

# SPONSORS SPORTS VENUE SUMMIT

Allianz  Arena

**Q&A with Philipp Klotz, Head of Events for the SPONSORS Sports Venue Summit, which will be held August 31 to September 1 in Germany.**

*Above & below left: SPONSORS will once again be staged at Munich's Allianz Arena, where attendees can conduct business and network in a unique stadium atmosphere.*

IMAGE: ALLIANZ ARENA

*Philipp Klotz, Editor and Head of Events.*

IMAGE: SPONSORS



**P**

**PANSTADIA:** Mr Klotz, on 31 August and 1 September 2011 the SPONSORS Sports Venue Summit is being held for the fifth time. What are the main objectives of the congress?

**KLOTZ:** In recent years the congress has developed into the leading European congress of this kind. This is very gratifying of course, and we have put a lot of work into it — with the result that it has now established itself as an international trend-setter for the industry.

**PANSTADIA:** What evidence do you have that the event enjoys such prestigious status?

**KLOTZ:** We get enquiries from all over the world, from people and companies wanting to be involved — most recently from China and Georgia, for example. We now have participants from thirty different countries. The Sports Venue Summit is the place where you can exchange ideas, expand your network and create new business ideas.

**PANSTADIA:** Other sports venue congresses change their location on a regular basis. SPONSORS has now been staged at the Allianz Arena for the last four years. Why are you marching to a different drum?

**KLOTZ:** The question of the location is of course one that we consider at regular intervals. I can assure you that plenty of cities and countries have approached us with a view to convincing us that we should move elsewhere. But we have adopted a different strategy — above all



## The future on view

On 31 August and 1 September 2011 the international sports venue industry will be meeting at the Allianz Arena in Munich for the 5th SPONSORS Sports Venue Summit.

It is just some seven months since the application committees from Russia and Qatar exchanged triumphant embraces at the FIFA head office in Zurich. They had just been chosen by the FIFA Executive Committee for the privilege of holding the Football World Cup — in 2018 and 2022 respectively. The joy and the relief on this occasion were such that Alexei Sorokin, CEO of the Russian company applying, had to sit down in a hurry, while Sheikh Mohammed bin Hamad Al-Thani, head of the Qatar delegation, was hard put to it to hold back the tears.

Today, preparations for the FIFA World Cup's taking place in both countries are already well under way. The planning wheels are spinning even faster in Brazil, the next FIFA World Cup host country, and in France, which is hosting UEFA's European Championships in 2016 (EURO 2016). Poland and Ukraine are already on the home straight with their EURO 2012 project, as is London with the 2012 Olympic Games.

Major sporting events, like the Olympic Games, the FIFA World Cup and UEFA European Championship, will continue to be among the main themes of this year's SPONSORS Sports Venue Summit, as was the case last year. Now in its fifth edition, the congress will be held at Munich's Allianz Arena on 31 August and 1 September 2011 — giving the international sports venue industry a forum for discussing current developments and getting a glimpse of future ones, such as: What will be the shape of stadiums and multifunctional arenas in ten years' time? What refinancing possibilities are available for sports venues? Why should cities apply to host major sporting events? What kind of catering is suitable for what kind of stadium? How does a sports venue become a source of income on 365 days in the year? And how can the overarching idea of sustainability be realised in practice?

It should be possible to find answers to these and similar questions at this year's Sports Venue Summit — an event which

combines the features of a congress and an exhibition, and has for some time now exercised a seminal influence on the industry. Proof of this may be seen in the statistics alone. Last year more than 500 participants from 30 different countries came together in Munich — including 65 national and international speakers who aired their views at eleven special discussion forums, covering topics like typical mistakes in stadium design and sports association requirements for sports venues. Just 69 percent of all participants are managing directors, CEOs or heads of departments.

This year's edition of the summit, it is hoped, will continue to build on the success of previous years. Prospects already look excellent, seeing that 80 percent of the exhibition space has already been booked. And what is more, this year for the first time all the Premium Partner packages have been sold out. As in the past, this year's event again includes Arena One as the provider of catering and hospitality services, as well as building facilities expert Imtech, sports marketing company Sportfive and the global financial service provider Allianz.

The Sports Venue Summit has also acquired the support of a new Premium Partner — the commercial law firm CMS Hasche Sigle. Other longstanding partners of the congress are DFB (the German Football Association), the international football association FIFA, the Association of European Professional Football Leagues (EPFL), FC Bayern Munich, and the European Stadium and Safety Management Association (ESSMA).

As a congress venue, Munich's Allianz Arena should fulfil two functions at once. First of all, as FC Bayern Munich's home venue it is a typical example of the new stadiums that came into being in Germany as a result of the 2006 FIFA World Cup. And then again, its modernity and unique atmosphere makes it a perfect meeting point for the sports venue industry, offering a platform for the exchange of ideas and experience and of course for mutual learning as well. And finally, its plans for coming major sports events are already in full swing.

with an eye to the competition. Of course many participants are going to see a certain attraction in the opportunity of getting to know a new stadium when attending the congress. But we remain firmly convinced that when you take all factors into account for a congress of this order of magnitude, it makes sense to stay in one place — and it also helps to promote the brand identity.

**PANSTADIA:** What factors do you have in mind?

**KLOTZ:** As with any other brand, it is essential that a congress should be able to guarantee that its elementary components will remain at an extremely high level. Unfortunately however, not all sports venues are suitable for holding a congress with 500 participants or more. The Allianz Arena has been giving us the best possible conditions for the event for years. ➔

*Left: Discussion about European stadium projects with Henk Markerink (CEO, Amsterdam Arena & Vice President, IAAM Europe), Jan van Marwijk (Director, Stadia Feyenoord Rotterdam), Alexander Atamanenko (CEO, Donbass Arena), Ulrik Rubnau (Vice President Business Development, Sportfive & Managing Director, Lagardère Unlimited Stadium Solutions), Nikolaos Katselis (Commercial Manager, Panathinaikos F.C.) (from left to right).*

IMAGE: SPONSORS

“The best sports venue event in Europe...”

— Alexander Atamanenko, CEO, Donbass Arena.

# SPONSORS SPORTS VENUE SUMMIT



Xavier Daniel,  
former Director, Stadium  
Services LFP.

IMAGE: SPONSORS

“An international success,  
very well organised and in  
an outstanding ambience...”

— Sir Craig Reedie, member of  
the IOC Executive Committee  
and of the LOCOG 2012  
Organising Committee.

*Sir Craig Reedie, member of the IOC  
Executive Committee and of the LOCOG  
2012 Organising Committee.*

IMAGE: SPONSORS



With the support of Arena One, who operate the arena and are also premium partners of the congress, we have been able to develop and improve the congress continually. Another point to be considered is the fact that the Allianz Arena is well known worldwide, and Munich, right in the heart of Europe, is easy to reach in logistical terms. And finally, of course, our partners also deserve a mention. Like FC Bayern Munich and Allianz, who are intimately associated with the arena and have been giving the congress valuable input for years — something that we have very much appreciated.

**PANSTADIA:** What new things can participants look forward to this year?

**KLOTZ:** We aim to keep on developing the congress and so giving it added value for the industry. We are thinking of introducing an innovation prize and an advisory committee, for example. And we also want to improve the opportunities of networking. I'm afraid that's all I can say at the

moment; you'll have to wait a bit longer for it to become official. But I can tell you that we are currently in discussion with a large number of leading lights of the industry, with a view to identifying the most exciting topics and speakers for the summit. Undoubtedly we will be paying particular attention to the host countries for future major events, such as France (UEFA EURO 2016), Russia (FIFA World Cup 2018) and Qatar (FIFA World Cup 2022). This is where new markets worth billions are being created for the sports venue industry. The 2006 FIFA World Cup put Germany in an exceptional position, as a result of which she has been able to develop the most modern sports venue infrastructure in the world after America. This has led to Germany's becoming a kind of 'silicon valley' of the sports venue and major events industry, and many German special service providers have acquired a high international reputation as a result. We are delighted at being able to invite the sports venue and major events world to Germany, so that we can learn from one another and together set the points for a successful future. ★

“It enables participants to find out directly from the responsible associations what will be expected of tournament organisers in future...”

— Franz Beckenbauer, member of the FIFA Executive Committee.