



ESSMA Development & Operations Workshop 2019

3 – 4 September 2019



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Tottenham Hotspur Stadium



Cases from Feyenoord, EURO 2020, Real Sociedad, Tottenham Hotspur and more



Topics linked to area development, hospitality, playing during renovation and multifunctionality



<https://development.essma-events.eu>

Programme Day 1 – 3 September

11:30 – 13:30	Registrating & welcome lunch
13:30 – 13:45	Welcome words
13:45 – 14:15	Tottenham Hotspur Stadium project
14:15 – 14:30	Insights in design by POPULOUS
14:30 – 15:00	Preparing for EURO 2020
15:00 – 15:30	Coffee break
15:30 – 16:00	Lounge redevelopment
16:00 – 16:30	Creating a new experience: Feyenoord City
16:30 – 17:00	Panel discussion on hospitality design
17:00 – 18:30	Stadium tour
18:30 – 20:00	Networking dinner

Programme Day 2 – 4 September

09:15 – 09:30	Welcome words
09:30 – 10:00	Reshaping Anoeta
10:00 – 10:30	Preparing the Tottenham Hotspur operational team
10:30 – 10:45	Insights in the San Mamés and FC Barcelona’s future Camp Nou renovation project
10:45 – 11:15	Coffee break
11:15 – 12:15	Multifunctional stadium concepts
12:00 – 12:30	Building strength, sobriety and legacy in Sassuolo Mapei Football Center
12:30 – 12:45	Workshop wrap-up
12:30 – 13:30	Closing networking lunch



Highlighted cases and best practices



Why Tottenham Hotspur

As one of the first industry events held at the Tottenham Hotspur Stadium, ESSMA Members will be able to experience the state-of-art venue with **remarkable concepts** and the **latest technologies** implemented e.g. the retractable pitch, a microbrewery and huge stadium bowl screens. In addition, participants will be able to learn from the unique insights of the stadium development project and its daily operations

The **62,062 capacity stadium** is designed to set a new benchmark in fan experience. The stands are created to be as steep as UK guidelines allow, including a **17,500 single-tier south stand**, where fans join together to generate a deafening 'wall of sound'. In addition, the stadium features a **retractable grass pitch**, which splits into three and slides under the south stand to reveal a synthetic surface underneath to be used for **NFL matches** and **other major sports and entertainment events** such as concerts.



Creating a new experience: Feyenoord City

Jan van Merwijk – Director Feyenoord Stadium

With the new **63,000 capacity stadium**, Feyenoord Rotterdam wants to move the club forward in terms of commercial, organisational and team aspect. With the project, the revenue streams of the club should substantially increase due to additional ticket sales, higher revenues from hospitality, enhanced sponsor value and non-football events.

Why attend:

- Learn about solutions to create a smooth transition between football and concerts
- How to prepare your staff for the new stadium
- Area development and how to preserve the club's history



Reshaping Anoeta

Juan Iraola – Head of Digital Transformation Real Sociedad

Real Sociedad is in the final phase of reshaping its current stadium, Anoeta. Renovation works started in 2017 and are expected to finish by the end of 2019. The total capacity will increase from 28,000 to 42,000 with new hospitality areas. In addition, the main focus of the project is to enhance the fan experience and to implement new digital technologies.



Why attend:

- Insights on matchday impact
- How to move your season ticket holders during renovation
- Learn more on the facilities, new technologies and how to enhance the fan experience



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We look forward to welcoming you at one of our workshops!

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If you're interested in attending multiple ESSMA events or if you're joining with several colleagues, we can offer you a promotional price. Get in touch with events@essma.eu to request your reduced package price.

<https://www.essma.eu/events-2019>