

SESSIONS

CONFERENCE DAY ONE - 2018 - 20/11/2018

Connected Stadium Summit

20 - 21 November 2018

Johan Crujff ArenA
Amsterdam

Chairman's Opening Remarks

09:00 - 09:10

Keynote Presentation by KPN, Amsterdam ArenA and Amsterdam Municipality: 5G at our stadium – Taking the next step for stadium connectivity

09:10 - 09:50

Technology Keynote

09:50 - 10:10

Case Study: How the Allianz Arena evolves as a connected stadium for its 650 million fans worldwide

10:10 - 10:30

- The journey of FC Bayern Munich's digitalised Allianz Arena since 2015
- How we reach and engage our 650 million fans worldwide on a daily basis
- Overview of all the digital solutions implemented at the stadium, from CRM solutions, Wi-Fi connectivity, digital screens to wearables, streaming services and location-based services
- Working with partners and sponsors to optimise the digital platforms for fan engagement
- The latest projects and future ambitions for FC Bayern Munich in the digital arena

Participants

Benjamin Steen - Head of Digital Projects and CRM, Football Club Bayern Munich

Panel Discussion: Creating a match made in heaven with a smart stadium in a smart city

10:30 - 11:00

- How does a smart stadium contribute to the success of a smart city?
- Connecting the city's infrastructure with transport and the stadium – Now and in the future
- Technological and non-technological challenges to creating a smart stadium
- How hospitality and operations at events are managed digitally in a smart stadium - What is still missing?
- Understanding what the priorities are for the stadiums executives when renovating a stadium to become "smart"

Participants

Erik Meijer - Strategy GPM, Group Innovation, Deutsche Telekom

Morning Break, Exhibition Visit & Networking

11:00 - 11:50

Case study: The journey to becoming a connected stadium – The potential of 5G, NFV and IoT for sports and entertainment events

11:50 - 12:10

- Overview of the journey from infrastructure to fan engagement in a connected stadium
 - Ensuring that the ROI is there and confidence that you're working with the right partners, as well going in the right direction
 - Areas to look for with regards to costs and budget when renovating a stadium
 - How to choose which digital gadgets you need and which you don't
 - Considering the value and opportunity of the very latest technologies for specific sports and entertainment events; 5G, NFV and IoT
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Case study: Wembley National Stadium - Their Digital Journey

12:10 - 12:30

- Wembley Stadium journey through the years on all their in stadia digital platforms
- Tips on how to deliver great content and engage fans
- Difference between working with the event owners Sport v Music
- Best in class moments

Participants

Lizzie Liebenhals - Co-founder, Halls and Halls

Case study: Video Assistant Referee in Dutch football league

12:30 - 12:50

- Centralized VAR in Zeist
- Communication between the VAR, Stadiums and fans
- Required Infrastructure to support all communication

Participants

Kees Boer - Product Manager Video Transmission Services, KPN

Mike van der Roest - Project Leader VAR, Dutch Football Association (KNVB)

Networking Lunch

12:50 - 14:00

Panel Discussion: Safety in stadia across the globe

14:00 - 14:30

- What does safety mean on different continents, in different countries, cities and areas?
 - What are the greatest dangers for safety in large sport and entertainment events today?
 - How are stadium executives responding to safety and security challenges?
 - Successful case studies of preventing incidents and managing safety effectively
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Case study: Managing the crowd in unusual event locations

14:30 - 14:50

Impact of digitalisation and technology on fan experience

14:50 - 15:10

Afternoon break and networking

15:10 - 15:40

Presentation followed by Q&A: The opportunities with big data and analytics in sports and entertainment

15:40 - 16:30

Panel discussion followed by Q&A: The potential of blockchain in sports and entertainment events

16:30 - 17:20

Participants

Guillaume Lairloup - Chief Information Officer and Solution Architect, Consultant

Presentation followed by Q&A: Using bitcoin as a solution for a cashless stadium

17:20 - 18:10

Summary of Group sessions in the main conference room

18:10 - 18:30

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Panel discussion: The importance of connectivity for one-off sports events

18:30 - 19:00

- What are the options for temporary Wi-Fi set-ups?
- Wi-Fi on the go, small cells and more capacity
- Building a brand-new network to accommodate tens of thousands of users
- What is it that each sport needs when it comes to Wi-Fi requirements?
- How an operator and a club can work together to drive connectivity and engagement at the same time
- What will change with the arrival of 5G for one-off event set-ups?

Closing remarks from the Chair

19:00 - 19:10

Connected Stadium Summit Networking Drinks

19:10 - 21:10

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19:00	19:00 - Closing remarks from the Chair 19:10 - Connected Stadium Summit Networking Drinks

Chairman's Opening Remarks

09:00 - 09:10

Case study: Working with technology-based start-up companies to turn Real Sociedad soccer club's Anoeta stadium into a smart stadium

09:10 - 09:30

- Real Sociedad in partnership with the Global Sports Innovation Center develops the "Sports Thinkers Smart Stadium", a special contest focused on the development of smart stadium solutions for Anoeta
- Solutions presented in the competition were based on three main issues: fan experience, security and sustainability
- Winners are involved in an acceleration program by GSIC, an immersion week at Real Sociedad and will have the option to run a pilot for the new stadium

Participants

Iris Cordoba - General Manager, Global Sports Innovation Center

Juan Iraola - Digital Technology Manager, Real Sociedad de Fútbol

Case study: Open innovation for stadia technology

09:30 - 09:50

Next generation connectivity for enhanced customer experience – Learnings from the UAE

09:50 - 10:10

Using digital technologies to enhance the business processes and customer engagement at stadiums

10:10 - 10:30

- Developing and delivering a project for using digital technologies in 15 stadiums across Europe
- Creating the ability to use the application to place yourself in the stadiums
- The opportunities with combining AR/VR and mapping the stadium

Morning Break and Networking

10:30 - 11:20

Digitalisation at Bayer 04: Optimise Matchday Organisation with a mobile App

11:20 - 11:40

With a new developed App and corresponding Backend, the event execution "behind-the-stage" in Bayer 04 Leverkusens own Arena is much more effective:

- Before and during Matchdays a large amount of information can now be distributed and shared with 1000+ staff and service personnel, with city-, police-, fire-department members working in and around the arena
- Information and ad hoc messages can be published securely for dedicated role holders, who can change event by event
- Digital Checklist allow a structured, easy-to-monitor and compliant way to ensure accurate processes

Participants

Stephan Rehm - Head of Event management, Project Manager, Bayer 04 Orga App, Bayer 04 Leverkusen Fußball

Back to the playground: An overview of the digital maturity of the French market in basketball, handball, volleyball, rugby and football

11:40 - 12:00

Participants

Guillaume Lairloup - Chief Information Officer and Solution Architect, Consultant

Focus on connectivity – What do the clients really want?

12:00 - 12:20

Participants

Oliver Bosshard - Chief Operations Officer, Real Wireless

The latest CRM technologies for truly connected stadia

12:20 - 12:40

Lunch and networking

12:40 - 13:30

Panel discussion: Connecting activities inside and outside the stadium with faster networks of the future – How 5G will change the stadium experience

13:30 - 14:00

- What are the latest examples of how technology can help those who can't come to the stadium – AR/VR, interaction with friends, and more
- How can apps make the fan experience much more interactive?
- Opportunities with 5G: More capacity, IoT, latency, wearables?
- Will there be a lot more demand for data with 5G?
- What should stadium executives expect with 5G and IoT, and how can they make the most of new technologies coming up in the next 5 years?

Keynote: The entertainment experience which will help sports events organisers with seamless connectivity and fan interaction

14:00 - 14:30

Workshops and Tours

14:30 - 16:30

End of Connected Stadium Summit 2018

16:30 - 16:35

SCHEDULE

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10:00	10:10 - Using digital technologies to enhance the business processes and customer engagement at stadiums 10:30 - Morning Break and Networking
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16:00	16:30 - End of Connected Stadium Summit 2018