Show Guide

Singapore Indoor Stadium
Singapore Sports Hub
28-30 September 2015

Now in its 17th year

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About Ungerboeck Software
Ungerboeck’s venue and event management software solution is utilized by more than 40,000 users worldwide, including stadiums, arenas, convention and conference centers, theaters and performing arts centers. Thanks to its modularity and flexibility, Ungerboeck Software can easily be configured to meet your individual needs. As industry experts, we’re happy to share our knowledge and help you find the right solution for your organization.
## Monday 28 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td>13:00</td>
<td>Registration</td>
<td></td>
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<tr>
<td>13:45</td>
<td>Welcome speeches</td>
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</tr>
<tr>
<td>14:00</td>
<td>SESSION 1 PART ONE: The SEA Games and Singapore Sports Hub - from concept through to delivery. How a venue designed and built for legacy hosted a major games</td>
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<tr>
<td>14:00</td>
<td>SESSION 1 PART TWO: Australia market report - expert roundtable</td>
<td></td>
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<tr>
<td>16:00</td>
<td>Welcome reception and networking in Exhibition Hall</td>
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<tr>
<td>18:00</td>
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</tbody>
</table>

### FREE FOR ALL ATTENDEES: OPEN FORUM AREA, EXHIBITION HALL

**FREE EXHIBITION ENTRY STREAM**
(Open Forum Area – Exhibition Hall)

## Tuesday 29 September

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Sponsor</th>
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<tbody>
<tr>
<td>08:30</td>
<td>Morning registration and coffee</td>
<td>Dallmeier</td>
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<tr>
<td>09:00</td>
<td>SESSION 2: Asian venues in focus: In-depth presentations on regional sports projects</td>
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<tr>
<td>10:30</td>
<td>Coffee break and networking in Exhibition Hall</td>
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<tr>
<td>11:00</td>
<td>SESSION 3A: Designing for extreme climates (roundtable)</td>
<td>Rossetti</td>
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<tr>
<td>12:00</td>
<td>SESSION 4A: Key facets of stadia planning brought to you by iCSS</td>
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<tr>
<td>13:15</td>
<td>Lunch and networking in Exhibition Hall</td>
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<tr>
<td>14:15</td>
<td>SESSION 5A: Roofing challenges in modern stadia</td>
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<tr>
<td>14:15</td>
<td>SESSION 5B: 1 year on! The Singapore Sports Hub: A reflection on a year of challenges and successes (roundtable)</td>
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<tr>
<td>15:05</td>
<td>SESSION 6A: Tomorrow’s together: What will shape the venues of the future?</td>
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<tr>
<td>15:20</td>
<td>SESSION 6B: Mixed martial arts as a revenue generator for Asia Pacific venues</td>
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<tr>
<td>15:50</td>
<td>Coffee break and networking in Exhibition Hall</td>
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<tr>
<td>16:20</td>
<td>SESSION 7A: Stadia and arena: Aerodynamics and beyond</td>
<td>Populous</td>
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<tr>
<td>16:45</td>
<td>SESSION 8: Major event masterplanning: Ensuring a successful event and legacy (roundtable)</td>
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<tr>
<td>17:45</td>
<td>Evening networking and cocktail reception, Exhibition Hall</td>
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<tr>
<td>19:30</td>
<td>Close</td>
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## Wednesday 30 September

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<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:45</td>
<td>Morning registration and coffee</td>
<td>Ungerbaek</td>
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<tr>
<td>09:15</td>
<td>SESSION 9: The cultural specificity of stadia: Creative approaches to sports venue design that best serve a city's way of experiencing sport (roundtable)</td>
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<tr>
<td>10:30</td>
<td>Coffee break and networking in Exhibition Hall</td>
<td>Aecom</td>
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<tr>
<td>11:00</td>
<td>SESSION 10A: Global projects in focus: The latest leading-edge designs and approaches for worldwide stadia</td>
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<tr>
<td>12:00</td>
<td>SESSION 10B: Fan engagement: New ideas on how to exceed fans expectations (roundtable)</td>
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<tr>
<td>12:30</td>
<td>Lunch and networking in Exhibition Hall</td>
<td>Harman</td>
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<tr>
<td>13:00</td>
<td>Lunch</td>
<td></td>
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<tr>
<td>14:00</td>
<td>Exhibition Hall closes</td>
<td>SMG</td>
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<tr>
<td>14:00</td>
<td>Site tour and practical workshop on artificial turf maintenance</td>
<td></td>
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<tr>
<td>14:00</td>
<td>SESSION 12: Closing keynote from the Disney Institute: Disney's approach to quality service</td>
<td></td>
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</table>
Dear Industry Colleagues

We are delighted to welcome you once again to the Singapore Sports Hub for the 17th annual Stadia & Arena event. With the Asia Pacific region playing host to the 2018 Winter Olympics, 2018 Commonwealth Games, 2019 Rugby World Cup, and now both the 2020 Summer and 2022 Winter Olympics there is more reason than ever before to bring the industry together to network, exchange ideas and opinions over the next three days.

This year we are giving you even more content with the addition on the first afternoon of a series of special discussions looking at the state of the sports venue market in Singapore, Australia and Indonesia which will be directly followed by our Opening Reception in the exhibit hall.

The following two-day schedule features a diverse range of conference sessions covering the entire spectrum of hot topics relating to design/build, operational and technology issues, as well as comprehensive presentations on major upcoming projects from around the region and further afield, reflecting the global gathering of attendees at this event. We are delighted to welcome back the Disney Institute to give our Closing Keynote presentation. This will mark the second time Disney has addressed the show, with it proving a huge success at our 2013 event, and it is sure to finish the conference in style!

Don’t miss out on the opportunity to go around the exhibit hall and visit the diverse range of companies who are exhibiting at the show, many of whom are presenting their services in the region for the first time.

Finally, I would like to thank all our event partners and sponsors for their support and assistance in helping us bring the event to fruition and look forward to meeting you in person over the next three days.

Greetings and a warm welcome to Stadia & Arena Asia Pacific 2015!

Following the success of the inaugural event last year, we are pleased to present the second edition of Stadia & Arena Asia Pacific. The event brings industry professionals in the business of sports venue design/build, management, operations and technology together for in-depth discussions on exciting trends and developments in the sports arena.

The sports industry in the region continues to thrive, thanks to upcoming major events such as the 2017 Southeast Asian Games in Malaysia, 2018 Asian Games in Indonesia, 2018 Commonwealth Games in Australia, 2018 Winter Olympics in South Korea, 2019 Rugby World Cup and the 2020 Summer Olympic Games in Japan.

For us in Singapore, 2015 is a special year for our sports industry as we have successfully hosted the 28th Southeast Asian (SEA) Games at the then newly-built Singapore Sports Hub earlier this year. More than 500,000 spectators attended the Games at 31 venues during the 12 days, a testimony that sporting events are gaining popularity here in Singapore and the region.

The three-day Stadia & Arena Asia Pacific conference brings together many experts to share their experiences in planning and constructing world-class sports venues, best practices on organising international sporting events, updates on new developments in the region and ideas on sustaining and optimising revenue streams. Held alongside the conference is a showcase of the latest products and technologies by international solution providers.

The event would not have been possible without the support from key industry organisations. Hence, we would like to express our heartfelt appreciation to our event partners, International Association of Venue Managers (IAVM), Singapore Sports Hub and Sport Singapore, event sponsors and media partners.

We wish all participants a fruitful and rewarding experience, engaged in knowledge sharing, business discussions and networking.

Sam Wibrew
Project Director
Stadia & Arena Asia Pacific 2015

Jason Ng
Executive Director
MP Singapore Pte Ltd
AND A BIG THANK YOU TO OUR...

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d&b audiotechnik operates internationally as a manufacturer of high quality loudspeaker systems for sound reinforcement speech and music in public places. The headquarters, which also house R&D and manufacturing, are located near Stuttgart in the south west of Germany.

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28th-30th Sept, 2015
Singapore, SG

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<tr>
<th>Stand</th>
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<th>Website</th>
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<tbody>
<tr>
<td>C04</td>
<td>Mehler Texnologies</td>
<td>With over 60 years of development and production experience, Mehler Texnologies is one of the leading companies in coated fabrics. More than 53,000,000sqm are produced and sold each year under the brand names VALMEX®, POLYMAR® and AIRTEX®.</td>
<td><a href="http://www.mehler-technologies.com">www.mehler-technologies.com</a></td>
</tr>
<tr>
<td>F01</td>
<td>Oracle Corporation</td>
<td>As the world’s largest provider of self-service and full-service solutions, NCR is shaping the total point-of-service consumer experience across multiple industries in over 100 countries with POS software, self-checkout, kiosks, ATMs, and retail hardware maintenance and support.</td>
<td><a href="http://www.ncr.com/hospitality/international">www.ncr.com/hospitality/international</a></td>
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<tr>
<td>D05</td>
<td>PFEIFER Seil Und Hebetechnik</td>
<td>PFEIFER Cable Structures Division concentrates on building light-weight structures, based on an all ETA approved portfolio of tensile elements. Their expertise comprises all aspects of engineering, fabrication and installation.</td>
<td><a href="http://www.pfeifer.de/en">www.pfeifer.de/en</a></td>
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<tr>
<td>D02</td>
<td>Redaelli S.p.A.</td>
<td>Redaelli is a world leading manufacturer of steel wire rope cable solutions for tensile structure applications. We have successfully delivered complex cable assembly solutions to stayed, suspended, tied arch and cable net structures, including stadia for the 2014 FIFA World Cup.</td>
<td><a href="http://www.redaelli.com">www.redaelli.com</a></td>
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<tr>
<td>C03</td>
<td>Siemens AG</td>
<td>Siemens AG (Berlin and Munich) has stood for engineering excellence, innovation, quality, reliability and internationality for more than 165 years. The company is active in more than 200 countries, focusing on the areas of electrification, automation and digitalization.</td>
<td><a href="http://www.siemens.com">www.siemens.com</a></td>
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<td>C05</td>
<td>Signature Systems Group</td>
<td>Signature Systems Group is the world’s largest manufacturer of temporary, modular flooring systems that protect natural grass, artificial turf and ice arenas. Our systems are in use at prestigious arenas and stadiums worldwide and have proven themselves through extensive use.</td>
<td><a href="http://www.eventdeck.com">www.eventdeck.com</a></td>
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<tr>
<td>D13</td>
<td>SMG Sportplatzmaschinenbau GmbH</td>
<td>Since 1975, SMG has been dealing with the development of modern machinery for the installation of synthetic surfaces in the sports industry. Also, for artificial turf or granule infilling carpet maintenance, SMG has presented the world’s first innovations since the 1980s.</td>
<td><a href="http://www.smg-gmbh.de/en">www.smg-gmbh.de/en</a></td>
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<tr>
<td>E03</td>
<td>Sports &amp; Stadia Services Ltd</td>
<td>In 20 years the company has developed proven, effective and practical protection systems against rain, snow and extreme cold. The MacLeod Cover is used in football and rugby stadiums throughout Europe and recently at FIFA World Cup qualifiers in Poland and Belgium.</td>
<td><a href="http://www.sportsandstadia.co.uk">www.sportsandstadia.co.uk</a></td>
</tr>
<tr>
<td>E05</td>
<td>Stadia &amp; Arena Asia Pacific 2016</td>
<td>Stadia &amp; Arena Asia Pacific 2016 is a must-attend event for everyone involved in the sports venue industry, and especially for those wanting to do business in the region. We are delighted to announce the event’s inaugural visit to Tokyo, Japan, in 2016 – visit our stand for details.</td>
<td><a href="http://www.saeventsuk.com">www.saeventsuk.com</a></td>
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<tr>
<td>D09</td>
<td>Terraplas plc</td>
<td>Terraplas pioneered the first Turf Protection system for Wembley in 1991 and has continued to be the world-leader for the last 23+ years thanks to innovations in cutting-edge design, production and material technology. No matter the climate, location or event, Terraplas has the solution.</td>
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<tr>
<td>D08</td>
<td>Ungerboeck/USI</td>
<td>Ungerboeck delivers world-leading event and venue management software, empowering over 40,000 users worldwide. Whether you manage a stadium, arena, sports or event venue of any kind, our software provides an airtight system for the power to manage your entire business.</td>
<td><a href="http://www.ungerboeck.com">www.ungerboeck.com</a></td>
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<tr>
<td>D03</td>
<td>Versedag-Indutex GmbH</td>
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HOK
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www.hok.com

ICSS
The International Centre for Sport Security (ICSS) is an international, independent and not-for-profit organisation. With an aim to improve security, safety and integrity throughout the world of sport; the ICSS provides expertise, services and global knowledge.

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KSS are architects and designers with a strong portfolio in sport architecture. They believe that architecture has the potential to inspire and be a force for good. The built environment forms the backdrop to people’s lives, and provides comfort, security, stimulation and enjoyment.

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Representing public assembly venues from around the globe, IAVM’s active members include managers and senior executives from auditorium, arenas, convention centres, exhibition halls, stadiums, performing arts centres, university complexes and amphitheatres.  
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MP Singapore is part of the MP International (MPI) group who are part of the Pico group. MPI is headquartered in Singapore with offices across Asia and Europe. Projects include APEC Leaders Week 2009, 117th International Olympic Council Session, and ITMA 2015 in Milan.  
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www.globalsportsjobs.cn

**Green Sports Alliance**
Launched in March 2011, the Green Sports Alliance is a nonprofit organisation with a mission to help sports teams, venues and leagues enhance their environmental performance. The Alliance has grown to over 210 teams and venues from 16 sports leagues.

www.greensportsalliance.org

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www.greensportssummit.org

**Lighting Today**
An architectural lighting trade magazine that targets professionals in the lighting industry, including manufacturers, suppliers, designers, architects, specifiers and many more. Published since 2002, Lighting Today currently has a global audience of over 47,000 readers.

www.tradelinkmedia.biz/publications/4

**PanStadia & Arena Management**
PanStadia & Arena Management magazine is the undisputed leader for the business of stadia, arenas, sporting and live events and venues across the globe. The super-title enjoys distribution to 20,000+ top-level industry professionals in 120+ countries.

www.psam.uk.com

**MEI**
Major Events International (MEI) are the only global professional membership scheme across all sectors in the major events industry. They have years of experience working with best in class companies for world sporting events such as the World Cup, Olympics and regional games.

www.majoreventsint.com

**Southeast Asia Building**
Southeast Asia Building (SEAB), published bi-monthly since 1974, is a Singapore-based trade magazine devoted to architecture, interior design, landscape architecture, roof & facade and facility management.

seab.tradelinkmedia.biz

**Sport Asia**
Sport-Asia.com is part of SportAsia’s multi-media platform including Facebook /sportasiaMag, Twitter @SportAsiaMag and E-News. Focused on ‘Sport in Asia, Asia in Sport’, Sport-Asia.com features wide-ranging news, views and insights.

sport-asia.com

**Sportcal**
Sportcal is the most comprehensive provider of sports market intelligence worldwide and the essential resource for anyone in the business of sport. Only Sportcal can bring you truly independent global sports market news and intelligence in more sports than anyone else.

www.sportcal.com

**UK Venue Managers Association**
The UK Venue Managers Association (UKVMA) provides a platform for members to share information, management styles, real project experiences and best practice whilst gaining private access to other members, networking opportunities and suppliers.

www.ukvma.org

**Venues Today**
Founded in 2002, Venues Today Inc. is the leading source of original reporting for live entertainment and events, serving management, owners and suppliers to music, sports and meetings venues internationally.

www.venuestoday.com

**World Football Insider**
The leading source for news about the business of football. Founded in 2009, INSIDER has been on the scene for the biggest events in football with a team of reporters with more than 15 years of experience. INSIDER brings the best insight and news about football to a global audience.

www.worldfootballinsider.com

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www.worldfootballinsider.com
DAY 1 PM  MON 28 SEPT 2015

13:00 Registration

ALL Monday afternoon activities are FREE for everyone to attend and will take place in the Open Forum area in the Exhibition Hall.

13:45 Welcome speeches

Alan Levett
Chairman
Alad Ltd

Jason Ng
Executive Director
MP Singapore Pte Ltd

Mark Collins
Managing Director
Global Spectrum Asia

14:00 Session 1: Regional market reports: Recent developments and upcoming project opportunities

Moderated by:
Nigel Benton
Publisher
Australasian Leisure Management

Attendees are invited to listen to leading experts from around the region provide updates on the current status of upcoming sports projects in their country and share their opinions on industry developments and their implications both nationally and overseas.

PART ONE: SINGAPORE. THE SEA GAMES AND SINGAPORE SPORTS HUB: FROM CONCEPT THROUGH TO DELIVERY – HOW A VENUE DESIGNED AND BUILT FOR LEGACY HOSTED A MAJOR GAMES

Jin Teik Oon
Chief Operating Officer
SportsHub Pte Ltd

In June this year the Singapore Sports Hub successfully hosted the 28th Southeast Asian Games (SEA Games) which brought together over 4300 athletes from 11 participating nations competing in 402 events in 36 sports. This presentation will examine the story of the games from successful bid through to the triumphant end result.

PART TWO: AUSTRALIA

Panellists:
Brian Morris
Chief Executive Officer
Melbourne & Olympic Parks Trust

Jason Hill
General Manager Commercial
Sydney Cricket & Sports Ground Trust

Phil Martin
Strategic Relationship Manager
Cox Architecture

PART THREE: INDONESIA. SPORT FACILITIES DEVELOPMENT IN INDONESIA

Timmy Setiawan
President Director
PT Unitri Cipta

16:00 Welcome reception and networking in exhibition hall

Attendees will have the opportunity to meet with over 50 leading suppliers of services and solutions to the sports venue sector. Many of these companies will be showcasing their services in the region for the first time. The exhibit hall is the place to hear about the latest projects and industry developments, see new technology in action and be presented with a myriad of new ideas for your own sports venue project requirements.

18:00 Close
08:30 Morning registration and coffee

09:00 SESSION 2: Asian venues in focus: In-depth presentations on regional sports projects

Delegates are invited to learn about the plans for regional sports projects currently under development or how design approaches have been adapted to reflect the unique characteristics of the region.

Shantou Sport Park: Operational challenges in creating a multi-function sports venue in China

Greg Turner
General Manager
Shantou University Sports Park

Roger Barrett
Special Projects Director
Star Events Group Ltd

Greg will discuss the challenging process in expanding on the original design to develop a sports park which includes an NBA standard arena capable of functioning as a multi-function venue. Roger will talk about Star Events role in the project which included designing and supplying a world-class rigging system.

Adapting return on investment approach to sports and entertainment venues in Asia

Jim Renne
Sports Principal
ROSSETTI

In Asian countries, it’s important for venues to engage guests in authentic and meaningful ways. The evolving international model integrates the fan, culture, context, hospitality and function to provide value. How does the US revenue model translate into designing venues in South Korea and China?

Australian cricket venues in focus

Alastair Richardson
Sports Director
Cox Architecture

As well as the many recent and upcoming Australian projects Cox have undertaken, Alastair will also be discussing the importance of cricket venues to the Asian region with a focus on the Adelaide Oval, SCG and the new Perth Stadiums.

10:30 Coffee break and networking in Exhibition Hall

11:00 SESSION 3A: Designing for extreme climates (roundtable)

Modern stadium designers face complex challenges to create comfortable, safe environments for players and spectators in increasingly extreme climates. This panel brings together stadium designers, operators and technical experts.

Moderator:
Peter Ayres
Director - Buildings + Places and Business Unit Leader - Sports
AECOM

Panelists:
Chris Dite
Associate Director, Sport Venue Design
Arup

Angus MacLeod
Technical Director – Asia Pacific
Vector Foiltec

Lee Penrose
Director
STRI Ltd

Barry Winterton
Chartered Surveyor

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12:00 SESSION 4A: Key facets of stadia planning

PART ONE: Integrated security planning:
The key to optimise operations whilst minimising risk and cost

Andrew Cooke
Director Security Operations
ICSS (International Centre for Sport Security)

Andrew will look in-depth at the security requirements behind major event hosting, focusing on optimising technology costs as well as looking at what’s on the horizon.

PART TWO: Sound advice:
Using audio to enhance fan engagement

Jim Griffiths
Director
Vanguardia Consulting

Using two North American HOK projects, Chris will present a new variety of premier seating and hospitality environments.

PART THREE: Game on: Maximizing the fan experience through unique design approaches

Presented by:
Chris Lamberth
Director of Global Sport Development
HOK

Using two North American HOK projects, Chris will present a new variety of premier seating and hospitality environments.
11:00  SESSION 3B: Virtual stadium showcase: Ideas and inspiration for your own sports venue!

A unique opportunity for attendees to listen to rapid fire presentations from 8 leading product and service providers from around the globe, offering the latest in ideas for improving your own sports venue!

Featuring presentations from Signature Systems Group, Zinwave, Star Events Group, Light10 Industries, Intelligent Engineering, Mehler Texnologies, Harman and Archaio.

12:00  SESSION 4B: Revenue optimisation: New approaches to maximising your venues income from design through to operations (roundtable)

More is demanded from modern stadiums than ever before and one key aspect of this is the ability to both develop existing revenue streams and develop new ones. A panel of industry experts will examine this in detail from the role of the modern stadia designer through to operational and technology revenue drivers.

Panelists:
- Jim Renne, Principal + Sports Design Director, ROSSETTI
- Brian Morris, Chief Executive Officer, Melbourne & Olympic Parks Trust
- Nick Daffern, Managing Director, Rapid Retail Ltd
- Fiona Southam, Sales Director, Sport & Entertainment, JAPAC (Japan & Asia Pacific)
- Jason Hill, General Manager Commercial, Sydney Cricket & Sports Ground Trust

13:00  Lunch and networking in the Exhibition Hall
14:15 SESSION 5A: Roofing challenges in modern stadia

PART ONE: Key factors influencing the life span of stadia roofs
Presented by:
Thomas Hermeking
Sales Manager Cable Structures
Pfeifer Seil und Hebertechnik

The majority of sports projects are existing structures undergoing a refurbishment or renovation process. This often involves an amendment of a roof structure on the existing bowl, sometimes even adding a movable portion. More and more of these structures are not built for eternity and architects and engineers have to respond to this. This presentation will analyse how to work between an always growing request for higher material quality and judging a realistic life span of the structure.

PART TWO: Modern stadium design meets high performance fabrics
Presented by:
Mohammed Bahsh
Specification & Project Development Manager
Verseidag Indutex GmbH

The latest stadium designs are increasingly incorporating high performance materials made of textiles for roof and facade applications. When it comes to the latest design concepts, these technical textiles are no longer limited to translucency and acoustics only. What are the key values a fabric roof and facade can provide and what is necessary to ensure their performance?

15:05 SESSION 6A: Tomorrow’s together: What will shape the venues of the future?

Global design practice Populous present the results of their year-long project to discover how the venues of the future will look, feel and function, undertaken in association with PanStadia & Arena Management magazine. Having explored the key trends throughout 2015, integrating feedback from PS&AM’s readership, three leading designers from Populous’ global offices will outline their visions of the future.

Presented by:
Chris Paterson
Principal
Populous
Paul Shakespeare
Associate Principal
Populous
Greg Sherlock
Senior Architect/Principal
Populous

16:20 SESSION 7A: Stadia and arena: Aerodynamics and beyond

Presented by:
Dr Melissa Burton
Global Head of Civil Structures
BMT Fluid Mechanics Ltd

Today’s modern stadia & arena are complex multifunctional buildings hosting a variety of events. The commercial and financial success of these structures would not be possible without the support of sophisticated and highly specialised engineering services such as wind engineering and building physics studies. This talk will highlight the importance of early considerations of wind and climate in architectural design and demonstrate through the use of case studies how the wind tunnel can be used as a design tool in assessing the impacts of complex wind flows within the urban environment.

16:45 SESSION 8: Major event masterplanning: Ensuring a successful event and legacy (roundtable)

Major events have a significant impact on their host cities. The development of the masterplan at a venue, precinct, park or city scale is crucial to guiding decisions and ensuring efficient delivery. This panel will discuss key considerations in approaching the development of a masterplan and will draw on a range of examples.

Panellists:
Andrew Cooke
Director Security Operations
ICSS (International Centre for Sport Security)

Andrew Sharp
Chief Executive Officer
EPG

Adam G Williams
Practice Leader Design + Planning, Director
AECOM Sports
14:15 SESSION 5B: 1 year on! The Singapore Sports Hub: A reflection on a year of challenges and successes

Damian Bush  
Senior Director – Venues & Event Management  
SportsHub Pte Ltd

Mark Collins  
Managing Director  
Global Spectrum Asia

15:20 SESSION 6B: Mixed martial arts as a revenue generator for Asia Pacific venues

ONE Championship™, Asia’s largest mixed martial arts organisation, have held successful events that draw up to 20,000 fans all over Asia. One of the key components to be able to provide one of the most memorable ‘live’ experiences in Asia is a world-class arena. ONE FC have agreed to multiple-year agreements with leading stadiums such as MOA Arena in the Philippines and the Singapore Indoor Stadium, both of which have hosted multiple ONE FC events. Victor shares why the importance of having a world-class venue to hold mixed martial arts events and how it contributes to the event’s success.

Presented by:
Victor Cui  
CEO  
ONE FC

15:50 Coffee break and networking in Exhibition Hall

16:20 SESSION 7B PART ONE: How the design and thinking around synthetic sports surface technology is and will continue to change to meet the mega-trends and generational changes of participation in sport

Martin will explore the latest research on participation in sport from Australia, that reflects global trends in sport, and explain why this is generational change is also impacting the synthetic surface technology at a stadium, regional and local level. Will the technology provide opportunities for Stadia and Community Fields so that more people can participate in sport and can stadia be more flexible to ensure they can achieve their return on investment.

Presented by:
Martin Sheppard  
Managing Director  
Smart Connection Consultancy

16:45 SESSION 7B PART TWO: Playing surface management roundtable: A global perspective on design, installation, quality assurance and maintenance challenges

Panelists:
Nigel Felton  
Owner  
Sports & Stadia Services Ltd

Nick Smith  
Partner  
Proleisure

Hamish Sutherland  
Managing Director  
HG Sports Turf Pty Ltd

Ian Tittershill  
Vice President  
International TarkettSports

17:45-19:30 EVENING NETWORKING AND COCKTAIL RECEPTION IN EXHIBIT HALL

All delegates and exhibitors are invited to attend our evening reception in the heart of the exhibit hall. High quality food and drink, great entertainment and invaluable face time with key decision-makers. Not to be missed!
08:45 Morning registration and coffee

09:15 SESSION 9: The cultural specificity of stadia: Creative approaches to sports venue design that best serve a city’s way of experiencing sport (roundtable)

Over recent years there has been increasing focus on the legacy role of major sports buildings and the key role that architecture can play in creating buildings that best serve a city’s or local community’s way of experiencing sport and the benefits this can bring. A panel of experts will share their own insights and experience based on working on sports projects around the globe.

Panellists:
- Erkan Ilicali
  Coordinator of Architecture
  Departments/Architect
  BKA
- Roland Meier
  Head of Panomera® Multifocal Sensor Systems
  Dallmeier Electronic GmbH & Co KG
- Dan Meis
  Founder & Design Principal
  MEIS
- JRJ Parrish
  Principal
  AECOM Global Sports
- Dipesh Patel
  Director and Founder
  Pattern Design
- John Rhodes
  Director of Sports + Recreation + Entertainment
  HOK

10:30 Coffee break and networking in Exhibition Hall

11:00 SESSION 10A: Global projects in focus: The latest leading edge designs and approaches for worldwide stadia

Making the most of what you’ve got without stopping what you do.
Presented by:
- Andy Simons
  Director
  KSS

Andy will discuss one of the hottest topics currently in the industry which is the transformational redevelopments of sports facilities in continuous use.

BIM Blue Print to Delivering Low Cost Stadia
Presented by:
- James Middling
  Global Head of Sport & Events
  Mott MacDonald

James examines Mott McDonald’s ‘blueprint’-thinking which crystallised under Northern Ireland’s award-winning Casement Park stadium project.

Kai Tak Multi-Purpose Sports Complex
Presented by:
- Alastair Graham
  Director
  KPMG Hong Kong (Programme Manager - Kai Tak Multi-Purpose Sports Complex)

An introduction to the exciting new sports complex planned for Kai Tak in Hong Kong.

12:30 Lunch and networking in Exhibition Hall
14:00 Exhibition Hall closes

14:00 SESSION 13: Closing keynote from the Disney Institute: Disney’s approach to quality service

This Disney Institute program will dive into the importance of attention to detail and how Disney train their cast members (employees) to treat their guests (customers) as VIPs. As leaders in the sports industry it is important to understand that fans are your guests and the interactions they have with your stadium employees and third party vendors will impact the overall fan experience. As a service provider of sport, you may not have the ability to control what is featured on the playing field; however, you do have control of what happens around the event. From parking lot attendants to ticket takers and concessionaires to ushers, they all have the ability to negatively or positively impact the overall fan experience. An exceptional fan experience is a direct result of employees delivering a high standard of quality service that Disney has prided itself on for many years.

Presented by:
- Alice Edinger
  Senior Account Manager
  Disney Institute – Asia Pacific
- Wing Tan
  Senior Facilitator
  Disney Institute – Asia Pacific
Although the support for and use of artificial turf is growing around the Asia Pacific region, there is still a lack of quality practical information available about what steps should be taken to properly maintain an artificial field. To help with this, all attendees are invited to attend a live series of practical demonstrations at a local artificial field to learn everything they need to know about the different maintenance steps that should be followed to help ensure the optimum maintenance management program. Experts from SMG will showcase their market-leading TurfCare TCA1400 and SportChamp SC2 maintenance machines and also discuss the practical steps needed to create a maintenance program to fit your own facility requirements.

For further information about SMG please visit www.smg-gmbh.de/en