event management, staffing, workflows, and resource scheduling that keep operations on track from start to finish.



Ready for your best performance?

Trusted by 700+ organisations across the US, UK, and Europe.



Wednesday 29th April

from 08.30

REGISTRATION & WELCOME COFFEE

Location: *The #TBF26 Marketplace, The Point, Emirates Old Trafford*

09.00-09.15

WELCOME BACK

West Stage

A quick review, housekeeping and highlights of the day ahead.

- *Ian Nuttall, Founder, TheTicketingBusiness*

09.15-10.00

GUEST KEYNOTE: OLYMPIC AMBITIONS

West Stage



Faster, Higher, Stronger – Together

Our keynote oversees ticketing for LA28, the largest sports programme in Olympic history, driving revenue and fan engagement across multiple sports. Aaron has extensive experience in the NBA, NHL, and MLS, leading innovative strategies to fill stadiums and optimise ticketing operations. At LA28, the delivery team is integrating data insights and industry best practices to deliver a world-class ticketing experience for fans.

To put LA28's ticketing programme in perspective: the Paris 2024 Games, which set a new record, sold approximately 9.5 million tickets for the Olympics and 2.5 million for the Paralympics, totalling 12 million tickets. London 2012 previously held the record, including the Paralympic record of 2.7 million tickets sold. Ticket numbers for LA28 are expected to be in a similar range, with total ticket revenue approaching US\$2bn.

In discussion with:

- *Aaron Lampkin, Vice President – Ticketing, Los Angeles 2028 Olympic & Paralympic Games*

Don't miss this!





THE SIMPLICITY OF

ONE SCANNER



- ✓ Tap-and-go NFC
- ✓ Plug-and-play design
- ✓ High-throughput scanning
- ✓ Facial recognition
- ✓ Super affordable

www.janam.com



Wednesday 29th April

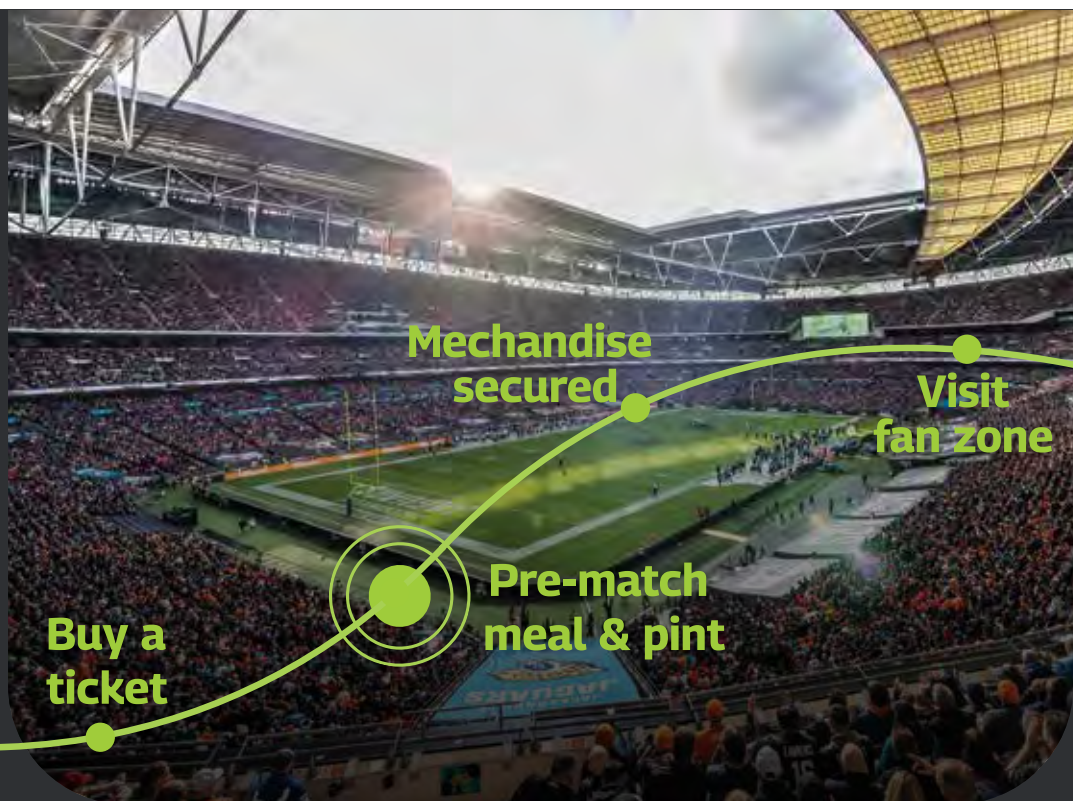
10.00-12.45 TICKETCO's SPORTS TECH LAB *(invite only)*

Club Suite (Level 2), The Pavilion



NB. Access to this private Ticketco workshop is by invite only. If you would like to join this meeting and have not been pre-registered by Ticketco, please enquire at the Information Desk.





Make payments your **competitive advantage** with our unified payments platform

Trusted by



FEP+PAYTM



• www.fep-pay.com

Wednesday 29th April

10.00-10.45 FINALISTS IN FOCUS

West Stage

A deeper dive into great work and innovations

Launched in 2016, *The Ticketing Business Awards* recognise leadership, innovation and achievement in the use of ticketing across sports, performing arts, music, live entertainment and visitor attractions.

Following on from last night's celebrations, this session invites a selection of this year's #TBA26 finalists (and perhaps winners?) to share more insights into their work.



10.45-11.15 NETWORKING BREAK

The Marketplace

Have you been snapped?

Scan this code to upload a selfie and access your personal* photo feed from #TBF26



*yes, this service uses biometric data but solely for processing event photos

Wednesday 29th April

11.15-12.00

TRAVEL, ATTRACTIONS & EXPERIENCES

West Stage

The Future Has Booked...

How AI, OTAs & Resellers Are Reshaping the Attraction Experience

You're invite to master the evolution from traditional ticketing to an AI-driven, multi-channel future where digital visibility is the key to capturing the 30x growth in online bookings.



Our guest speaker is a seasoned entrepreneur and investor, having founded seven successful tech companies and raised multi-million-dollar funding from top-tier investors. As the founder of bookingkit, Europe's largest booking and operating system for attractions, Lukas is at the forefront of integrating AI-driven automation to help operators streamline their business and deliver exceptional customer experiences.

- *Lukas C.C. Hempel, CEO & Founder, bookingkit*

Please note: Parallel sessions continue after the break across East and West stages

Wednesday 29th April

11.15-12.00

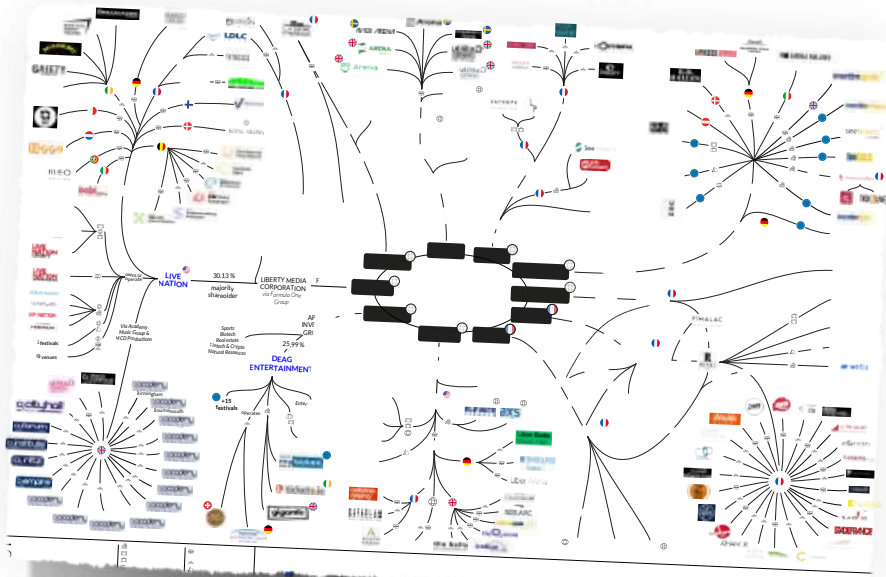
FESTIVALS & LIVE MUSIC

East Stage

Independent Thinking...

Navigating Consolidation and Creativity in Live Entertainment

Independent music agents and promoters are navigating a rapidly evolving landscape shaped by consolidation and global reach. As major players dominate booking, distribution, and promotion channels, smaller operators face shrinking margins, limited access, and rising competition.



Ever greater concentration
A schematic of Live Music Stages in Europe - Who owns what?

Designed by
Matthieu Barreira
for Reset! and Live
DMA

This fireside conversation with the co-founder of Belgium's Magma agency will explore how independence can survive (and thrive), the structural challenges that persist, and where new opportunities may emerge – across fans, artists and events – in an increasingly top-down, privately-consolidated sector.

- *Julien Gathy, Co-Founder, Magma Collective*

Wednesday 29th April

12.00-12.30

TOURNAMENTS, TICKETS & TRAVEL

West Stage

50 Years of the Hong Kong Sevens

Packaging the Experience. Marketing the Thrills.

The Cathay/HSBC Hong Kong Sevens is one of the world's iconic sports events and a bucket list experience for many international fans. The 2026 edition has been extra special as it marks the tournament's 50th Anniversary – in its new home in Hong Kong's stunning Kai Tak Stadium.

Fresh from this milestone celebration, Jon Pallett, Head of Communications at Hong Kong China Rugby, joins us at #TBF26 to take us inside the rugby, the entertainment, the partner activity and a full week of Sevens celebrations in Hong Kong.

Jon will also outline the marketing and communications activity for tickets, hospitality and travel packages, and how these campaigns connect with local, regional and global audiences.

- *Jon Pallett, Head of Communications, Hong Kong China Rugby*



Please note: Parallel sessions continue after the break across East and West stages

Wednesday 29th April

12.00-12.45

TICKETING'S LEGACY CONSTRAINTS

East Stage



Re-Thinking & Re-Engineering Entertainment's Sales, Marketing & Finance Ecosystem

...and why NFT ticketing doesn't work

Ahmed Nimale is the Co-Founder and CEO of TIX, the 'financial settlement infrastructure transforming how live-event ticketing and financing work' – and KYD Labs, the first production platform built on TIX.

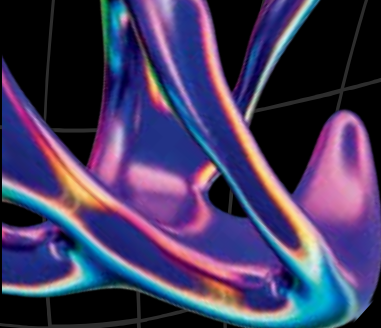
As CEO, he leads the company's mission to unlock liquidity for venues; enable transparent, real-time payouts for artists; and allow ticketing platforms to compete on product rather than control of capital.

Under Ahmed's leadership, TIX has powered over 300,000 tickets, handled US\$8M+ in ticket sales, and originated US\$2M in venue financing with zero defaults via KYD, demonstrating the model in-market today by handling ticketing, distribution, and venue financing entirely on TIX's payment rails.

Prior to TIX/KYD, Ahmed held senior product roles at Live Nation Entertainment and Vivid Seats, gaining deep insight into ticketing operations, liquidity flows, and the constraints of legacy systems. He also worked at Yelp, developing consumer-facing marketplace platforms that inform his approach to scalable, user-first live-event infrastructure.

- *Ahmed Nimale, Co-Founder & CEO, TIX and KYD Labs*





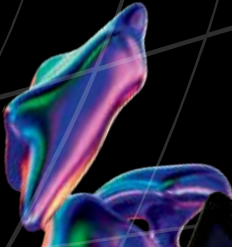
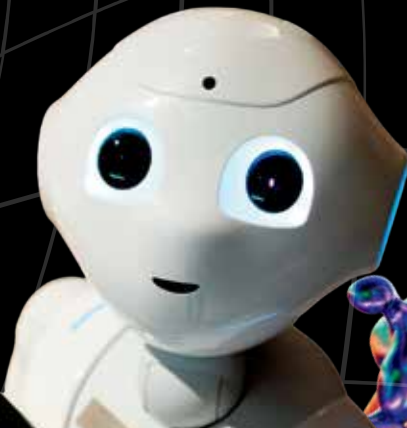
TICKETING BUSINESS FORUM

Connecting the global
ticketing ecosystem

26-28 April 2027 | 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

www.ticketingbusinessforum.com



Wednesday 29th April

12.45-13.45 NETWORKING LUNCH

The Marketplace

13.45-14.45 PANEL: WISHLISTS & PRACTICALITIES

East Stage



Platforms and Product Roadmaps across genres, cultures and markets

This discussion delves into the complexities of localising entertainment ticketing platforms across Europe's diverse markets and cultures. With each country presenting unique languages, consumer behaviours, payment systems, and digital ecosystems, successful localisation goes far beyond simply translation.



Key issues include adapting to local payment preferences, addressing trust and security concerns, navigating regulatory and data privacy requirements, and integrating with popular social and messaging platforms.



Cultural nuances also play a major role in shaping purchasing habits, marketing strategies, and customer engagement. By understanding these local dynamics and building strong regional partnerships, platforms can improve accessibility, strengthen audience loyalty, and capture growth opportunities in one of the world's most dynamic and fragmented entertainment landscapes.

Laying out their markers on their product roadmaps, we welcome:

- *Anthony Escott-Lawrence, Head of Product, Nuweb Group*
- *Paul Bohunsky, Technical Product Manager, CTS Eventim*
- *Sybolt Ettema, Head of Product, Tymes4*





The leading ticketing platform designed for every industry



Built to support every stage of your operations, it gives you everything you need to run and scale your event ticketing business, with powerful tools for event creation, revenue optimization, onsite operations, marketing, and analytics — all in one unified solution.



Wednesday 30th April

14.45-15.30

OUTLOOK: REASONS TO BE CHEERFUL

East Stage



Five Ideas for the Next Five Years

Join us for a closing session with a 'spring in its step'! Yes, we were promised the Roaring Twenties would follow the pandemic misery. And right now – midway through the decade – the outlook is decidedly turbulent.

But, looking on the bright side of life, we close #TBF26 with some positive thoughts, exciting opportunities and new ideas that will give us all reasons to be (at least for a while) feeling positive.

- *Ian and the Influencers of Positivity*



15.30

CLOSING THOUGHTS: THAT'S ALL FOLKS!

East Stage

Prizes. Thanks. Closing thoughts. And so back to Asia, 2027 and beyond.

15.45

CLOSE OF THE FORUM

Save the dates 26-27-28 April 2027 for our next edition
...and sign-up before you leave for best rate
and on-site hotel guarantee ;)



Meet your new ticketing engine



APIs & Integrations

Platform Reliability

Continuous Feature Development

Expansion into New Markets

Revenue Growth

We take
care of this



TheTicketingBusiness Diary Dates 2026/27

Connecting the E-Commerce Ecosystem for Entertainment & Experiences



MEETINGS & EVENTS



THE TICKETING BUSINESS ASIA 2026

Connecting Asia's entertainment eCommerce ecosystem

13-14-15 OCTOBER 2026* / Hong Kong / #TAS26

The TicketingBusiness team returns to Hong Kong for its fifth edition of this special regional meeting. We will co-host the event within *That's Entertainment ASIA* and *TheStadiumBusiness ASIA* - bringing in the region's entertainment, experiences and events leaders.

Web: [TheTicketingBusinessASIA](https://TheTicketingBusinessASIA.com)



THE TICKETING BUSINESS FORUM 2027

Connecting entertainment's eCommerce ecosystem

26-27-28 APRIL 2027 / Emirates Old Trafford, Manchester / #TBF27

The 15th edition of the world's #1 meeting for events, experiences, sports, arts and entertainment business leaders. 500+ international execs covering all aspects of the ticketing eCommerce ecosystem, from marketing and discovery through to pricing, CRM, analytics and loyalty.

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



THE TICKETING BUSINESS AWARDS 2027

27 APRIL 2027 / Emirates Old Trafford, Manchester / #TBA27

Now in their 11th year, the industry's only awards to celebrate leadership, innovation and achievement in the application of eCommerce and ticketing across the entertainment landscape.

W: [TheTicketingBusinessAwards](https://TheTicketingBusinessAwards.com)

DIGITAL AUDIENCE



THE TICKETING BUSINESS.COM NEWS

The ticketing sector's first and only dedicated news channel. All the latest entertainment eCommerce news and insights - curated into one place. Daily updates, exclusive content, unique insights, job postings and newsletter twice-a-week to **>30K registered readers** and **>123,000 page views pcm** and rising...

W: TheTicketingBusiness.com



TheTicketingBusiness

News Page: >14,600 followers*

▲ >150k impressions & >70K members reached every month

Making it easier than ever to connect eCommerce and Entertainment

Our thanks to these wonderful organisations
for supporting this year's #TBF26





3D Digital Venue

3D Digital Venue (3DDV), powered by Mobile Media Content, is a technology visualization platform providing web mapping solutions with API integration for any live event space (e.g., stadiums, arenas, theaters, etc.). Leveraging exclusive gaming engine technology, 3DDV delivers a mobile-first, 360-degree panoramic experience from any seat or location within a venue. Founded in 2012 and headquartered in Barcelona, Spain, 3DDV's 85 employees serve industry-leading clients across 19 countries and 70 different ticketing platforms.

www.3ddigitalvenue.com



Autonomous Minds - Milo

Milo, built by Autonomous Minds, is an AI data analyst that connects to your companies data and lets anyone on your team ask questions in plain English and get instant, verified answers. Traditional business intelligence needs someone to build and maintain reports. With Milo, anyone can ask the question and get the answer instantly, whether through a browser, Slack, or WhatsApp. Every answer is traceable to its source, continuously updated, giving you data/insights that matter. Milo sits across all of your data such as: Ticketing Systems, PostgreSQL, Xero, HubSpot, Trello, Meta, TikTok, LinkedIn, POS and ePOS. Milo is designed for everyone. Milo surfaces performance, flags risks, and reporting without manual reporting cycles. It is for businesses where speed of insight matters, Milo turns data into decisions.

www.milo.ai



Axess

Axess is a leading international specialist manufacturer of access control gates and ticket readers for the Sports and Live Entertainment Industry. Our equipment is designed and manufactured to exacting standards and offers the highest levels of engineering quality and technical innovation, from QR scanning, to contactless entry and biometrics. Axess is integrated with all the leading ticketing vendors including Ticketmaster, Secutix and Eventim, and can also offer complimentary software products such as Event Accreditation and Registration. Axess systems have been installed at several Olympic Games, FIFA, UEFA and WORLD CUP events as well as at numerous stadia and arenas.

www.teamaxess.com/en



Cover Genius

Cover Genius is the global insurtech for embedded protection. Through our award-winning global distribution platform, we protect customers of the world's largest digital companies with seamless, end-to-end experiences. Licensed or authorized in over 60 countries and all 50 US states, we enable partners to embed and sell multiple lines of insurance and other types of protection, resulting in industry-leading post-claims Net Promoter Scores (NPS) and Trustpilot ratings.

www.covergenius.com

Build a 365-Day Commercial Ecosystem in Your App.



From ticketing to engagement.
From event-day to everyday.

Powered by **PASSO**





Digonex

Digonex provides automated dynamic pricing solutions for live entertainment, performing arts and attractions. We work with a variety of organizations in Australia, the UK, and North America, including the Chicago Symphony Orchestra, Curve Theatre, Queensland Performing Arts Centre, Roundabout Theatre, Royal Albert Hall, Somerset House, Sydney BridgeClimb, and Wales Millennium Centre. Our team of PhD economists have developed pricing solutions that are configured for each client to better align pricing with predictable shifts in demand, incorporating factors such as historical sales patterns, weather, performance characteristics, competing events, Google Analytics and various macroeconomic indicators, among others. Clients review and approve, reject, or adjust our price recommendations with a click of a button. We are integrated with most leading ticketing systems, including Tessitura, Spektrix, AudienceView, Tickets.com and AXS.

www.digonex.com



dormakaba

Trusted access begins with dormakaba. dormakaba is a global leader in providing innovative and secure access solutions, with a rich legacy spanning decades. dormakaba is synonymous with cutting-edge technology and expertise in the sports and entertainment market. Alvarado dormakaba Group offers a comprehensive portfolio of access control solutions for sports and entertainment venues. We offer a full line of intelligent admission turnstiles, entry pedestals, suite scanners and handheld validation terminals running on Windows and Android platforms. Our industry leading, GateLink10 access control software, is used by ticketing companies and venues worldwide. Third-party systems can also integrate directly to our turnstiles, entry pedestals and other admission devices through easily implemented web service protocols. With event ticket sales on the rise, today's sports and entertainment venues require flexible entry solutions that integrate with existing ticketing software and make the guest entry process easier. dormakaba's and Alvarado's solutions combine to ensure quick throughput, easy integration and intelligent and user-friendly access management solutions that enhance efficiency and convenience.

www.dormakaba.com



Encore Pro

Encore Pro is the AI-powered platform designed for live entertainment professionals to plan, market, and analyze every show, all in one place. By applying ticketing and marketing data, Encore Pro gives teams a clearer picture of who their audiences are and what drives them to buy. That intelligence feeds directly into campaign execution, so marketers can move faster, target more precisely, and measure what's actually working, while venue teams stay coordinated from the first campaign to the final curtain call. Trusted by more than 700 organizations across the US, UK, and Europe, Encore Pro helps teams create the best live experiences.

www.activitystream.com



Learn more about our solutions



One solution. One gate. Endless possibilities.

SKIDATA Connect seamlessly integrates smart access control and advanced eTicketing, connecting customers, visitors, and partners with intelligent solutions that enrich every touchpoint of the stadium journey. Featuring the groundbreaking sMove gate, we're transforming stadium entry, elevating fan convenience, and setting a new standard for smooth, secure, and enjoyable events.

Simplify operations, enhance fan experiences, and unlock growth opportunities with SKIDATA.

>> www.skidata.com

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SKIDATA
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FEP PAY

FEP PAY is an industry-first orchestrated payments and insights platform built for the major live events industry, giving venues and rights holders full visibility across revenue and fan behaviour. Built on over a decade of experience in live events, the platform captures all pre, during and post-event transactions in real time, unifying ticketing, access and on-site spend within one live dashboard. Acting as a single payment layer across ticketing, food and drink, merchandise, and more, FEP PAY connects transactions to create a complete, end-to-end view of the customer journey. FEP PAY turns disconnected transaction data into a single, powerful view of performance, driving revenue, informed decision making and outstanding fan experiences.

www.fep-pay.com



fever

Fever is the leading global platform for live entertainment discovery, connecting millions of users with experiences across more than 500 major cities worldwide. By combining proprietary technology with real-time behavioural insights, Fever empowers event creators, promoters, rights holders, and venues to generate demand, optimise distribution, and maximise ticketing revenue. With over 300 million monthly interactions, Fever transforms audience data into action – driving measurable growth through intelligent pricing, performance marketing, CRM activation, and seamless ticketing solutions. Its end-to-end platform supports the full ticketing lifecycle: from demand generation and multi-channel distribution to conversion optimisation, inventory management, and post-event audience engagement. Fever provides flexible ticketing infrastructure, including dynamic inventory control, timed entry, reserved seating and 3D seat mapping, integrated access control, CRM tools, performance analytics, and automated marketing capabilities. Working across all live entertainment categories – including music, exhibitions, cultural experiences, sports, and immersive formats – Fever helps partners unlock new audiences, expand international reach, and build sustainable revenue growth.

<https://feverup.com>



Janam Technologies

Janam, part of HID, is the leading provider of handheld scanners for venue access. Janam also launched GT1 and GTX, which quickly and affordably convert a new or existing Janam scanner into a mobile, contactless, ticketing pedestal that reads barcodes, NFC tickets and opt-in facial authentication. Janam's hardware solutions enable venues to increase the speed of customer ingress, eliminate fraud, reduce operating costs, take advantage of the most advanced "tap-and-go" NFC technology, and meaningfully improve the customer experience. It's technology at work®.

www.janam.com

Ticket protection

Smart Pricing and content with refunded inventory
to resell. Automated and instant payouts.



TrustScore 4.8 | 35,000+ reviews

www.protect.group



JustTikit

JustTikit is your all-in-one platform for smarter ticketing, marketing, and insights. Built for events of every scale, from live sports to concerts and festivals. We simplify the entire ticketing journey, giving you one powerful toolkit to sell tickets, promote your event, and track performance in real time. Create branded ticket shops, manage access with precision, and unlock detailed analytics that help you optimise every decision. With flexible integrations, dynamic pricing, and fully customisable branding, JustTikit puts you in control, so you can maximise revenue while delivering seamless digital experiences for your audience. Trusted by organisers of festivals, concerts, and sporting events, JustTikit combines intuitive design with advanced functionality.

JustTikit - where modern ticketing meets total control.

www.justtikit.com/



Line-Up

Line-Up is a flexible and scalable ticketing platform, powering theatre, live entertainment and immersive experiences internationally. Trusted by organisations including LW Theatres, Mamma Mia! The Party, Theatre Royal Haymarket, The Lost Estate, Immersive Everywhere, Masquerade and Studio Seaview, Line-Up's modern software is designed to handle complex events with ease. Powering some of the fastest-selling on-sales in live entertainment, Line-Up is engineered for reliability under pressure and high transaction throughput. With a fully customisable online checkout flow, powerful event management tools and open APIs enabling seamless integration with best-of-breed technology, Line-Up gives venues, producers and agents complete control over their ticketing operations, data and audience experience - at scale.

www.line-up.tickets



menta tech

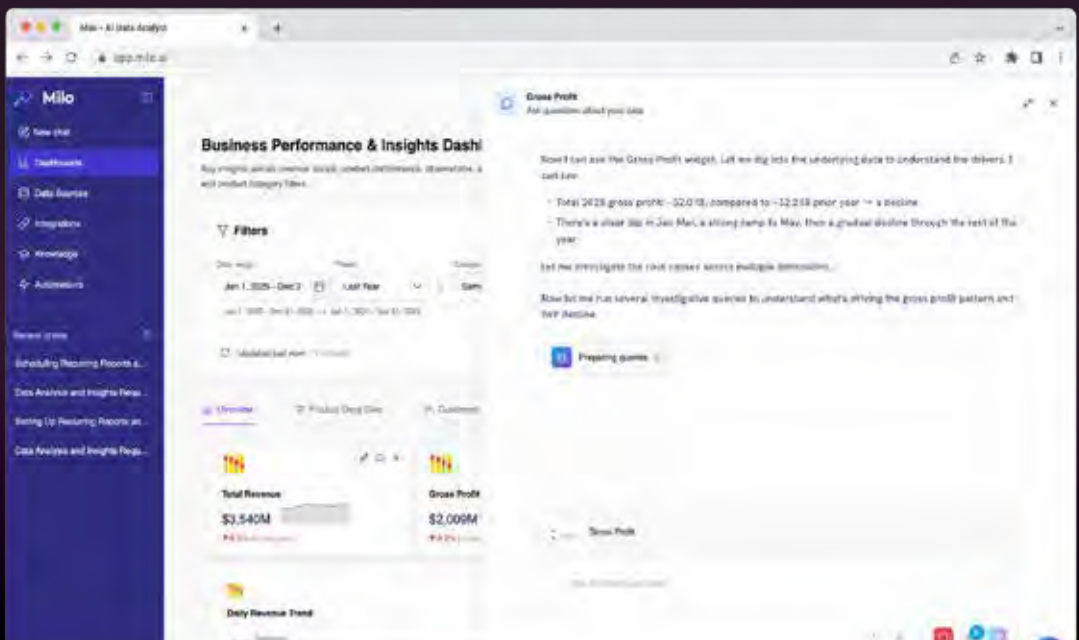
menta tech is the most advanced resale infrastructure available to primary ticketing platforms today. Where other tools provide partial fixes or light add-ons, menta tech delivers a complete, fully engineered resale system. Our technology embeds directly into any ticketing platform and manages the entire resale lifecycle: identity verification, pricing rules and caps, fraud controls, listing standards, payouts, transfers, and fan-to-fan trust. Everything runs automatically and consistently at scale, ensuring that revenue, data, and customer experience stay within the primary platform, not outside it. This is why leading platforms choose us: building this internally would take years, with continuous maintenance, redesigns, and operational risk. We've already solved that. menta tech offers a durable, future-proof engine that simply does not exist elsewhere in the industry. Our approach redefines what resale should be: transparent, compliant, safe, profitable, and aligned with the platform's own brand and rules. Our mission: to help ticketing companies deliver resale the right way, finally, and for the long term.

www.mentatech.io



Your boss just asked why ticket sales spiked last Thursday. Hope you didn't have plans this afternoon..

Hundreds of venue reports. Dozens of formats. One person who knows how it all fits together. Ask Milo instead - answer in seconds, not spreadsheets.





Nuweb Group

Nuweb Group is a global ticketing technology partner, powering event experiences in over 110 countries. Providing infrastructure for ticketing businesses to own their platforms, consolidate fragmented systems, and scale without technical constraints. Backed by over a decade of innovation, we've earned the trust of organisations across the globe, including ticketing platforms, entertainment groups, and sports stadiums. Our powerful suite of technology spans ticketing, eCommerce and point of sale to create a connected experience to help you grow your business. Nuweb Group is the ticketing engine for premier brands worldwide who ticket events like Metallica, F1, Disney on Ice and many more. A central hub for your ticketing operations, Nuweb Group powers the core engine and connects seamlessly to tools like refund protection, dynamic pricing, and ticket delivery.

www.nuwebgroup.com



PASSO

PASSO is a large-scale digital ticketing and fan engagement platform with extensive experience in sports and live entertainment. The company started the Turkish Football Federation's landmark stadium digitalisation project in 2014, one of the world's most comprehensive centralised Fan ID, e-ticketing and access control projects. Within this framework, PASSO designed and operated integrated ticketing, access control and security systems across 60 stadiums in 31 cities, enabling secure entry for more than 22 million fans. Over time, PASSO has evolved from a pure ticketing operator into a technology-driven platform. Its solutions now include digital ticketing, mobile-first access, SaaS ticketing for clubs and venues, and a lifestyle SuperApp combining ticketing with e-commerce, fan engagement and data-driven services. Today, PASSO serves a base of 12 million unique users, positioning it among the largest digital platforms in sports and entertainment in its market. In 2024, PASSO expanded internationally with the launch of its European subsidiary in Hamburg, supporting its strategy to serve clubs, venues and rights holders beyond its home market.

www.passo.com.tr



Protect Group

Refund Protect helps you sell more tickets by removing hesitation at checkout. Customers who want flexibility can opt in to refundable protection, giving them confidence to commit earlier and more often. For customers who opt in and experience a covered circumstance, we handle the refund end-to-end - customer service, automated decisioning, and instant payment - while returning eligible tickets to you for optional resale. You preserve inventory value, keep 100% of the original ticket revenue, and participate in additional upside. Refund Protect is delivered through a single, multilingual solution that works globally, without the complexity of region-specific regulations or inconsistent customer experiences. Our pricing and offer content adjust in real time to buyer behavior and event-specific signals, optimizing performance while we carry the refund exposure. Unlike traditional protection options, our Emergency Circumstances approach reflects real life, not rigid exclusions. Built to sell more tickets. Designed to work anywhere. Rated 4.8 on Trustpilot.

www.protectgroup.com

Queue-it

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at TBF26!**

Delight customers & turn demand into data with Visitor Engagement

Engage visitors & collect zero-party data directly from customers in your waiting room with interactive polls, quizzes & sign-ups



**Collect zero-party
customer data &
drive sign-ups**

How many shows do we
present each year?

(A) 75

(B) 150

(C) 230

Next

**Improve customer
experience & build
brand affinity**

What performance are you
most excited about?



Blue trio



Strings attached

Next

**Cross-sell &
promote offerings**



Sign up for our
next presale

Enter email

☐ I agree with the terms and conditions

Submit

FINALIST 2026

**TICKETING
BUSINESS
AWARDS**

Hype Event Protection by Akamai & Queue-it as finalist in Product Innovation

Queue-it's most robust defense against bots, combining Akamai Bot Manager & Queue-it to deliver best-in-breed protection


 Queue-it

Queue-it

Queue-it is the leading developer of virtual waiting room services, empowering 1,000+ organizations worldwide to build and nurture trust with 25+ billion visitors annually by delivering reliable, fair, and transparent online experiences. Queue-it helps some of the world's biggest governments, retailers, and ticketing companies to capitalize on peak traffic events by preventing website crashes, blocking bots, and mitigating load induced errors such as overselling. Queue-it is headquartered in Denmark with offices in the U.S., Australia, Japan, and the Republic of Korea. For more information, please visit <https://queue-it.com>.

[www.queue-it.com](https://queue-it.com)


 SEATS IO

Seats.io

Seats.io is the world-leading provider of seating chart technology. The Seats.io solution makes it easy to create, show, and use beautiful interactive seating charts, allowing ticket buyers to pick their seats. This significantly improves the ticket buying experience, and drives up conversion. Aimed at ticketing and event technology platforms or any organisation with a ticketing system, Seats.io empowers its customers by enabling them to easily draw, adapt and use seating charts for any kind of venue, theatre, stadium, table seating or conference floor, or any other purpose where interactive maps are required. Seats.io is designed to work with any online browser based system, and provides a fantastic user experience on mobile devices. In addition, a set of powerful tools assist in managing events and distribution channels, seat optimisation, best available, View From Seat function, including full 3D pictures, all of which provide the best and most secure end user experience. Seats.io makes reserved seating easy.

www.seats.io


 SEAT UNIQUE

Seat Unique

Seat Unique is a global platform offering premium tickets and hospitality for live events, connecting fans with top-tier experiences across sports, music, and theatre. Through its relationships with leading venues like Wembley Stadium and Co-op Live, as well as clubs such as Yorkshire County Cricket Club and Jacksonville Jaguars UK, Seat Unique ensures unforgettable moments for fans worldwide. The platform is backed by a number of athletes, including Matt Dawson, Ben Stokes and Dame Jessica Ennis, with ambassadors such as Stuart Broad, Lauren Bell and Sam Warburton.

www.seatunique.com

wicket

Enhanced Fan Experience

That Drives Venue Revenue

4x Faster Fan Entry

2x Faster Payments

9.6/10 Fan Satisfaction Rating

85% Repeat Usage

Facial Authentication Solutions

Deliver a premier fan experience with reduced queues and streamlined access.

 Express Facial Ticketing

 Easy Facial Payments

 Club Access for Premium Fans

 Enhanced Rewards & Loyalty

 Accreditation & Access Control

 Secure Facial ID Verification

WICKET BENEFITS

 Opt-in Only

 Faster Transactions

 Versatile Form Factors

 Built-in Integrations



Contact us at
[WICKETSOFT.COM](https://www.wicketsoft.com)



SKIDATA

SKIDATA is an international leader in the field of access solutions and their management. Worldwide, leading companies and operators of airports, shopping malls, cities, office buildings, hotels, hospitals, universities, ski resorts, stadiums and amusement parks rely on the secure, future-oriented and reliable access solutions for people and vehicles. SKIDATA is the reliable partner from first consultations to perfect service. SKIDATA places great value in providing solutions that are intuitive, easy to use, and secure for the end customer. The integrated concepts of SKIDATA solutions help clients optimize performance and maximize profits. SKIDATA is part of ASSA ABLOY Group, the global leader in access solutions. Every day, we help billions of people experience a more open world.

SKIDATA is certified according to ISO 9001:2015 and ISAE 3402.

www.skidata.com



TicketCo

Driven by the bold mission to build the best fan journey in the world, TicketCo is a dynamic challenger in the sports ticketing sector. Founded in Norway and proudly founder-led, the company empowers clubs to take full control of their ticketing, matchday operations, and fan data. As the fastest-growing sports ticketing platform in the UK, TicketCo is rapidly scaling across Europe, with a strong UK presence, to support teams at every level. By providing a modern, API-first infrastructure, TicketCo turns matchdays into seamless, world-class experiences while driving true commercial growth.

<https://ticketco.io>



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.ticketplan.com

Digonex

Automated **Dynamic** Pricing

Digonex's industry-leading pricing algorithms, developed by our team of PhD economists, do the work of gathering data, analyzing patterns, and determining the optimal price so you have more time to focus on your business.

Trusted By



Royal Albert Hall



CANOLFAN MILENIWM CYMRU
WALES MILLENNIUM CENTRE



CENTER
THEATRE
GROUP

SOUTHBANK
CENTRE



CHICAGO SYMPHONY ORCHESTRA



Boston Symphony
Orchestra

Boston Pops Tanglewood Symphony Hall





vivenu

Vivenu is the primary ticketing provider for organizers who want to be masters of their own house. Our mission is to build technology that puts you first so you can create experiences your fans love. We help you manage, market, and analyze sales from one unified platform that prioritizes your independence over vendor limits. By giving you full control over your brand and fan intelligence, we ensure you are never a tenant on your own property. This is why global leaders like the Grammy Awards, FC Schalke 04, Stanford University, and Mercer Labs rely on our uncompromised infrastructure to drive their growth.

www.vivenu.com



wicket

Wicket enables a sensational event experience with a privacy-first facial authentication platform based on patented computer vision technology integrated into ticketing, credentialing, access control, and payment systems. Wicket enhances fan, guest, and employee experiences by enabling frictionless touchpoints that eliminate queues, delight users, and strengthen venue security.

www.wicketsoft.com



ZipperTic

ZipperTic is a ticketing company focused on secure, personal digital tickets for events and venues. The platform is built around identity-linked ticketing, where each ticket is connected to a verified user, ensuring that tickets are always held and used by real people. ZipperTic is patented and fully aligned with new global standards for digital identity, as well as applicable regulations and laws in the EU and the UK. By linking tickets to verified identities, the system prevents fraud, bots, and unauthorised resale, while enabling controlled and secure ticket transfers between individuals. This transforms the ticket from a simple QR code into a personal digital access right, improving security and reliability at entry. For organisers, ZipperTic provides full control of the ticket's life cycle, from issuance and transfer to entry and validation, as well as direct communication with all fans at the event through first-party data. The platform also includes an integrated shop, allowing organisers to sell merchandise and additional products directly to fans. The system is designed to support modern regulatory and security requirements while offering a fast and user-friendly experience for both organisers and fans.

<https://zippertic.se>



Ticketing trusted by leaders in live entertainment, including:



ADELPHI
THEATRE



CAMBRIDGE
THEATRE



GILLIAN LYNNE
THEATRE



HIS MAJESTY'S
THEATRE



THE LONDON
PALLADIUM



THEATRE ROYAL
DRURY LANE

LW
TICKETS



THEATRE ROYAL
HAYMARKET

STUDIOSEAVIEW

MAMMA MIA!
THE PARTY

THE
LOST
ESTATE



**THE
TRAITORS**
LIVE EXPERIENCE



ANDREW LLOYD WEBBER'S
PHANTOM OF THE OPERA
MASQUERADE

THE VAULTS

**LONDON
CABARET**
CLUB



entertainers.



Producer-Tix



**regular
people**



CANAL
CAFE
THEATRE



BLUE
ORANGE
THEATRE



FINBOROUGH
THEATRE



Ultimate Flexibility

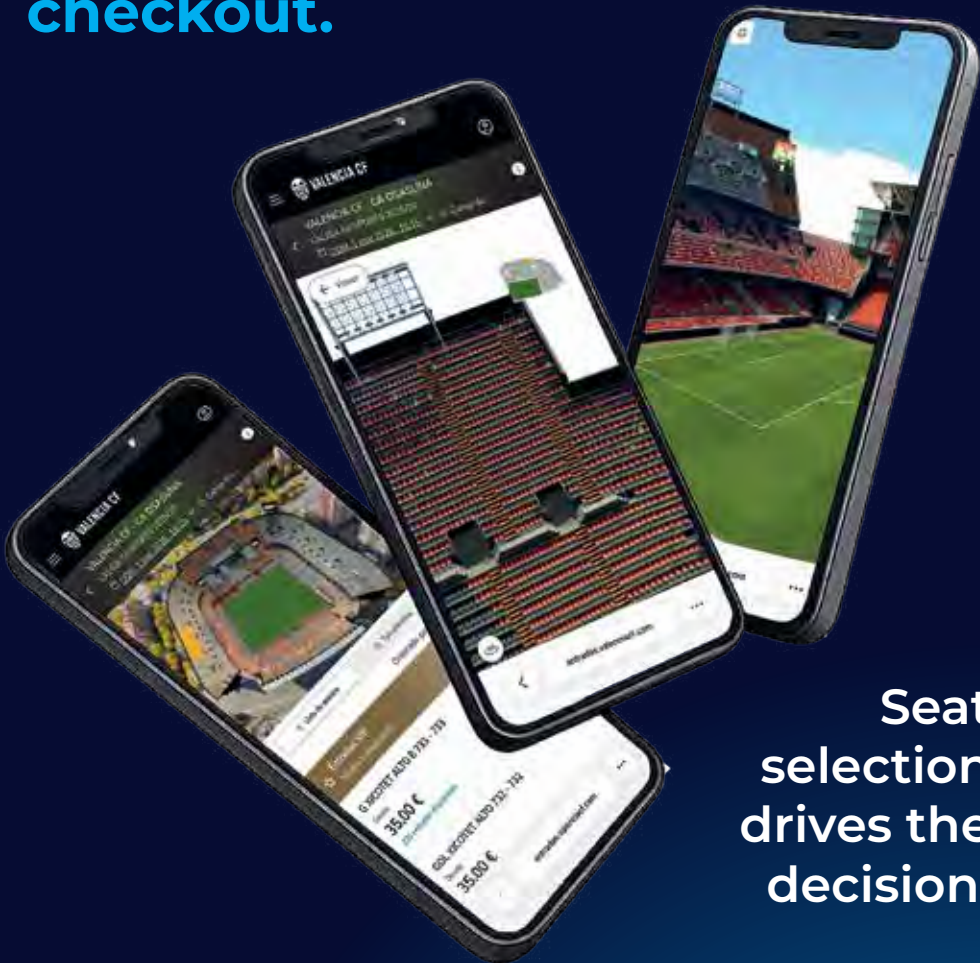
Built to Scale

Open & Connected

line-up.tickets

First Name	Surname	Job Title	Organisation
		RGM - Northern Europe	Fever
		Co-Founder & Commercial Director	Delight
		Group Ticketing Director	ATG Entertainment
		Head of Ticketing Operations	European Tour Group / Ryder Cup
		Director	Glosancon - Sports
		Communications Manager	The TTT-Theatre of Tampere
		Head of Conference Events	Lancs Cricket / Emirates Old Trafford
		General Manager	PASSO / E-Kent Europe
		CEO & Founder	Justtikit
		Co-Founder & Chief Strategy Officer	webook
		Senior Ticketing Manager UK	STH Group
		Chief Operating Officer	CTS Eventim
		CRO Entertainment	Wiremind
		Head of Business & Marketing	Club Sports Events
		Head of Ticketing and Revenue	Capital Theatres

**The biggest impact
on conversion
happens before
checkout.**



**Seat
selection
drives the
decision.**

Turn clarity into revenue:

- / Faster decisions
- / Higher conversion
- / Larger orders

Discover more:
www.3ddigitalvenue.com



axs

eventim

ONEBOX
Ticket Distribution System

SECUTIX

StubHub

First Name	Surname	Job Title	Organisation
		Head of Sales	menta tech
		Director of Europe	Road Rebel
		Senior Director of Sales	Travel Curious
		Business Development	Tickster AB
		Director - Sports Partnerships	Tixr
		Head of Communications	EMERGENCY NGO
		Head of New Business Sales	SKIDATA
		Theatre Tokens & Ticketing Relationship Manager	Society of London Theatre / UK Theatre
		Director of Sales & Account Management	Entrio
		Technical Product Manager	CTS Eventim
		Director of Fan Engagement and Event Experience	SailGP
		Ticketing Manager	England Netball
		Managing Partner	TLS - Boca Systems
		Owner	Yuno Travel
		Data & Insights Manager	Blackpool Grand Theatre



DRIVE REVENUE AND CUSTOMER LOYALTY

with global protection and real-time insights

Trusted by:



ticketmaster



Award-winning real-time insights for ticketing platforms

XCover is the leading global distribution platform that enables events, venues, ticketing platforms, and resellers to embed tailored insurance, non-insurance and protection solutions directly into the purchase journey, all through a single API.

Why partner with XCover?



Seamless global integration

XCover's single API is fully licensed in 60+ countries with customer support in 40+ languages for a seamless integration experience tailored to where your buyers are.



The right protection at the right time

Our AI-backed pricing and optimized checkout UI ensure the right protection at the right price to help your buyers during the friction points in their lives.



Instant reimbursements for increased trust

Your buyers get prompt reimbursements for approved claims in 90+ currencies, building lasting customer trust.

Total transparency with the partner portal

Stop guessing and start growing. Our intuitive dashboard provides real-time visibility into your protection program's health.

✦ **The result:** One partner saw a **60%** increase in attach rates by using partner portal insights.

✦ Monitor performance

Track total revenue, earnings, and attach rates at a glance.

✦ Track claims

Follow live claims and monitor customer communications in real time.

✦ Forecast growth

Use historical data to project future sales and revenue.

✦ Optimized through data

We don't just launch and leave. We partner with you to design, launch, and measure UI experiments. By testing pricing and placement, we help you make data-backed decisions that continuously refine the customer experience and unlock commercial value.

Ready to drive growth through a best-inclass ticketing experience?

Get in touch at covergenius.com

First Name	Surname	Job Title	Organisation
		Ticketing Manager	F&P Group Srl (FEP)
		Relationship & Development Director	TicketPlan
		Sales Director	Line-Up
		Fundraising Manager	EMERGENCY NGO
		Market Strategy & Partnerships - Museums	Fever
		Senior Marketing Executive	Lancs Cricket / Emirates Old Trafford
		Chief Executive	STAR - Society of Ticket Agents and Retailers
		Head of Ticketing	TicketQuarter
		Commercial Director	Motorsport Events [Motorsport Network]
		Head of Sales	Tixstock
		Independent Sport Ticketing Specialist	Rightreal
		Business Development Executive	TicketPlan
		Box Office Manager	The O2
		Director of UK Business Dvlpt & Int Sales Operations	easy-connect / Ticket Gretchen
		Chief Executive Officer	Esatour Sport Events



AHEAD OF THE CROWD ON TICKET PROTECTION

✓ Assurance

💰 Zero cost income

📱 Simple implementation



partners@ticketplan.com

First Name	Surname	Job Title	Organisation
		Cricket Marketing Manager	Lancs Cricket / Emirates Old Trafford
		Commercial Operations Manager	Warwickshire CCC / Edgbaston Stadium
		Sales Manager	Soccergo.it
		Web Developer	Bemils srl
		Chief Executive Officer	Gigantic Tickets
		Chief Executive Officer	Events54
		Ticketing Manager	Legends Global
		Sr. Director of Operations & Implementation, PxT	TodayTix Group
		Co-Founder & Chief Revenue Officer	3D Digital Venue
		Sales Manager	Blackticket
		Head of Customer Operations and Ticketing	MARL Group
		Managing Director	TJChambers Consultancy
		Director of Ticketing	The O2
		Co-Founder & CEO	Billy
		Head of Marketing & Communications	The Royal International Air Tattoo



First Name	Surname	Job Title	Organisation
		Global Director - Lifestyle Proposition	Ten Group
		Director of Cricket Performance	Lancs Cricket / Emirates Old Trafford
		General Manager - Client Success Director	Ticketek UK
		Chief Executive Officer	Line-Up
		Sales & Marketing Generalist	DynamO Pricing
		Memberships and Customer Sales Executive	Derbyshire County Cricket Club
		EMEA Business Developer Sports and Entertainment	Alvarado (dormakaba Group)
		Partnerships & Marketing Director	Lancs Cricket / Emirates Old Trafford
		Senior Manager - Ticket Operations	Indianapolis Motor Speedway
		Commercial Manager	Motorsport Events [Motorsport Network]
		Chief Operating Officer	Line-Up
		Head of Customer Experience and Ticketing	Gloucester Rugby
		Moderator	The TicketingBusiness Forum
		Chief Executive Officer	Music Venue Trust
		Country Manager UK & Nordics	Smart Pricer

First Name	Surname	Job Title	Organisation
		Venue Systems Manager	Arsenal FC
		Account Executive	Wiremind
		Business Development	XS2Event - B2B Sports Tickets
		Chief Operating Officer	Seats.io
		Vice President Success	Digonex
		Owner	Valhalla Tickets
		CEO & Co-Founder	Ctrl+ Reach
		Account Executive	Encore Pro
		Sales Manager - UK & Ireland	TicketCo
		Marketing Manager	Landqart AG
		Managing Director	webook
		Chief Executive Officer	nolock
		Commercial Manager	Seat Unique
		Senior Product Manager	Queue-it
		Head of Product	Nuweb Group

**TICKETING
BUSINESS**
 ASIA

13 - 14 - 15 October 2026 • Hong Kong

Information in the year of transformation

www.ticketingbusinessasia.com

First Name	Surname	Job Title	Organisation
		Head of Product	Tymes4
		CEO	RFU
		International Growth Manager	TicketSwap
		Software Manager	Events54
		Client Relationship Manager	TicketPlan
		European Partner Manager - Samsung Wallet	Samsung Electronics
		Director of Sales Strategy	Protect Group
		Senior Ticketing Manager	ABBA Voyage
		Head of Ticketing	in. Stuttgart Veranstaltungsgesellschaft
		Product Manager	TicketOne
		Chief Technology Officer	Bemils srl
		Vice President of Technology	TodayTix Group
		Managing Director	TheConcierge
		Director of Customer Strategy and Retail	UK Parliament
		Head of Partnerships	3D Digital Venue



First Name	Surname	Job Title	Organisation
		Head of Business Development	Skiddle
		Co-Founder	Magma Collective
		Chief Executive Officer	Sport Events srls
		Chief Executive	Lancs Cricket / Emirates Old Trafford
		Project Coordinator	Africa Oyé Festival
		Head of Ticketing & Audience Experience	Edinburgh International Festival
		Managing Director	Tixr
		Senior Director Business Development - Europe	AXS
		Chief Marketing & Partnerships Officer	Arenamatrix / Tech4Team
		Director of Audiences	Capital Theatres
		Director Digital & Projects	FC Schalke 04
		Head of Primary Ticketing	Tixstock
		Senior Vice President	MARL Group
		Chief Marketing Officer	Future Ticketing
		International Business Developer (DACH)	Arenamatrix / Tech4Team

First Name	Surname	Job Title	Organisation
		Chief of Business Development	menta tech
		Team Lead Sales	Reservix
		Director of Operations	Lancs Cricket / Emirates Old Trafford
		Fan Engagement Officer	AFC Fylde (National League)
		Head of Commercial Partnerships	Lancs Cricket / Emirates Old Trafford
		Director - Product Management	SeatGeek
		Director - Engineering	SeatGeek
		Head of Partner Success	Nuweb Group
		Director of International Sales	Axess AG
		CEO & Founder	bookingkit
		Product Director	Alloc8
		Assistant Director – Hotel & Conferencing	Lancs Cricket / Emirates Old Trafford
		Event Photographer	The Ticketing Business Forum
		Head of CRM & Ticketing	Alexandra Palace
		Finance Director	Skiddle



**THE STADIUM BUSINESS
DESIGN & DEVELOPMENT SUMMIT**

30 NOV - 2 DECEMBER 2026 | MANCHESTER

Join us back in Manchester for two days of presentations, demonstrations, discussions and peer to peer networking

www.stadiumdesignsummit.com

WWW.STADIUMDESIGNSUMMIT.COM

First Name	Surname	Job Title	Organisation
		Director - EMEA Existing Business	SeatGeek
		Head of Marketing	Janam Technologies
		Sales Director	Lancs Cricket / Emirates Old Trafford
		Commercial Support Manager	Sussex Cricket
		Senior Lead, International Business Development	CTS Eventim
		Head of Customer Success	Justtikit
		Senior Manager - Ticket Sales	Indianapolis Motor Speedway
		Head of Audiences, Marketing & Sales	Blackpool Grand Theatre
		Director	The Aventure Group
		Head of Ticketing, Memberships & Hospitality	Warwickshire CCC / Edgbaston Stadium
		Outdoor Ticketing Assistant & Guestlist Manager	Cuffe & Taylor
		Box Office Manager	National Ice Centre / Motorpoint Arena Nottingham
		Chief Operating Officer	SecureMyBooking
		Ticketing Manager	Live Nation Germany
		Professor of Sports Law	Manchester Metropolitan University



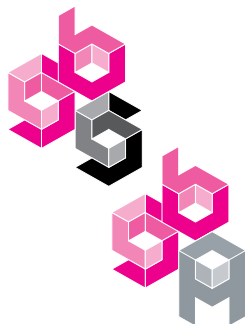
First Name	Surname	Job Title	Organisation
		Senior Consumer Marketing Director	MARL Group
		Senior Online Marketing Consultant	Eventim Media House GmbH
		Head of Hospitality & Events	Lancs Cricket / Emirates Old Trafford
		Ticketing Strategy and Projects Manager	Scottish Gas Murrayfield / Scottish Rugby
		Head of Product Success	Alloc8
		Head of Facilities	Lancs Cricket / Emirates Old Trafford
		Event Marketing Manager	National Ice Centre / Motorpoint Arena Nottingham
		Ticketing Manager	Silverstone Circuits
		Managing Director	Ormer ICT
		Sales Strategy Manager	Stage Entertainment
		CEO & Founder	PinniSOFT
		Senior Market Strategy and Partnerships Manager	Fever
		Chief Technology Officer	Cooltix
		Chief Commercial Officer	TicketCo
		Vice President - UK & Ireland	TicketCo

First Name	Surname	Job Title	Organisation
		Head of People	Lancs Cricket / Emirates Old Trafford
		Ticketing & Membership Manager	Warwickshire CCC / Edgbaston Stadium
		Senior Account Manager	SeatGeek
		Senior Secretary	Caldy RFC
		Theatre Manager	Telford and Wrekin Council
		Head of Digital Strategy	KMJ Entertainment
		Head of Ticketing	Allianz Stadium
		Commercial Director	Eventim Brazil
		Chief Executive Officer	Smart Pricer
		Chief Executive	Blackpool Grand Theatre
		Deputy Head - Ticketing & Access Management	The Kallang Group
		Development Lead	nolock
		Global Director of Sales	Road Rebel
		Founding Partner & COO	WolfCycle
		Head of Ticketing IT	Stage Entertainment



Sports & Entertainment Venues: Design, Operations and Technology

MEETINGS & EVENTS



THE STADIUM BUSINESS SUMMIT 2026

& VENUE TECHNOLOGY SHOWCASE

2-3-4 JUNE 2026 / Emirates Old Trafford, Manchester / #SBS26

Our 17th annual edition of the sector's flagship international meeting with a total focus on events, fan experience, operations, tech and revenues for sports and entertainment venues.

W: [StadiumBusinessSummit](#)

THE STADIUM BUSINESS AWARDS 2026

3 JUNE 2026 / Emirates Old Trafford, Manchester / #SBA26

Now in their 17th year, *TheStadiumBusiness* Awards celebrate leadership, innovation and achievement among stadium, arena and major sports venue owners and operators.

W: [StadiumBusinessAwards](#)

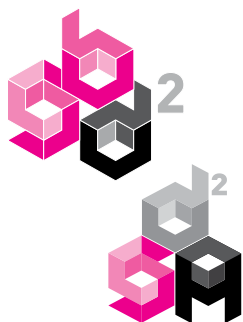


THE STADIUM BUSINESS ASIA 2026

13-14-15 OCTOBER 2026* / Hong Kong / #SAS26

Our 4th edition of our dedicated APAC meeting - combining the best of our business/operations and project/development meetings - with a total focus on the sports and entertainment venue sector in Asia. Co-hosted with *That's Entertainment!* & *TheTicketingBusiness ASIA* for maximum synergies.

W: [StadiumBusinessASIA](#)



DESIGN & DEVELOPMENT SUMMIT 2026

30 NOV-2 DEC 2026 / Manchester / #TDS26

Our 15th edition of the sector's leading projects meeting - with 50+ project delegations attending each year, representing new stadium, arena and sports venue developments from across the globe.

Typically €18Bn+ of sports venue infrastructure investment - in one location, for two days.

W: [StadiumDesignSummit](#)

DESIGN & DEVELOPMENT AWARDS 2026

1 DECEMBER 2026 / Manchester / #TDA26

The 8th edition of our *Design & Development Awards* recognise leadership, innovation and achievement in the design, development, construction and refurbishment of sports and entertainment venues.

W: [StadiumDesignAwards](#)

ONLINE GLOBAL



THE STADIUM BUSINESS.COM NEWS

The latest sports & entertainment venue news - all in one place. Daily updates, exclusive content, unique insights, job postings and newsletter twice-a-week to **>22k registered readers. >130,000 page views pcm** and rising...

W: [TheStadiumBusiness.com](#)

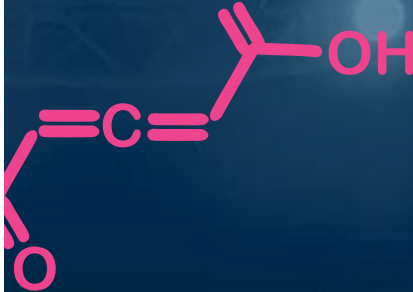


TheStadiumBusiness

News Feed: >23,000 Followers*

▲ 270k+ impressions / 170k+ members reached pcm

First Name	Surname	Job Title	Organisation
		Chief Executive Officer	TruCrowd
		Chief Executive Officer	Cooltix
		Board Member	Baltic Ticketing OU
		Director of Account Management	AXS
		Sales Director Sports & Entertainment Europe	SKIDATA
		Global Ticketing Partner Manager	SKIDATA
		Sponsorship and Hospitality Manager	Sussex Cricket
		Vice President - Ticketing	LA28 Olympic & Paralympic Games
		Senior Ticketing Operations Manager	UEFA
		Operations & Strategic Growth Manager	Justtikit
		Vice President - Ticket Sales & Service	Indianapolis Motor Speedway
		Senior Project Manager / Trainer	BILL-A
		IT Vice President	Ticket Fast (Brand Tuboleta)
		Head of Sport Product Management	TicketOne
		Chief Executive Officer	Janam Technologies



The Winning Formula

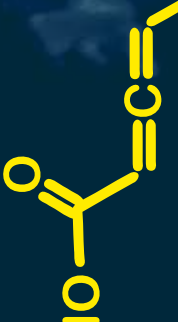
for stadium success



THE STADIUM BUSINESS SUMMIT

2 - 3 - 4 JUNE 2026 | MANCHESTER

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First Name	Surname	Job Title	Organisation
		Senior Event Ticketing Manager	The O2
		Customer Services Team Leader	UK Parliament
		Head of Product Partnerships	Reservix
		Owner	Ticket Station Bulgaria
		VD/CEO	Tickster AB
		Vice President International BD & Sales	webook
		Managing Director	AXS
		Senior Specialist Ticketing Sales	RB Leipzig
		Tech Lead - All In	Arts Council England
		Senior Partnerships Manager	bookingkit
		Fan Experience & Ticketing Coordinator	Liga Portugal
		Chief Financial Officer	Lancs Cricket / Emirates Old Trafford
		Chief Technology Officer	webook
		Software-Architect	Reservix
		Co-Founder	Up - Audience Engagement



First Name	Surname	Job Title	Organisation
		Chief Executive Officer	DynamO Pricing
		Chief Information Officer & Founder	Entrio
		Head of Sales	Nuweb Group
		Global Head of Ticketing Strategy	Protect Group
		Head of Growth	Fanbase Club
		Business Development Director	Protect Group
		Head of IT	Aviva Studios / Factory International
		Vertical Business Owner Sports and Entertainment	Alvarado (dormakaba Group)
		Senior Account Manager	Queue-it
		Chief Executive Officer	TicketCo
		Chief Executive Officer	Ticket Station Bulgaria
		Head of Stadium Events	Lancs Cricket / Emirates Old Trafford
		Co-Founder & Chief Commercial Officer	webook
		Financial Controller	Lancs Cricket / Emirates Old Trafford
		Head of Customer Success	TicketCo

First Name	Surname	Job Title	Organisation
		Senior Manager - Customer Operations and Ticketing	MARL Group
		Sales Manager	3D Digital Venue
		Sales Director	AudienceView
		Head of Operations	FEP PAY
		Head of Guest Experience	Lancs Cricket / Emirates Old Trafford
		Sales & Operations Manager UK & IR	Tixly
		Senior Client Account Manager	webook
		Board Member	Baltic Ticketing OU
		Assistant Director - Marcomms	Lancs Cricket / Emirates Old Trafford
		Chief Technology Officer	eventii
		Team Lead Content Management	Reservix
		Head of Ticketing	SailGP
		UX/UI Designer	Reservix
		Head of Ticketing	UEFA
		UI/UX Designer	Seats.io



THE STADIUM BUSINESS ASIA
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Re-imagining Asia's sports and
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HONG KONG

13 - 14 - 15 OCTOBER 2026

www.stadiumbusinessasia.com

First Name	Surname	Job Title	Organisation
		Director of Ticketing, UK	AXS
		Ticketing and Retail Manager	Blackpool FC
		Co-Founder & CEO	TIX and KYD Labs
		Forum Hostess	TheTicketingBusiness Forum
		Business Development Manager	TLS - Boca Systems
		Forum Hostess	TheTicketingBusiness Forum
		Ticketing and Insight Manager	The Postal Museum
		Head of Ticketing Strategy, Data and Operations	Lancs Cricket / Emirates Old Trafford
		Founder	TheTicketingBusiness Forum
		Chief Executive Officer	Pileilevi PLG
		Partner Growth Manager	Cover Genius
		Managing Director	Axess AG
		Senior Account Manager	TickX
		Senior Manager - Ticketing & Sales Operations	Formula 1
		Chair	Tixly



First Name	Surname	Job Title	Organisation
		Professor of Law	University of Westminster
		Event Operations Director	webook
		Manager Digital & IT	AFC Ajax
		Forum Hostess	TheTicketingBusiness Forum
		Chief Revenue Officer	menta tech
		Head of Sports & Entertainment	SKIDATA
		Head of Ticketing	The iLUKA Collective
		Head of Communications	Hong Kong China Rugby
		Forum Hostess	TheTicketingBusiness Forum
		Chief Executive Officer	A View From My Seat
		Partner & Senior Advisor	Playmakers
		Chief Executive Officer	Wicket
		Senior Business Development Manager	Live IT
		General Manager Data and Insights	Ticketek UK
		Chief Technology Officer	TicketOne

First Name	Surname	Job Title	Organisation
		Marketing Executive	Nuweb Group
		Head of Growth	Milo
		Head of Conference and Event Sales	Lancs Cricket / Emirates Old Trafford
		Head of CPM & QA	TicketOne
		International Business Development Manager	PACIFA 3D
		Company Product Owner	Reservix
		EVP Enterprise Revenue	vivenu
		Stadium Events Manager	Lancs Cricket / Emirates Old Trafford
		Head of Marketing & Communications	Lancs Cricket / Emirates Old Trafford
		Business Development Representative	Encore Pro
		Senior Guest Experience Manager	The O2
		Growth Manager	Milo
		Chief Revenue Officer	PALCO
		Managing Director	Holistix
		Head of Communications	TicketCo



First Name	Surname	Job Title	Organisation
		Chief Information Officer	Piletilevi PLG
		Customer Success Manager, UK & Ireland	TicketCo
		Chief Executive Officer	Eventim Brazil
		Account Manager	BDR - Bundesdruckerei
		Box Office Manager	ABBA Voyage
		Editor	The Ticketing Business
		Hospitality Sales Manager	Lancs Cricket / Emirates Old Trafford
		Founder & CEO	Tickets for Good
		Chief Executive Officer	Ticket Fast (Brand Tuboleta)
		Senior Audience Experience Manager	Barbican Centre
		Media and Ticketing Manager	Bedford Blues RFC
		Head of Ticketing	Scottish Gas Murrayfield / Scottish Rugby
		Business Development Manager	Onebox Ticketing Distribution System
		Ticketing Manager	Liga Portugal
		Sales Supervisor	Rockhal

First Name	Surname	Job Title	Organisation
		Group VP Agency Ticketing	ATG Entertainment
		IT Project Manager	KMJ Entertainment
		Head of Premium Ticketing	The O2
		Managing Director	Nuweb Group
		Co-Founder and CEO	menta tech
		Ticketing Executive	Silverstone Circuits
		Head of Ticket Distribution Network Sales	Baltic Ticketing OU
		Co-Founder	Ooval
		Chief Executive Officer	Revolugo
		Executive Vice President	PASSO / E-Kent Europe
		Product Owner	AFC Ajax
		Co-Founder & Chief Products Officer	webook
		Forum Hostess	The TicketingBusiness Forum
		Sales & Partnership Director - Europe	Wicket
		Director	FEAT (Face-value European Alliance for Ticketing)



First Name	Surname	Job Title	Organisation
		Ticketing and Marketing Consultant	CMSA Consultancy
		Sales Director	Tickster AB
		Chief Executive Officer	eventii
		Sales & Revenue Manager	ATG Entertainment
		General Manager - HGI	Lancs Cricket / Emirates Old Trafford
		Digital Media and Ticketing Manager	Rugby League Football Club
		Business Development - Live Events	SQR
		Business Development Associate	Tixr
		Head of Commercial	Blackpool FC
		Director Postage Stamps	BDR - Bundesdruckerei
		Ticketing Manager	Ten Group
		Chief Editor	The Ticketing Business
		Business Development Manager	Samsung Electronics
		Specialist Ticketing Operations	RB Leipzig
		Ticketing & Memberships Manager	Manchester United FC

First Name	Surname	Job Title	Organisation
		Chief Technology Officer	TicketCo
		Director & Lead Consultant	QLINE Consulting
		Group IT Director & CIO	Stage Entertainment
		Commercial Business Team Leader	Telford and Wrekin Council
		Director of Sales Operations	Protect Group
		Account Manager	Motorsport Events [Motorsport Network]
		Revenue and Customer Experience Supervisor	Blackpool Grand Theatre
		England Coordinator	Music Venue Trust
		Co-Founder	The TicketingBusiness Forum
		Advisor / Consultant	pmt consultants
		Commercial Director	THE TEAM
		Associate Sales Manager - Ticketmaster Sport	Ticketmaster UK
		Product Lead	AFC Ajax
		Marketing Director	FEP PAY
		Chief Operating Officer	Blackticket



First Name	Surname	Job Title	Organisation
		Head of Marketing & Communications	menta tech
		Senior Partnerships Manager	TodayTix Group
		Ticketing Systems Specialist	ATG Entertainment
		Partner Growth Manager	Cover Genius
		Founder & Managing Director	T8 Partnerships
		Health & Safety and Resilience	Lancs Cricket / Emirates Old Trafford
		Marketing Manager	Blackpool Grand Theatre
		Founder & CEO	ZipperTic
		Chief Executive Officer	Tymes4
		Founding Director	Stager
		Sales Director North West Europe	vivenu
		CCO	Fleetwood Town Football Club
		Chief Executive Officer	Seats.io
		Chief Executive Officer	Entrio
		Chief Executive Officer	PALCO

First Name	Surname	Job Title	Organisation
		Chief Executive Officer	Digonex
		Chief Product Officer	Protect Group
		Head of Ticketing and Retail	Rochdale AFC
		Senior Commercial Manager	Seat Unique
		Event Ticketing Manager	The O2
		Senior Manager - Premium Ticketing	The O2
		Associate Director Business Development	Cover Genius
		Co-Founder & VP Sales EMEA	vivenu
		Chief Commercial Officer	A View From My Seat
		Head of Finance	Allianz Stadium
		Business Development Manager	Stager
		Ticketing Director	Legends Global
		Director	Two Circles
		Head of UK&I Operations	Axess AG
		Sales Director	FEP PAY
		Event Ticketing Manager	Cuffe & Taylor



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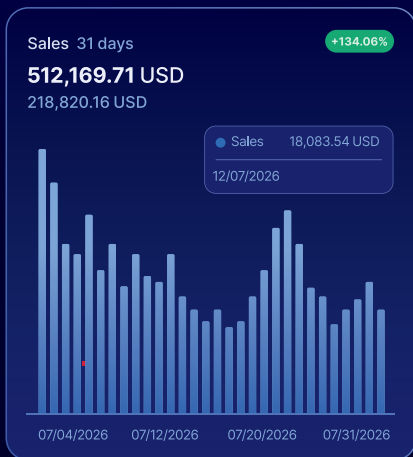
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Ticketing That's About You

In times of economic turmoil, selling out isn't enough. You must optimize yield. vivenu gives you the power to **own your data and brand**, openly distribute across channels and build your unique ecosystem. From Native Resell to built-in marketing tools, we enable you to **maximize revenue**.

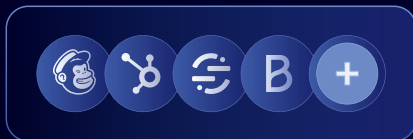


Customer Segment Builder

of Attendances at Arena greater than 3 ×

Attended at No Other Venue ×

And +



Revenue +129%

\$128,000.16

View from Seat



Section	Row	Seat	Price
G	7	24	\$37.50

50+
countries

1000+
happy clients

1B+
in GMV



**GRAMMY
AWARDS**

HYROX

**Stanford
Athletics**





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