

PROGRAMME DAY 1 - 21 March 2023

09h00	Doors open / welcome with coffee	
10h00	Opening remarks by ESSMA, Legia Warsaw and Ekstraklasa	John Beattie – President of ESSMA Tomasz Zahorski – CEO Legia Training Center Marcin Animucki – Ekstraklasa
10h15	Keynote 1: Admin update new members, looking back 2022, team, ...	Dimitri Huygen & Ludwig Sneyers
10h45	Keynote 2: Transformation of Legia Warsaw, progress & growth club	Marcin Herra – Vice President Legia
11h05	Keynote 3: FIFA Forward development programme	Carlos Gazapo – FIFA
11h30	Keynote 4: Fan experience and stadium development in the MLS	Brent Delgado – Vice President of Major League Soccer (MLS)
12h00	LUNCH	
12h40	ESSMA Clinics: 1-on-1 sessions with members on their expertise (OPTIONAL) Note: advance registration obligatory	Hosts: Juventus, LFP France, Arsenal FC and more to be confirmed
ROOM 1: PANEL DEBATES 13h30 <u>1. Security: zone external venue – in partnership with Incode</u> Ken Scott – SGSA Francesco Gianello – Juventus FC Bernard Gerritsma – Feyenoord Rotterdam Daniell Askholm – FC Copenhagen German Elvira – Mexican Football Federation Moderation: Darren Whitehouse – SGSA <u>2. Future proof venues: architect panel</u> Tom Sheehan – Origin Javier Davilla – IDOM John Rhodes - HOK Silvia Prandelli – Populous Moderation: Ben Veenbrink – The Stadium Consultancy <u>3. Customer experience & fan data</u> <i>in partnership with Premium Plus</i> Edwin Froma – FC Groningen Gauthier Vervaeke – Club Bruges Ricardo Silva – Be•at venues Moderation: Bas Schnater – Fan Engagement Consultancy ROOM 2: PRESENTATIONS 13h30 <u>1. Boosting stadium revenues and cost efficiency – in partnership with Covermaster</u> Edwin Froma – FC Groningen: 'Investments hospitality & fan zone' Willem Hegen – Johan Cruyff Arena: 'Crowd Operations: Operational excellence: Learnings from 6 months in Australian events industry including the recently opened Sydney Football Stadium and the new Reimagine Football challenge' Eddy Van Endert – KRC Genk: 'Cost efficient pitch management' Moderation: Katie McIntyre - Sportsvenuebusiness <u>2. Optimizing stadium operations</u> Alberto Bolzonello – Juventus FC: 'BIM Predictive modelling systems' Karin den Iseger – Johan Cruyff Arena: 'Operational excellence: Digitalization in event preparation and execution' Olexii Zhukovin - FC Botev: 'How to improve the quality of sports events' Moderation: Samin Macdonald – Legends <u>3. Security access & crowd control – in partnership with Stadium Crowd Solutions</u> Stijn Van Bever – Pro League – 'New measures for safety in Belgian football' Daniell Askholm – FC Copenhagen – 'Safety system for visiting fans' Moderation: Ken Scott – SGSA <u>4. Stadium development – in partnership with IDOM and Musco Lighting</u> Patrick M. Martin – Sporting Charleroi: 'ZebrArena' Jacob Nielsen – Aarhus GF Juan Anton de Salas – Villareal FC: 'Redevelopment of the Estadio de la Ceramica' Moderation: Ben Veenbrink – The Stadium Consultancy <u>Demonstration Covermaster: EverGreen Pitch Protection system</u>		
14h30		
15h30		
16:30	<u>4. Stadium tours Legia Warsaw</u> Starting hours from 16:30 till 17:30	
17h30	Reception	
18h30	Seated dinner with animation	
21h00	Transfer to event hotels	

PROGRAMME DAY 2 - 22 March 2023

08:30	Transfers from event hotels to Legia Warsaw		
	ROOM 1: PANEL DEBATES	ROOM 2: PRESENTATIONS	ROOM 3: GOALS
	<u>5. Is B2B dead?</u>	<u>5. Training of staff & employees</u>	Florin Sari - Romanian FA
09h30	Julien Lepron – HIP Consultancy	Kinga Drzazga – Head of security Legia Warsaw:	Albba Morina – Kosovo FA
	Jacob Nielsen – Aarhus GF	‘Security at Legia’	Alexandre Pereira (FPF):
	Olivier Jarosz - LTT Sports	Bernard Gerritsma – Feyenoord Rotterdam	Environmental Sustainability at
	Moderation: Katie McIntyre - Sportsvenuebusiness	Moderation: Ken Scott – SGSA	Portuguese Football Federation
	<u>6. Multi-purpose revenue creation</u>		
	<i>in partnership with Terraplas</i>	<u>6. Leveraging love brands</u>	
	Robert Else – Terraplas	Arnaud Delpech – Paris Saint-Germain FC:	Luca Marrucci – Scuole Superiore di
	Samin Macdonald – Legends	‘Engaging your Fans as a growing sport brand’	Sant’Anna
10h30	Juan Anton de Salas – Villareal FC	XX – Legia Warsaw: ‘merchandising your brand’	Rafael Reyes Rodriguez – Cadiz C.F.
	Guy Smith – Global Stadiums Limited	Moderation: Bas Schnater – Fan Engagement	
	Małgorzata Bajer – PGE Narodowy	Consultancy	
	Moderation: Ben Veenbrink – The Stadium	Diego Pesque – SD Huesca	
	Consultancy		
	MASTERMIND MEETING WORKING GROUPS		
	4 separate focused sessions divided into:		
11:30	(i) leagues & federations (ii) security		
	(iii) commercial & media (iv) facility management		
12h15	LUNCH		
13h00	Transfer to Legia Warsaw Training Center - Note: advance registration obligatory		
13h45	Legia Warsaw Training Center Tour: pitches, facility visit, media, players home - Note: advance registration obligatory		
15h00	Transfer to airport Chopin & event hotels		