

TICKETING TECHNOLOGY FORUM

5-6 APRIL 2017 • DUBLIN • IRELAND



CONFERENCE PROGRAMME & EVENT GUIDE



THE ORIGINAL
CRM & TICKETING
PLATFORM FOR
SPORT & LEISURE

BY
GREEN 4

Microsoft Partner
Gold Independent Software Vendor (ISV)



A SINGLE PLATFORM SOLUTION WITH A CUSTOMER CENTRIC APPROACH

In today's market, ticketing isn't just about managing ticket sales, it's just one important aspect of the overall relationship building you undertake with your customers. Customer engagement in our digital world is vital – you need to be able to engage with your fans when and where they have the time. Ticketing feeds the profile you hold on each of your customers, it helps you target them with personal messages and offers, and encourages their loyalty and involvement, leading to happy customers and increased revenues.



**hollywood bowl
group**



AIR SPACE
freestyle jumping

LAUNCHED BY



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+44 8455 088 149

marketing@green4solutions.com



It's Your Business... It's Our Business

Firstly, thank you for joining us in Dublin for the fifth edition of *Ticketing Technology Forum* and helping cement this meeting as EMEA's leading ticketing sector event. We've come a long way since our first meeting with 120 mates. Today we bring together our diverse and highly-fragmented B2B/B2C industry with an audience drawn from 42 countries.

Secondly, a big thank you to all our advisors, speakers and panellists, who collectively bring such a wealth of knowledge and experience to the programme and debates. We've added **more interaction, more networking and more breakout sessions** to offer some 60+ speakers across the two days – showcasing all the key trends and developments.

Thirdly, our thanks to all our sponsors and partners. Our unique 'demo pods' feature some of the latest advances – not only in ticketing but also CRM, payment, analytics, fraud detection, printing and distribution solutions. Do take the time to explore *The Marketplace*.

Finally, we've not only been busy with the Forum but also advancing our marketing databases (reaching over 135k people across sports, arts and live entertainment) and re-investing back into a new industry news channel – **TheTicketingBusiness.com**. We have a team of writers providing daily updates, a **FREE twice-weekly e-News** (with more than 10.5k active readers since October). Plus we continue to add Discussion Papers and guides to our industry **Knowledge Bank** – and we've just started to trial Job and RFI/RFP opportunities for the industry. We're "doing our bit" to advance and grow the business.

It's Your Business... It's Our Business... It's TheTicketingBusiness!

On behalf of *TheTicketingBusiness* team

PS. We are committed to making our meeting the industry's most important calendar event – so, if you enjoy your time with us here in Dublin then please tell your colleagues. But if you don't, please tell us and we'll get it fixed. Happy networking.

Join the debate with
#TTF17

SHARE THE DEBATE!



Twitter feed at @TicketTechForum
[Twitter.com/TicketTechForum](https://twitter.com/TicketTechForum)

SEND US YOUR NEWS

Daily updates www.TheTicketingBusiness.com

Email your news and media releases to:

news.editor@TheTicketingBusiness.com



NLIVEN

a proven, **Mobile-first Ticketing System**

User-tested ergonomic Consumer Interface, optimized across all platforms and devices, extensive Channel Management, truly flexible pricing, integrated Revenue Management.



Please see our presentation at the INNOVATIONS SHOWCASE (12:00-12:30 Wednesday 5th April), visit our stand for a demo, and www.tixtrack.com for more info,...

Wednesday 5 April 2017

08:15

REGISTRATION & NETWORKING

Collect your badge, grab a coffee and start networking in The Marketplace – our networking area which showcases the very latest in ticketing and digital marketing solutions.

09:00

WELCOME

Welcome to *Ticketing Technology Forum 2017* with your hosts for the event:

Welcome

Ian Nuttall *Founder and CEO, Ticketing Technology Forum, UK*

Moderator

Karim Fanous *Head of Research, Music Ally, UK*

.....

09:15

GLOBAL PERSPECTIVES & EMERGING TRENDS

We open with international insights on the global sports, arts and leisure ticketing industry with three presentations. The first, from a new venue in a 'new' market – the stunning Dubai Opera. The second, covering ticketing trends in the world's biggest market and emerging superpower – China. And the third outlining a core technology change which could change our business forever – blockchain.

09:15

Jasper Hope *Chief Executive, Dubai Opera, UAE*

09:40

Luke Xiang *VP of International Business, Weying, China*

10:05

Vincent Larchet *Chief Technology Officer, SecuTix, Switzerland*



10:30 COFFEE IN THE MARKETPLACE

11:00

DATA: GETTING IT, USING IT AND GROWING IT

Refreshed with coffee, we embark into the great data challenge. We'll hear from one of the pioneers of customer data insights, before reviewing a practical case study of 'big data' on Broadway.

11:00

Clive Humby *Chief Data Scientist, Starcount/Director, Purple Seven, UK*

11:30

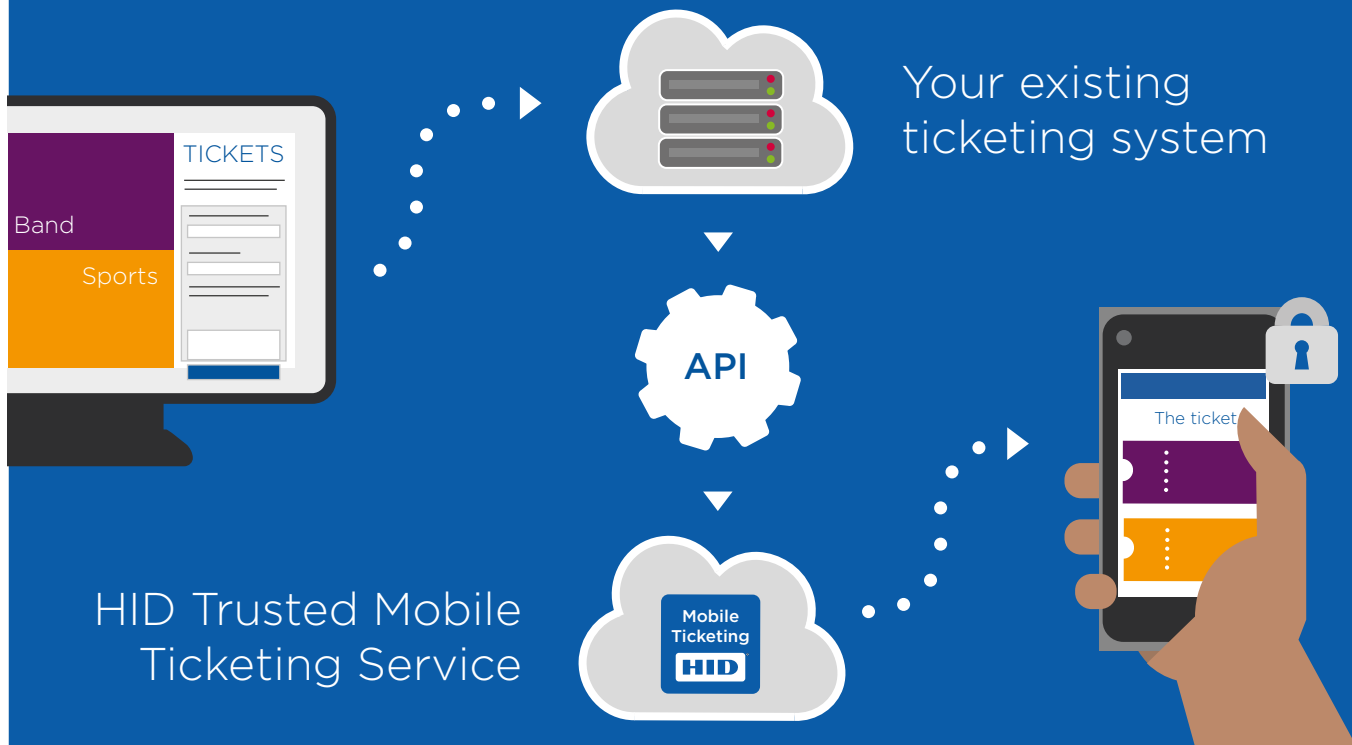
David Andrews *Senior Vice President, Shubert Ticketing, USA*

Kyle Wright *Interactive Marketing & Analytics Manager, Shubert Ticketing, USA*

Einar Sævarsson *CEO, Activity Stream, Iceland*

SMART TICKETS

FOR SMARTPHONES



Manage the secondary market



Increased security of mobile tickets



Monetize more services



The right solution for every venue

For more information, contact Luc Faucher, Trusted Mobile Ticketing: LFaucher@hidglobal.com

www.hidglobal.com

12:00**INNOVATIONS SHOWCASE**

Latest Developments in Software and Services. Keep up to date with new technologies and find out what innovative applications and software are coming to the market in our quickfire session, inspired by pecha kucha. Each innovator will have under seven minutes to pitch their product and convince you of their revenue-driving or cost-cutting benefits. It's "Dragons' Den meets X Factor" with scorecards at the ready!

.....

12:45**BEACONS:****WHEN TICKETING MEETS THE BEACOSYSTEM**

There has been a major disruption to the ticketing ecosystem. The digital and physical worlds are converging. Major opportunities and risks are manifesting themselves. There will be winners and losers in the race to respond. Stephen Statler is a world-leading expert on all things 'beacon'. He's flying in to Dublin from San Diego to share his insights into how the emerging beacon ecosystem will impact ticketing, access control, visitor experiences and new marketing opportunities. And here's a chap who knows his onions – or rather his beacons. He has, quite literally, written the book – which is called Beacon Technologies: The Hitchhiker's Guide to the Beacosystem.

Stephen Statler *Principal, Statler Consulting, USA*

**13:15 LUNCH IN THE MARKETPLACE****14:25****API, ACCESS AND PAYMENTS:****KEY CHANGES TO THE TICKET EXPERIENCE**

Our keynote speaker will explore three key areas of innovation in ticketing – Access, Payments and Distribution – drawing on case studies in the live music space including Republic Live (a leading Canadian festival promoter) and PianoFight (a famed San Francisco nightclub). Both examples explore the success and leverage from third party integration of APIs from Eventbrite and app stores to provide these businesses with critical real-time data.

Matt Rosenberg *Chief Revenue Officer, Eventbrite, USA*

**#MY
TICKET
TEAM
IS
BETTER
THAN
YOURS.**

#myticketteam

Get on Twitter and boast about your ticketing team to @TicketTechForum and you could win a VIP group trip to the next Forum. Just finish the phrase **#myticketteam** is...

PARALLEL SESSIONS - ARE YOU IN THE RIGHT ROOM?

Please note that the Forum programme splits into parallel sessions. The sessions will take place on the main stage and in the breakout room on level one. Look out for room directions and make sure you get there early to secure a seat.

	MAIN ROOM	BREAKOUT ROOM	THE MARKETPLACE
15.00			
15.30	15.00 - 16.15 PANEL DISCUSSION: RESALE & THE BIG, BAD BOTS	15.00 - 16.00 EVOLUTIONS: DEVELOPING PLATFORMS FOR FUTURE STRATEGIES	
16.00			15.45 - 16.30 COFFEE
16.30			
17.00	16.30 - 17.40 SPORTS, STADIUM & LEAGUE TICKETING	16.30 - 17.45 PERFORMING ARTS & THEATRE TICKETING	
17.30			
18.00			

15.00 - Main Room

PANEL DISCUSSION: RESALE & THE BIG, BAD BOTS

Under-regulated and industrial-scale online ticket touting remains a black mark on the live entertainment scene. Is legislation the most effective way to remove the worst excesses of the secondary market? Politicians and legislators are jumping to the public call for action but what will be the result? Time for a good debate... We begin with a Q&A with the former, self-proclaimed King of the Bots before we examine consumer perceptions of the primary market, the secondary market and the public's choice of ticket buying destinations. We then open up to a panel including representatives of the FanFair Alliance – a pressure group made up of a wide cross-section of the music and creative community. Its supporters promote pro-consumer legislation, technologies and practices, and aim for more fans to buy and exchange tickets at face value prices. Will anything change?

Q&A / Panellist

Ken Lawson

Founder, TixFan, USA

Commentator

Chris Carey CEO, Media Insight Consulting, UK

Panellists

Brian Message Founder, ATC Management, UK

Adam Webb Campaign Manager, FanFair Alliance, UK

Hans Ober Co-founder, Ticketswap, The Netherlands

15.00 - Breakout Room

EVOLUTIONS: DEVELOPING PLATFORMS FOR FUTURE STRATEGIES

How are ticketing businesses re-aligning their existing structures and offers to meet future demands? How is the 'box office' evolving into a digital marketing and e-tailing channel? Sharing the stage are Really Useful Theatres Group – one of the world's leading theatre producers and operators – and Cityline – the number one ticketing destination in Hong Kong.

15.00

Joseph Lee CEO, Cityline, Hong Kong

15.30

Richard Howle Commercial Director, Really Useful Theatres Group, UK

T O U T S O U T
FANFAIR

T O U T S O U T
FANFAIR

T O U T S O U T
FANFAIR



fanfairalliance.org



15.45 AFTERNOON COFFEE IN THE MARKETPLACE

RECHARGE YOURSELF AND YOUR PHONE WITH TICKETPLAN'S MOBILE CHARGERS – AVAILABLE FROM THEIR POD IN THE MARKETPLACE

16.30 - Main Room SPORTS, STADIUM & LEAGUE TICKETING

A selection of bold approaches, new thinking and technology innovations to help fill those sports stadiums and arenas. We kickoff with insights from the world's "sports marketing guru", before exploring digital marketing in Italy's most dynamic football league. Then it's time for Rugby Football League (RFL) to share its future ambitions for league-wide ticketing, within the bigger picture broadcast, fan engagement, sponsor demands and data analytics. Before closing with an open mic Q&A, we learn from French football giants AS Monaco how they have implemented the latest technological innovations in their online offers, stadium operations and back-of-house intelligence.

Moderator 16.30

Bernie Mullin *Founder and Chairman, The Aspire Group, USA*

16.40

Federico Smanio *Head of Digital Marketing and Fan Relationship Management, Lega B, Italy*

17.00

Rick Jurkiewicz *Head of Ticketing, The Rugby Football League, UK*

17.20

Julien Piwovar *President, PACIFA decision, France*

Grégory Six *Major Projects and Development Manager, AS Monaco, Monaco*

16:30 - Breakout Room PERFORMING ARTS & THEATRE TICKETING

We've pulled together a selection of leading thinkers in arts and theatre ticketing. First some thoughts on what may have been going wrong in the arts world with commercial approaches. Then, best practice insights from one of the pioneers of data insights in North America's arts sector. And, finishing with one of the boldest experiments in audience development we've ever seen: scrapping prices and offering Pay What You Decide across the venue's creative programming. We'll finish with an open mic Q&A.

Moderator

Carolyn Sims *Director of Marketing & Audience Engagement, English National Opera, UK*

Presenter

John J. Elliott *President and CEO, Elliott Marketing Group, USA*

Presenter

Annabel Turpin *Chief Executive, ARC Stockton Arts Centre, UK*

Panellist

Sita McIntosh *COO, WhatsOnStage, UK*



18.00 THE MARKETPLACE CLOSES

18:45

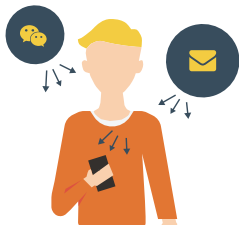
COACH TRANSFER TO CROKE PARK

Gather in lobby for coach transfer to Croke Park stadium for Ticketing Technology Awards 2017. Ticket holders only. Please collect your Awards ticket before 14:30 to ensure your seat is not reallocated.

**TICKETING
TECHNOLOGY
AWARDS**



Social Booking Technology



Let consumers invite friends & family using email or text.



Convert more groups by letting people pay individually.



Get data & indentify all your audience, not just the group leaders.

We are changing the way people book online with friends & family.

makeitsocial.com/business

SUPPORTED PLATFORMS

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SPORT

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TICKETING SOLUTIONS

paylogic

TREKK  **SOFT**

Thursday 6 April 2017

08:30

REGISTRATION & NETWORKING

Late night in Dublin? We hope not! We have a cracking line-up for day two... Grab another espresso (actually, make that a doppia) and prep yourself in The Marketplace. We're sticking to the schedule, so don't be late.

09:15

KEYNOTE: HOW SHOULD MARKETING CHANGE TICKETING?

Ticketing is changing Marketing. So how should Marketing change Ticketing?

09:15

James Charrington *CEO, Dewynters, UK*

PARALLEL SESSIONS - ARE YOU IN THE RIGHT ROOM?

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9.30			
9.45			
10.00			
10.15	09.40 - 10.55 SPORTS, STADIUM & LEAGUE TICKETING II	10.00 - 11.00 THE SOCIAL SIDE	
10.30			
10.45			
11.00			
11.15			10.45 - 11.30 MORNING COFFEE
11.30	11.15 - 12.30 NEW FACES & DISRUPTORS		
11.45			
12.00		11.45 - 12.30 SECURE IN THE KNOWLEDGE	
12.15			
12.30	12.30 - 13.20 FRENCH CONNECTIONS: INNOVATIONS IN FRANCE'S TICKETING SECTOR	12.40 - 13.20 WORKSHOP: THINKING (MORE) ABOUT PRICING	
12.45			
13.00			
13.15			
13.30			



09:40 - Main Room

SPORTS, STADIUM & LEAGUE TICKETING II

More bold approaches, new thinking and technology innovations in our second dedicated sports ticketing session to help fill those sports stadiums and arenas. We kickoff with insights from one of the most exciting league-wide ticketing initiatives – the MLS' embrace of SeatGeek platform. And we explore how Spain's top basketball league has embraced visual solutions to help drive ticket sales for Euroleague Basket.

09:40

Ian Campbell *Director, Club Services, Major League Soccer (MLS), USA*

10:05

Luca Scafati *Head of Business Development, Euroleague Basketball, Spain*

Milos Nenadovic *Business Development Executive, Euroleague Basketball, Spain*

Francis Casado *Co-Founder and Head of Business Development, 3D Digital Venue, Spain*

10:30

Tom Rowell *Marketing, Communications and Ticketing Manager, Hull City Tigers, UK*

Peter Oliver *Director, Green 4 Solutions, UK*

10:00 - Breakout Room

THE SOCIAL SIDE

Guided by the Head of Operations for one of the world's biggest arts festivals, we're looking deeper into the social side of the ticketing business – from social invites and upselling, through to sharing the bill and splitting the data. The session includes case studies from Ambassador Theatre Group and Make It Social.

Moderator

Lyndsey Jackson *Head of Operations, Edinburgh Fringe Festival Society, UK*

Panellists

Barry Grant *Client Partnership Manager, Ambassador Theatre Group, UK*

Eddie Robb *CEO, Make It Social, UK*



10:45 COFFEE IN THE MARKETPLACE

11:15 - Main Room

NEW FACES & DISRUPTORS

A selection of bright, new things and cheery upstarts who are set to disrupt the existing ticketing eco-system. How will they fair? You decide! Each has 8 minutes to present their solution and our salvation. Then it's an open mic Q&A with our moderator Tim Chambers directing the grilling.

Moderator

Tim Chambers *Managing Director, TJChambers Consultancy, UK*

11:30

Luke Massie *Owner and Founder, Vibe Tickets, UK*

11:40

Steve Pearce *Co-founder & CEO, TickX, UK*

11:50

Reshad Hossenally *Director, Ticket Arena & Event Genius, UK*

12:00

Chloé Julien *Founder & CEO, BandSquare, France*

12:10

Nikolas Schrieffer *Co-Founder & CEO, Stagelink, Germany*

11:45 - Breakout Room

SECURE IN THE KNOWLEDGE

Our delegates requested more on cybersecurity and how to protect our ticketing systems and customer data. Your host is one of our most popular speakers from last year – Ben Rapp, Managing Director of UK-based Managed Networks which looks after the technical infrastructure of many of London's West End Theatres. He believes there's plenty to talk about: POS malware, website compromises, fake sites, DDOS (and DDOS ransoming), bots & scraping, retailing scams and so on. Is the ticketing sector behind the curve? Not always, but we provide a proxy currency so we'll always be a high-profile target, and we're up against a US\$400bn criminal industry. Hear how you can protect and survive in this session.

Session Host

Ben Rapp *CEO, Managed Networks, UK*

12:30 - Main Room**FRENCH CONNECTIONS: INNOVATIONS IN FRANCE'S TICKETING SECTOR**

Brexit is a long way off and we are (whatever the outcome) still determined to grow and strengthen our international connections! Hosted by MyOpenTickets – the leading source of business news and insights for the French ticketing sector – we are delighted to include a session dedicated to the very best innovations and business practices from France.

These include: Souvenir collector tickets; Big Data Marketing case studies; and Yield Management/Revenue Management systems.

Everybody is welcome and yes, the session will be in English. But feel free to practice your rusty school day French.

Moderator & Host

Emily Gonneau *Director General, MyOpenTickets, France*

Panellist/Presenters

Eric de Rugy *Co-Founder, Delight, France*

Laurent Thibault *Managing Director, Oscar Productions, France*

Duong Phan *Managing Director, Pims, France*

12:40 - Breakout Room**WORKSHOP: THINKING (MORE) ABOUT PRICING**

Pricing is by far the most important profit lever, but most ticketing businesses hugely underestimate its impact. Rightly, you wanted to know more about pricing strategies – well, we've landed the world's leading pricing consultancy for our 2017 programme line-up. Simon-Kucher & Partners is a global consulting firm specialising in TopLine Power®, which encompasses strategy, marketing, pricing and sales.

He joins Ana Morillo Arroyo, Global Strategic Pricing Director, NH Hotel Group, Spain. Ana was very well-received at last year's Forum. For 2017, she'll be going deeper into travel and tourism pricing strategies and processes – and how these can be applied to sports and entertainment. Once again she'll be making the case for "pricing to be board level imperative."

Co-Presenting: 12:40

Ana Morillo Arroyo *Global Strategic Pricing Director, NH Hotel Group, Spain*

Miguel Afán de Ribera *Director, Simon-Kucher & Partners, Spain*

**13.20 LUNCH****14:20****FAN-CENTRIC APPROACHES TO TICKETING**

Focusing on the fans (their needs, their wants and their connections) is delivering great results for a host of sports, arts and entertainment businesses. In our last full session we'll explore:

- What's happening with Direct2Fan (D2F) platforms and how they are empowering and evolving in the music (and potentially sports) space;
- The phenomenal growth of e-sports events into mass participation, stadium-filling experiences such as the 24-hour Insomnia gaming festival;
- Data intelligence and rule-driven marketing engines behind White Label ticketing for festivals, sports and music events;
- Drag'n'drop, white-labelled merchandise platforms with all the tools any modern artist or band need to sell and promote themselves to their fans directly;
- The effectiveness of Peer-to-Peer plug-ins to engage, empower and encourage your biggest fans to help you out. Rewards a plenty!

Moderator

Jessie Scoullar *Founding Director, Wicksteed Works, UK*

Panellists

Liam Negus-Fancey *Co-founder, StreetTeam, UK*

Sarah Whittaker *Head of Ticketing and Marketing, Multiplay Event, UK*

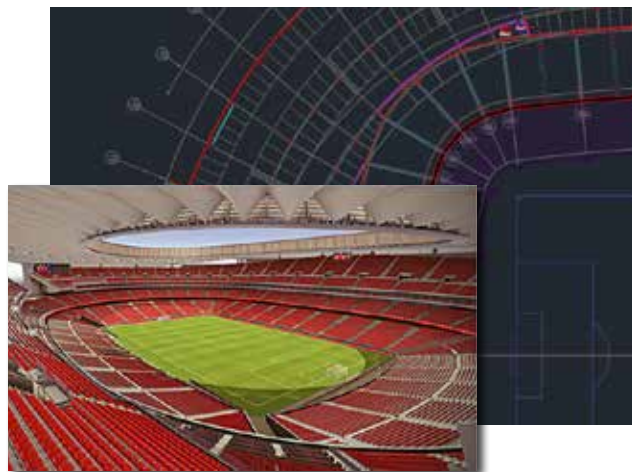
Bruce McKenzie *Sales Director, Townsend Music, UK*

TICKETING**3D**



- ✓ Interactive 3D Seat Views & Maps
- ✓ Seamless Performance & Integration

TRANSFER**3D**



- ✓ Interactive Season Card Renewals
- ✓ Venue Construction Previews

VIP**3D**



- ✓ Premium Digital VIP Experience
- ✓ 3D Interactive Editors

ACTIVATION**3D**



- ✓ Dynamic Product Placement
- ✓ Measurable Digital Sponsorship



15:15**CLOSING KEYNOTE: THE CHANGING LANDSCAPE**

Market trends, strategies and M&A activities in the event ticketing landscape. We close with a round up of all that's been showcased and debated at #TTF17, juxtaposed with the 'big picture' of the changing ticketing sector landscape.

- Status of the ticketing industry in key European countries and the US: Market trends, Strategies and recent M&A activities;
- Trend 1: Development of the ticketing industry was always closely tied to technological developments with significant disruption in market structure;
 - Disrupting former intermediaries and building a fast track between fans and artists
- Trend 2: Current business model of 'ticketing intermediary' is under pressure;
 - Redistribution of value to artist, fans and "new" platform operators
- Future role of ticketing in converging industries like music and video streaming.

15:15 - 15:45**Dr. Marcus Garbe** *Managing Partner, Transaction Consulting, Switzerland***15:45****PRIZES AND PRAISE**

As a thanks for staying to the end, we have some great prize giveaways but you've got to be in the room to win!

16.00 - END OF THE FORUM**18:00****...ONE FOR THE ROAD?**

As we realised last year, the #TTF17 team won't be the only ones at Dublin airport making their way home. So, if you're about... join us for a quick one (or two).

THE END... OFFICIALLY



This image shows a full page of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page, typical of notebook or legal stationery. There are no margins, text, or other markings on the page.

[illegible]

A huge thank you
to all of our 2017
speakers for sharing
their insights,
expertise and
experiences...

Speakers

Miguel Afán de Ribera

DIRECTOR, SIMON-KUCHER & PARTNERS,
IBERIA & LATAM



Simon-Kucher & Partners is a global consulting firm specialising in TopLine Power®. Founded in 1985, the practice – with nearly a thousand professionals in 33 offices worldwide – has been built on evidence-based, practical strategies for profit improvement via the top line. Simon-Kucher & Partners is regarded as the world's leading

pricing advisor and thought leader. Miguel heads up the company's Leisure, Tourism & Transportation operations in Iberia & LATAM. Simon-Kucher has helped key companies such as Roland Garros, National Express, NH Hotels and Parques Reunidos.

Ian Campbell

DIRECTOR, CLUB SERVICES, MAJOR LEAGUE SOCCER
(MLS), USA



Ian works with all MLS clubs to help maximize their business operations. He also works closely with MLS Strategic Planning and Partnership Marketing on key projects in the areas of ticket sales and sponsorships including managing strategic ticketing partnerships for the League. Prior to joining MLS, Campbell earned his MBA from the

Warsaw Sports Marketing Center at the University of Oregon after six years at the Chicago Board of Trade where he worked as a fixed income trader. Campbell resides in New York City and works out of the MLS League Office in Manhattan.

Notes

Chris Carey

CEO, MEDIA INSIGHT CONSULTING, UK



Chris is an entrepreneur, strategist and data expert. He founded FastForward in 2015 and is founder and CEO of boutique research company, Media Insight Consulting, specialising in consumer surveys, and big data analytics, with a focus on the music industry. Clients include Spotify, Sony Music, The O2, and BMG Music. He previously

worked as Global Insight Director at Universal Music Group and at EMI, and was Senior Economist at PRS for Music. He has been quoted in the Financial Times, the Economist, Forbes, The New York Times, and the Independent, as well as BBC Breakfast, Sky News, BBC 4's Today Programme, BBC 5 Live, BBC World Service and music industry press.

David Andrews

SENIOR VICE PRESIDENT, SHUBERT TICKETING, USA



David is the Senior Vice President of Shubert Ticketing, the division of the Shubert Organisation responsible for the sale of half the Broadway tickets each year. Working at the forefront of technology in ticketing, David has spent his career testing, implementing and optimising new technologies and advances in live entertainment ticketing.

During his tenure at Shubert, his strategic oversight and guidance have facilitated major advances in ticketing, including consumer sales over the phone, online ticketing, API inventory integrations, and enterprise-level wholesale partnerships. Today, one of David's focus areas is spearheading initiatives that fully integrate attendee and buyer data into the live entertainment experience.

Francis Casado

CO-FOUNDER AND HEAD OF BUSINESS
DEVELOPMENT, 3D DIGITAL VENUE, SPAIN



Francis is one of the founders of Mobile Media Content – 3D Digital Venue and is currently serving as Head of Business Development. Prior to founding MMC – 3D Digital Venue, that revolutionised Interactive Digital Venue Management for the Sports and Entertainment Venue Industry, Francis made his career around the beneficial application of

3D Technology and Virtual Reality for various sectors. A true entrepreneur, Francis's previous time at Barcelona Media was primarily focused as a product manager responsible for developing innovative 3D solutions for use in the construction of new urban developments by Barcelona Smart City Council.

Tim Chambers

MANAGING DIRECTOR, TJCHAMBERS CONSULTANCY, UK



Advisor, mentor and consultant, Tim is an international ticketing specialist and senior executive with over 20 years' experience within the live entertainment industries. Career expertise includes start-ups to public companies, UK and pan-European M&A, and he has led a number of commercial and corporate growth initiatives. Currently he is advising a number of European and US-based companies, at various stages of development, seeking to transform their business operations.

John J. Elliott

PRESIDENT AND CEO, ELLIOTT MARKETING GROUP, USA



Exploring 'ticketing data insights' for arts and entertainment, we've been hunting for the best analysts in the business. Our path led to Pennsylvania-based John Elliott. He co-founded Elliott Marketing Group (EMG) in 1999 to help arts organisations acquire and reactivate customers more profitably through segmentation, testing offers and messages, rigorous ROI analysis of campaigns, and deep data mining to discover hidden – often counterintuitive – customer behavior truths. Today, EMG works with arts organisations across the US; its work with the SmArt collaborative database in Pittsburgh's Cultural District was awarded the 'Oscar' of the database world. Before founding EMG, John worked in the consumer catalogue and direct response insurance worlds.

James Charrington

CEO, DEWYNTERS, UK



James began his career in arts marketing at Dewynters in 1989. In 2002, he started the advertising agency Koenig Englaender in Hamburg, turning the city's riverboats and harbour front yellow for The Lion King, as well as working with visitor attractions and football clubs across Germany. In 2006, he took responsibility at Stage Entertainment for commercial activity across Europe. In 2014, he set up Jampot Consulting, working with, amongst others, the National Theatre and Sonia Friedman on ticketing and marketing strategies. James returned to Dewynters as CEO in April 2016.

Karim Fanous

HEAD OF RESEARCH AND INSIGHT, MUSIC ALLY, UK



At Music Ally we love music, and we love tech. We believe that these worlds should not be battling each other and so our mission for the past ten years has remained the same: to explore ways that the two worlds can work profitably together. Karim consults to clients across the recorded, live and digital music industry. He is also a regular speaker and has delivered keynotes at events including SxSW, Community Festival, AIM Music Connected, and Midem, and chaired and programmed panels at events including the International Live Music Conference and by:Larm.

Eric de Rugy

CO-FOUNDER, DELIGHT, FRANCE



Eric started as a mediaplanner. He founded his own media agency in 1993, sold it to WPP; remained CEO of MEC Paris until 2006, then launched Naked Communications in France, now renamed Red Guy. Recognised as one of the most respected authorities in Integrated Marketing Communications (IMC), he applies the principles of that discipline to live entertainment's digital marketing. Eric is a graduate of Europe's top business school HEC. As chairman of the HEC Marketing & Communications Club, he very actively supports start-ups in their marketing plans. He teaches IMC at SciencesPo and la Sorbonne.

Dr Marcus Garbe

MANAGING PARTNER & FOUNDER, TRANSACTION CONSULTING, SWITZERLAND



Marcus has over 20 years' experience as Managing Director, entrepreneur and consultant. He has profound industry expertise in the Live Entertainment & Ticketing sector, has successfully completed numerous M&A transactions in this field, and worked as advisor for several blue-chip and other companies. Most recently, Transaction Consulting has been the exclusive advisor for the shareholders of Jetticket Software GmbH in the trade sale to CTS-Eventim Group. Previously, Marcus has worked for ifo-institute, Roland Berger & Partner, argonauten (WPP), REPLY, and Ticketcorner, and founded diverse start-ups.

Emily Gonneau

DIRECTOR GENERAL, MYOPENTICKETS, FRANCE



Emily started her career in the music industry, successively working at EMI's Continental Europe headquarters in London and marketing department in France. She left to start Unicum Music, her own artist management and music publishing company—the first of a series of entrepreneurial endeavours, followed by the

founding of nüagency—a thriving digital communications agency tailored to cultural events and artists before joining MyOpenTickets as Managing Director in 2015. Emily also teaches Music & Tech at The Sorbonne university and released "L'Artiste, le Numérique et la Musique" in 2016, a book to help artists make the most of tech.

Notes

Barry Grant

CLIENT PARTNERSHIP MANAGER, AMBASSADOR THEATRE GROUP, UK



Barry hails from Inverness in the North of Scotland, heading South to study Tourism at Queen Margaret University College in Edinburgh. He spent several years in tartan working for Edinburgh Tourist Board, before moving to his first Ticketing job at The Lowry in Salford. Barry set up the Group Sales operation at this National Millennium Project

for the Arts. In 2002 Barry joined Ambassador Theatre Group in the West End and helped to establish their fledgling Group Sales Team. Barry's role expanded to encompass Business Development for the Ticketing Division and he now looks after Partnerships, Affiliates and 3rd Party contracts.

Reshad Hossenally

DIRECTOR, TICKET ARENA & EVENT GENIUS, UK



Reshad 'Resh' started out selling tickets by hand as a part-time job while studying at University. Since 2008, he has developed the company into one of the UK's leading primary ticketing and event technology providers, with operations spanning the globe. Tried and trusted by some of the industry's biggest events, club promoters and artists – including

Ibiza Rocks, Carl Cox, Parklife Festival and The Warehouse Project – under Resh's strategic direction the company's in-house developers apply innovative technologies to create flexible solutions that improve sales, amplify promotion and deliver greater efficiency. Throughout 2017 he will lead a £3 million programme to redesign the company's brand and software solutions.

Jasper Hope

CHIEF EXECUTIVE, DUBAI OPERA, UAE



Dubai Opera is the city's first purpose built multi-format performing arts theatre. With an iconic dhow-shaped design rooted in Emirati heritage, Dubai Opera's vision is to entertain and enrich Dubai's residents and visitors, and be the definitive destination for quality entertainment productions and performances. Renowned in the industry as

a creative, commercial and resourceful leader, Jasper has proven experience in successfully delivering a programme of change for the venues he leads, in addition to conceptualising and executing a diverse range of notable events in unique venues.

Richard Howle

COMMERCIAL DIRECTOR, REALLY USEFUL THEATRES GROUP, UK



Richard is responsible for ticketing in the Group's seven theatres, including the London Palladium, and the Theatre Royal Drury Lane. Previously Head of Ticketing at aka, one of the leading global marketing and advertising agencies for live entertainment, Richard has worked in ticketing for 18 years and has been responsible for ticket sales and strategy on

productions all over the world. These include Billy Elliot the Musical, Dirty Dancing, War Horse, Walking with Dinosaurs and Jersey Boys. As a ticketing consultant, he has worked with the Royal Opera House, the National Theatre, the Old Vic, the RSC, Dreamworks, Cameron Mackintosh and Sonia Friedman. Passionate about ticketing, Richard has served on the council of STAR (Society of Ticket Agents and Retailers) since 2010.



Ticketing Technology

SALES & MARKETING AWARD

- London Derby Day – Saracens V Harlequins (Saracens FC), UK
- Big Bang The Concert 0.to10. – Marketing in China (YG Concerts/Weige), China
- UEFA Euro2016 Ticketing (UEFA/Secutix), Switzerland
- Beijing International Film Festival (Weying), China
- League-wide ticketing for Belgian Jupiler Pro League (Tikethour), Belgium
- Rewarding your festival ambassadors (StreetTeam), UK
- Pan-Broadway Retargeting and Customer Re-acquisition Network (VelInteractive/Shubert), USA

UNSUNG HERO AWARD

- Robin Dennis, Box Office Manager, Royal Albert Hall, UK
- Paul Bohunsky, Development Team Lead, nlock (Life Ball Vienna), Austria
- Simon Whitfield, Fulfilment & Digital Projects Manager, Ticketmaster, UK
- Yang SenMiao, Vice President – IT, Weying, China
- Natsuho Hayauchi, International Sales Manager, Ticketscript, Germany

MOVE TO MOBILE AWARD

- The Jam music exhibition (Active Ticketing), UK
- Enhanced mobile experience (ExtremeTix), USA
- Smart Tone Ticketing: Offline mobile-based authentication solution (LISNR), USA
- Yupiaoer real-time box office analysis mobile application (Weying), China
- TicketSwap safe and fair e-ticket resale app (TicketSwap), The Netherlands

CUSTOMER SERVICE AWARD

- Supporter Services and Ticketing Team (Brighton & Hove Albion FC), UK
- Ticket Easy initiative, Omnichannel Customer Service (Ticketmaster), UK
- Cool:Off & Re:Sell customer service features (Skiddle), UK
- Inhouse livechat integration across Dutch ticketing (Eventim NL), The Netherlands
- Broadway Fan Club Marketing Platform (Delivra/Shubert), USA

MOVING ON UP AWARD

- New platform and hosted database for Semperoper (tickets.com), Germany
- Integrated booking system at Jochen Schweizer Arena extreme sports centre (Regiondo Pro), Germany
- Disney Tickets UK ticketing portal (Disney Theatrical Group/Ingresso), UK
- Rollout of TiXX Sports ticketing software and Club Card security for Dutch football (Ajax/Eventim Sports), The Netherlands
- New UX/UI and API for event discovery and ticket sales (Skiddle), UK

PRODUCT INNOVATION AWARD

- Smart Tone Ticketing: Offline mobile-based authentication solution (LISNR), USA
- Xamarin cross-platform, mobile ticket scanning app (Ticketmaster), USA
- TicketSwap transparent ticket exchange (Ticketswap), The Netherlands
- Fan-powered concert request and ticketing service (Tootoot), Slovakia
- Customer-driven dynamic ticket pricing platform (Never Empty), Spain
- Plug-in SaaS tools for flexible, interactive reserved seating ticketing (Seats.io), Belgium
- GalaPrompter: Live closed captioning for the deaf and language translation (GalaPro), Israel

CRM/DATA TOOL AWARD

- C-Feed: Connecting culture events in The Netherlands (Jewel Labs) The Netherlands
- Arenamatrix turnkey yield management solution (Tech4Team), France
- Event Marketing Cloud data-driven marketing platform (WeCross), The Netherlands
- Real-time, data visualisation and analytics tools (Activity Stream), Iceland
- Yupiaoer real-time box office analysis mobile application (Weying), China
- The Audience Finder project to collect, standardise and aggregate ticketing sales data (The Audience Agency/JCA/Baker Richards), UK
- Intelligent Data Warehouse Facilities for Sports & Entertainment (SSB), USA

AWARDS 2017

ABOUT THE AWARDS

Ticketing Technology Awards recognise leadership, innovation and achievement in the application of technology in ticketing across sports, performing arts, music, cinema, live entertainment and visitor attractions. The awards aim to increase the standards and best practice of ticketing, drive awareness and adoption of future ticketing technology and to improve the customer experience for ticket-buyers across all sectors.

WEDNESDAY 5 APRIL

CROKE PARK STADIUM

7.00PM - LATE

DRESS CODE - BUSINESS SMART



**TICKETING
TECHNOLOGY
AWARDS**

TO BE ANNOUNCED ON THE NIGHT....

Industry Supplier of the Year
Lifetime Achievement
Outstanding Achievement

PREMIUM & VIP TICKETING AWARD

- UEFA Euro2016 Hospitality and Sponsor Ticket Management (UEFA/ Secutix), Switzerland
- Club Wembley digital & 3D marketing tools for renewals (Wembley Stadium/3D Digital Venue/Ticketing 3D), UK
- On Location Experiences – Official Hospitality of the NFL (OnLocation Events LLC / NFL), USA
- Brisbane Cricket Ground's CUA Pool Deck (Stadiums Queensland), Australia
- Build Your Experience online hospitality sales for the Daytona 500 (Daytona International Speedway/ISC), USA

SMART+CONNECTED AWARD

- C-Feed: Connecting culture events nationally (Jewel Labs), The Netherlands
- Smart Theatre partnership to launch The Lion King at Shanghai Disney Resort (Walt Disney Grand Theatre/Weige), China
- Worldwide music, transport and accommodation integration for festival-goers (Festicket), UK
- Harry Potter And The Cursed Child (Sonia Friedman Productions and Harry Potter Theatrical Productions/Nimax/ATG), UK
- Group ticketing and payment service (Make it Social), UK
- Omnitickets new Package Ticketing solution for theme parks (Best Union), UK
- Experience: Integrated cashless F&B ordering (Ticketmaster/Preoday), UK
- Tourism and Visitor Attraction ticketing integration nationally (RegiondoPro), Germany

EXECUTIVE OF THE YEAR AWARD

- Libby Penn, Managing Director, Spektrix, UK
- Henk Schuit, Managing Director, Eventim, The Netherlands
- Laurence Miller, Commercial Director, Nimax Theatres, UK
- David De Wever, CEO & Partner, PlayPass, Belgium

SUPPLIER OF THE YEAR AWARD

- Skiddle
- Make it Social
- Ingresso
- Cedar Packaging
- Oxynade

THE JUDGES

OUR THANKS TO THE 2017 JUDGING PANEL

- Tim Chambers, Managing Director, TJChambers Consultancy, UK
- James Charrington, CEO, Dewynters, UK
- Jasper Hope, Chief Executive, Dubai Opera, UAE
- Sita McIntosh, COO, WhatsOnStage, UK
- Ian Nuttall, Founder / CEO, Ticketing Technology Forum / Ticketing Technology Awards, UK
- Carolyn Sims, Marketing Director, ENO English National Opera, UK
- Kyle Wright, Interactive Marketing & Analytics Manager, Shubert Ticketing, US

Clive Humby

CHIEF DATA SCIENTIST, STARCOUNT/DIRECTOR,
PURPLE SEVEN, UK



Clive has a passion for finding the best route to engage customers in ways that drive growth and profits. As Chief Data Scientist at Starcount, he continues to pioneer consumer centric Insights, analytics and profiling products. With nearly 40 years' experience in Customer Analytics across 30 markets globally, Clive is acknowledged as one of the

world's pioneers in the discipline. He co-founded global consumer insights business, dunhumby, which revolutionised the use of transaction data for the FMCG industry, before expanding to work with a range of consumer facing businesses, from banking and telecommunications to department stores, theatres and online retailers.

Rick Jurkiewicz

HEAD OF TICKETING, THE RUGBY FOOTBALL LEAGUE,
UK



Starting at See Tickets in 1997 as a sales agent, gathering experience through customer services, ticket fulfilment, event operations and box office management, Rick relocated to Ticketmaster Manchester in 2004 as Senior Account Manager working with Live Nation and SMG venues. In 2012, he moved to Ticketmaster's International

Projects team working on EURO2012, London Olympics, 2013 Rugby League World Cup, and 2015 Rugby World Cup.

Spending a year with Ticketmaster Business Development, he moved to the Rugby Football League to head up the current ticketing system consolidation project, which aims to provide all clubs a level playing field off the pitch.

Lyndsey Jackson

HEAD OF OPERATIONS, EDINBURGH FESTIVAL FRINGE
SOCIETY, UK



Lyndsey oversees the Box Office, operational, financial and administrative aspects of the Charity. She joined the Fringe Society in 2013 after six years as a producer and general manager in independent new writing theatre companies in Belfast and Lincoln, preceded by four years managing research support at the University of Manchester.

Vincent Larchet

CHIEF TECHNOLOGY OFFICER, SECUTIX, SWITZERLAND



SecuTix, a SaaS Ticketing Engagement Platform, helps organisations boost ticket sales and enhance audiences' experience before, during and after events. Heading the Innovations and Architecture department, Vincent is defining the company's innovation directions and technology partnerships, focusing on creating a marketplace of

third-party digital applications that build on the open nature of the SecuTix ticketing platform. He is also looking at several technology initiatives – one such stream being the Blockchain. Prior to this role, Vincent spent 10 years at Swiss-based consulting and systems integration firm Elca. His expertise covers a wide range of areas, including the design of high performance architectures and open systems.

Chloé Julien

FOUNDER AND CEO, BANDSQUARE, FRANCE



Chloé holds a MBA from ESSEC and started her career at Accenture before joining the Digital Marketing Strategy team at Universal Music Headquarters (London). Convinced by the importance of empowering artists with data knowledge, she launched BandSquare in 2013. BandSquare product turns social fan bases into qualified email databases for

retargeting. The company was acquired in 2016 by French conglomerate Fimalac and its ticketing subsidiary.

Notes

Joseph Lee

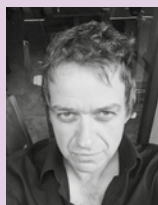
CEO, CITYLINE, HONG KONG



Joseph joined Cityline in 2004 and has been the spearhead in successfully expanding the company from a movie centric e-ticketing platform to a multi-dimensional comprehensive ticketing service provider with customers throughout China, Hong Kong and Macau. Joseph has over 30 years of experience in the information technology industry, and previously held management positions in renowned multinational corporations such as IBM, Powersoft and Centura Software, specialising in IT operation, technology and architecture, project management, software development and business development. He obtained a First Class Honours Bachelor Degree in Computing Science from Simon Fraser University, Canada and an e-Commerce and Internet Computing Masters Degree from the University of Hong Kong.

Bruce McKenzie

SALES DIRECTOR, TOWNSEND MUSIC, UK



Townsend launched their music website in 1998 and through constant in house development is now a leading and acclaimed international D2C platform selling arena ticketing, physical and digital music alongside a range of bespoke merchandise and VIP experiences. As an independent company Townsend are excitingly reactive to the constant changes within the industry having an extensive and varied client base including Stormzy, Noel Gallagher, The Prodigy, Underworld, Busted, Rick Astley, The Jesus And Mary Chain and Courteeners. www.townsend-music.com

Ken Lowson

FOUNDER, TIXFAN, USA



When you've invented Ticket Bots and dealt millions of seats, you've learned a bit about ticketing. Ken Lowson owned the infamous Wiseguy Tickets, and cornered the resale markets for Sold Out Events. The experience taught Ken that ticket distribution is outdated and behind the tech curve by decades, and that social media ensured that fans, press and government awareness would cause a Live Event Industry disruption. Now, he employs his talents increasing revenues, boosting reputations and leveraging the ticketing industry. Ken will stage and showcase some of the new services he's offering to improve in-house ticket revenues and fan loyalty.

Brian Message

PARTNER, COURTYARD MANAGEMENT, UK



Courtyard Management manages Radiohead; Brian is also a co-founder of ATC which represents over 200 artists, and he personally works with Nick Cave, PJ Harvey and a number of up-and-coming artists. He is a director and former chairman of the MMF, an organisation that represents over 500 front line artist managers and works closely with the Featured Artist Coalition, the artist body whose co-chairs are Ed O'Brien (Radiohead), Nick Mason (Pink Floyd) and Sandie Shaw. Through his work, he promotes the benefits of transparency and the opportunities provided by technological change, both for artists, their partners, and the music industry as a whole. He is also a founding member of the FanFair Alliance, the campaign to mitigate industrial-scale online ticket touting.

Luke Massie

FOUNDER, VIBE TICKETS, UK



At 23, Luke is one of the UK's youngest tech entrepreneurs. He's the founder of Vibe Tickets, an online platform that connects buyers and sellers, with an added social element. After launching several other companies, and successfully selling his first company for £96,000, a week before his 18th birthday, Massie founded Vibe Tickets in 2013. He successfully raised £400,000 at seed rounds and further a £612,000 in his most recent funding round. Vibe successfully smashed their crowdfunding target and attracted over 300 new investors and VCs, as well as Lancashire County Council. The company achieved a £6-million pre-money valuation in the process, having also gained the support of Sir Richard Branson after being runner-up in Virgin Media's VOOM 2016 competition.

Sita McIntosh

COO, WHATSONSTAGE, UK



Prior to her appointment as Chief Operating Officer at WhatsOnStage in 2014, Sita worked at Ticketmaster, where she headed up the Theatre Division. She began her career in theatre and the arts in 1988 at Mentor Advertising working on accounts including the National Theatre, Royal Shakespeare Company and English National Opera. Since then she has held key roles at Ticketmaster, See Tickets and Stoll Moss Theatres amongst others, gathering over twenty years experience in sales, marketing and ticketing. Sita is also Chair of the Board of Trustees for Tonic Theatre and recently joined the Development Advisory Board of Mountview Academy of Theatre Arts.

Ana Morillo Arroyo

**GLOBAL COMMERCIAL STRATEGY & PRICING
DIRECTOR, NH HOTEL GROUP, SPAIN**



With over nine years' consulting experience in top line growth for companies across numerous industries such as automotive, retail & distribution, Ana is currently responsible for Global Commercial & Pricing Strategy at NH Hotel Group, a hotel chain operating more than 400 hotels in 30 countries worldwide. Her main responsibilities

include the definition of the necessary strategic frameworks and vision for the commercial discipline department and, in coordination with revenue management and marketing, to ensure top line growth maximisation is achieved with a customer centric approach. Ana has a Degree in Business Administration and is a frequent speaker at international conferences and business school programs.

Notes

Bernie Mullin

**FOUNDER AND CHAIRMAN, THE ASPIRE SPORT
MARKETING GROUP, USA**



Dr. Bernie Mullin is Chairman and CEO of The Aspire Group (TAG), a leading global management and marketing consulting business that implements "Next-Practices" with its clients. An acclaimed Magnt and Marketing Consultant and Speaker, who literally wrote the book entitled "Sport Marketing", He has over 30 years experience

in sport and entertainment organisations. His roles include CEO of Atlanta Hawks (NBA), Atlanta Thrashers (NHL); SVP Marketing and Team Business at the NBA; SVP Business at MLB's Colorado Rockies and Pittsburgh Pirates; Vice Chancellor of Athletics at the University of Denver (NCAA) and Business School/Sport Management

Milos Nenadovic

**BUSINESS DEVELOPMENT EXECUTIVE, EUROLEAGUE
BASKETBALL, SPAIN**



At Euroleague Basketball from 2013, Milos initially started managing VIP ticket sales for the Turkish Airlines EuroLeague Final Four, and now manages all ticketing issues for the Turkish Airlines EuroLeague Final Four, as well as ticketing & attendance for the Turkish Airlines EuroLeague and the seven-days EuroCup. In addition, he helps coordinate the

Euroleague Basketball Ticketing Programme, a consulting service for top European clubs focused on the implementation of a professional strategy to increase and consolidate game-day revenues. He also helps coordinate Euroleague Basketball events in Far-East countries.

Liam Negus-Fancey

CO-FOUNDER, STREETTEAM, UK



Liam co-founded StreetTeam in 2012 with his brother Callum after building the UK's largest under-age events company and selling over 65,000 tickets through peer-to-peer. Today StreetTeam is the world's leading peer-to-peer sales software for live events, turning existing fans into ambassadors who sell tickets to their friends in return for rewards.

StreetTeam works with many of the world's biggest music festivals, including Bonnaroo, Bestival, Reading & Leeds Festival, Electric Zoo and many more. StreetTeam ambassadors have sold more than 300,000 tickets for events in 14 countries.

Ian Nuttall

**FOUNDER, TICKETING TECHNOLOGY FORUM/
XPERIOLOGY, UK**



Ian is the owner and founder of Ticketing Technology Forum, presented by his Xperiology events business. His working life began in sports hospitality events management (including Formula 1, horse racing and Wimbledon) before pursuing an award-winning career in B2B magazine publishing. He has co-launched and edited

numerous business titles, ranging from energy and industrial processes through to airport design and Intelligent Transportation Systems. He has also founded many of the sports sector's most respected publications and news sources. In addition to his ongoing commitments as a sports business writer and speaker, Ian provides highly-valued, specialist consultancy to the sports and entertainment venue sector.

European leader in 3D tickets' sales with over 2.000.000 seats online



3D SEATS

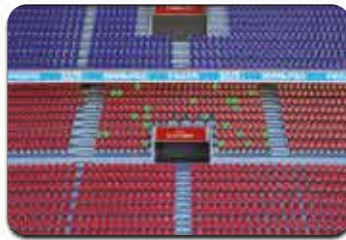
- Highly realistic 3D images without loading time
- A unique 3D solution to improve the fan experience
- The perfect way to promote your partners



"We are feeling the connection between the club and supporters."



MULTIPLATFORM SOLUTION / API FULL COMPATIBLE WITH ALL EXISTING TICKETING SYSTEMS



"The top tool to choose its seats, clear and efficient"



MARKETING

- Show all your VIP boxes and hospitalities areas
- An immersive 3D solution to enhance prospection
- Offline customizable App and online solution



"The quality of your services linked to all your business seats."

VIP BOX & HOSPITALITIES

Link the quality of your services to all your business seats in 3D



REFERENCES

Paris Saint Germain - Real Madrid - Benfica Lisboa - London Saracens - AS Monaco - Folies Bergère - ...

Hans Ober

CO-FOUNDER, TICKETSWAP, THE NETHERLANDS



Hans Ober came up with the idea of TicketSwap during his Masters International Management in Amsterdam when he encountered several issues with buying and selling tickets on Facebook. With only experience in car sales and investment advice, he always was very interested in entrepreneurship and the power of the internet. After finishing his Masters degree in 2015, last year he won the Leading Online Entrepreneur of the Year talent awards.

Duong Phan

CO-FOUNDER & CEO, PIMS, FRANCE



Duong has spent most of his career in the financial industry at either software editors (Thomson Reuters and eFront) or banking corporation (HSBC). A little offside adventure at Gérard Drouot Productions, France's largest independent live concert promoter, had him work on what would later become Pims in 2016, a software solution for live ticket counts and monitoring activity. Duong is a Master of Science graduate of both Georgia Institute of Technology (USA) and Université de Technologie de Compiègne (France).

Peter Oliver

DIRECTOR, GREEN 4 SOLUTIONS, UK



Peter has over 20 years' experience in providing CRM solutions to Sports and Leisure organisations worldwide. Throughout his career, he has been a pioneer in helping organisations develop a CRM-based customer engagement strategy. As Co-founder of Green 4 Solutions, Peter helps organisations look 'beyond CRM technology' and maximise the success of CRM driven projects in order to increase customer satisfaction, customer retention and maximise revenue and profit.

Julien Piwovar

PRESIDENT, PACIFA DECISION, FRANCE



Julien has a PhD in operational optimisation concerning safety and security at major events. He founded PACIFA decision in 2009 following the company's research into developing innovative tools to improve daily management and general revenue for multipurpose Arenas. Since 2010 he has been a corporate member of ESSMA (European Stadium and Safety Management Association) and is also a temporary teacher at the University of Technology in Troyes. PACIFA decision tools currently operate in more than 100 venues across the world, and in 2015 it became the European leader in 3D seats mapping for online tickets sales and interactive staff management.

Steve Pearce

CO-FOUNDER/CEO, TICKX, UK



Steve co-founded TickX as a result of going out far too often whilst at university in Manchester and finding it a real chore to discover what events were happening and where to find the cheapest tickets. After contacting his co-founder Sam, the technical brains behind TickX with the initial idea, they were both amazed there was no one single platform for event goers to see what's on, who's selling tickets and who's the cheapest. Launched in September 2015, having received financial investment from the music behemoths Ministry of Sound, they've since gone on to turn down three Dragons' investment offers on BBC Dragons' Den and subsequently raised over \$1m in funding.

With a global vision, TickX are looking to become the 'Skyscanner' of event ticketing!

Ben Rapp

CEO, MANAGED NETWORKS, UK



Ben founded Managed Networks in 1998 as a spin-out from his previous software business. Focused on IT support and outsourcing for small and medium-sized businesses, Managed Networks is the leading provider of IT services to the live entertainment sector. Ben is also the founder and a principal consultant at Securys, a boutique information security firm specialising in cyber-security governance and board-level consultancy. Ben holds a number of non-executive positions, including having served as a director of TechUK – the UK trade federation for technology – and serving on and chairing various TechUK committees. Presently Ben also sits on the Professionalism Board of BCS, the Chartered Institute for IT. Ben was the NSPCC Fundraiser of the Year for 2014.

Eddie Robb

CEO, MAKE IT SOCIAL, UK



Eddie originally set up a youth travel brand called As You Like It Holidays. During his time with As You Like It he discovered the pains of organising groups of youths, so designed and developed a tool to make life easier for his team and to allow larger groups to form. This technology has evolved into Make it Social. As a non-technical founder, Eddie's focus is on ensuring the product is driven towards its ultimate goal, and to deliver on sales and marketing.

Einar Sævarsson

CEO, ACTIVITY STREAM, ICELAND



As CEO/Co-Founder of Activity Stream, Einar is passionate about organisational innovation, including people, technology, operations and data. Prior to Activity Stream, he successfully created ticketing companies in four countries, including as one of the founders of Venuepoint, a leader in Scandinavian ticketing. Einar holds a degree in industrial engineering and is now combining his passion for engineering excellence with his knowledge of sports and entertainment ticketing.

Matt Rosenberg

CHIEF REVENUE OFFICE, EVENTBRITE, USA



As Chief Revenue Officer at Eventbrite, Matt is responsible for driving customer value, revenue growth and global revenue strategies. Prior to his promotion to CRO, he led the strategy and growth of Eventbrite's growing global sales and business development organisation as Senior Vice President. In 2016 alone, Eventbrite supported more than 2.5 million events, processing about 150 million tickets in more than 180 countries.

Luca Scafati

HEAD OF BUSINESS DEVELOPMENT, EUROLEAGUE BASKETBALL, SPAIN



At Euroleague Basketball since 2008, Luca was originally responsible for the corporate entry strategy into markets in the Far-East, overseeing any commercial deals (TV, new media, sponsorship and onsite event deals). Since 2013, he's been the Head of Business Development, adding to his responsibilities of international business management the coordination of the Euroleague Basketball Ticketing Programme, a consulting service for top European clubs focused on the implementation of a professional strategy to increase and consolidate game-day revenues. He oversees the ticket and premium seating sales for the Turkish Airlines EuroLeague Final Four.

Tom Rowell

MARKETING, COMMUNICATIONS AND TICKETING MANAGER, HULL CITY TIGERS, UK

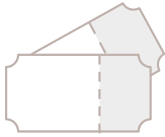


Tom is a very driven and passionate marketer currently combining his love of football with his academic skills as Marketing, Communications and Ticketing Manager at Hull City. Tom has strong experience with all aspects of marketing, particularly with CRM/loyalty programmes. He has gained valuable and varied experience from his time with four current and former Premier League teams; Leicester City, Wolves, Birmingham City and Hull City.

Notes

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- Curb fraud-related losses
- Improve customer experience

Riskified is a scalable, frictionless solution to your CNP fraud challenges.



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100% chargeback
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Higher
approval rates

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NBA runs live. NBA runs simple.

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Run Simple

Nikolas Schriefer

FOUNDER AND CEO, STAGELINK.COM, GERMANY



Stagelink.com is the tour promoter of the 21st century, enabling artists to efficiently market their shows with the help of their fans. Before starting his own company, Nikolas studied jazz composition, piano and business administration in Cologne and New York City, and toured the world as pianist, manager and producer of several groups. Today,

Stagelink serves more than 150 creators who have collected 200,000 fan requests and sold tickets for more than \$1.5m on the platform. Stagelink graduated from Techstars Berlin 2015.

Gregory Six

MAJOR PROJECTS AND DEVELOPMENT MANAGER, AS MONACO, MONACO



Grégory is responsible for promoting and facilitating development projects in strategic areas (primarily infrastructures, customer experience and information systems), managing all aspects to ensure successful completion. He has a 10-year proven track record of managing projects in ticketing, eCommerce, and sport science for elite level

soccer clubs in France. He joined AS Monaco in 2015 after four years as a consulting company owner specialised in technologies for the sport/entertainment industry. In this period he was involved with the refurbishment and construction of Stadiums for Euro 2016, the St Quentin Velodrome, the World Equestrian Games Normandy 2014 and two editions of the Festival de Cannes. He is also an associate in Hoops Factory.

Jessie Scoullar

DIRECTOR, WICKSTEED WORKS/HEAD OF AUDIENCE, EVERYBODY'S MANAGEMENT, UK



Wicksteed Works is a London-based agency specialising in direct-to-fan strategy and management for bands, labels and brands. Clients include Paul Kalkbrenner, Elvis Costello, Neil Finn, Little Boots, and Paul McCartney. Jessie is also Head of Audience for Everybody's Management, where she oversees communication strategy for Laura

Marling, Mumford & Sons, Tom Chaplin and Keane. In 2014 Jessie wrote the first comprehensive comparison of direct-to-fan music marketing and retail services, Direct-to-Fan: Which Platform, with an expanded and updated version launched in 2016. She cut her teeth on the world of direct-to-fan in the fast-paced environment of Topspin Media's Creative Services team.

Federico Smanio

MARKETING MANAGER, SERIE B, ITALY



Federico graduated in Economics at the University of Bologna. He is a multilingual fluent in English and Spanish and a passionate learner of Mandarin Chinese. A professional football player from 1997 to 2008, he managed to start a new career in the sports industry at Lega Nazionale Professionisti Serie B, where he has been

working since June 2010, assisting the CEO in the implementation of the Marketing Department of the most dynamic sports organisation in the country. He has designed the overall digital, CRM and social media marketing strategy and is currently Head of Digital and Fan Relationship Management at Lega B, where he coordinates the 22 clubs' SLOs. He is passionate for all things digital and fascinated by the way new media affects the life of people and business.

Carolyn Sims

MARKETING DIRECTOR, ENGLISH NATIONAL OPERA, UK



Carolyn is a highly respected, hands-on, marketing strategist who has worked in a range of entertainment and retail organisations in her career, including Ticketmaster, Really Useful, Live Nation Entertainment, and Time Out. Carolyn's innate ability to put the customer first means that she has forged and shared her skills

across a range of customer channels in digital marketing, CRM, audience development and marketing strategies that enable organisations to become profitably customer centric. She is an experienced professional in developing and implementing innovative growth strategies through the delivery of customer focused ticketing and commercial excellence. Her passion is for new technologies that provide a great experience for customers to be able to get to and buy the ticket they want.

Stephen Statler

CEO, STATLER CONSULTING, USA



Statler Consulting provides consulting and systems integration services for companies using the power of location and proximity to engage their customers and optimise their businesses. Previously he led Qualcomm Retail Solutions' Strategy and Solutions Management groups within the division that took Qualcomm's Gimbal Bluetooth beacon

platform to market, establishing it as the leading proximity solution for sports stadiums in North America. Details of Steve's book, 'Beacon Technologies: The Hitchhiker's Guide to the Beacosystem', and a series of interviews with leaders of the Beacosystem can be found at www.hhgb.us

Steven Sunshine

PRESIDENT AND CO-FOUNDER, TIXTRACK, USA



Steven focuses on business strategy and technology innovation at TixTrack. He combines his knowledge of statistics and business to oversee a team that is revolutionising ticketing, from inventory visualisation to ticket pricing optimisation, while delivering the results in easy to use products. With more than 40 issued patents

and 40 pending patents, Steven is focused on creating new technology that solves customer problems. He has a PhD in Chemistry from Northwestern University and an MBA from the USC Marshall School of Business.

Adam Webb

CAMPAIGN MANAGER, FANFAIR ALLIANCE, UK



Launched July 2016, FanFair has helped propel the issue of industrial-scale ticket touting onto the UK's political and media agenda, as well as unifying those in the music business who want a transparent and properly-functioning secondary market that benefits fans. More than 100 managers, agents, promoters, ticket sellers and trade

bodies are now formally supporting the campaign. Adam is also an experienced and award-winning PR executive, who has worked for organisations including UK Music, Merlin, Iceland Airwaves, Roundhouse, Attitude is Everything, the Music Publishers Association, and PRS for Music Foundation. Before jumping to the dark side, he was a freelance music and business journalist and wrote 'Dumb Angel', the acclaimed biography of Beach Boy Dennis Wilson. www.fanfairalliance.org

Annabel Turpin

CHIEF EXECUTIVE, ARC STOCKTON ARTS CENTRE, UK

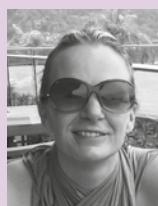


ARC Stockton Arts Centre is one of the north east's largest arts venues. Annabel was Director of Norden Farm Centre for the Arts in Maidenhead from 2002-06, and previously Events Manager at Warwick Arts Centre. As a consultant, she has undertaken organisational development work for companies, venues and local authorities, as

well as mentoring and facilitation at executive and board level. She chairs Venues North, a group of 30+ venues supporting artists making new performance work, and co-chairs Future Arts Centres, a network of more than 90 arts centres, championing their role within the wider cultural and community sector.

Sarah Whittiker

HEAD OF TICKETING AND MARKETING, MULTIPLAY EVENTS, UK



Sarah joined Multiplay Events in December 2016 after spending over 5 years within a ticketing business. During her last role in ticketing she was General Manager looking after the client experience and also the contact centre ensuring all clients needs were met, she has moved to the other side to join a client and is now seeing ticketing from the

other side of the fence. At Multiplay she manages every element of the customer experience, from initial discovery of a Multiplay Event (Insomnia Gaming Festival and BRICKLIVE) through to the onsite access and customer out of event survey.

Kyle Wright

INTERACTIVE MARKETING & ANALYTICS MANAGER, SHUBERT TICKETING, USA



Working at the intersection of data acquisition and digital marketing, Kyle has spent the last four years developing an integrated data marketing platform which leverages the power of venue data to better mine audiences and increase ticketing conversion. Integrations with more traditional marketing channels – email, social, and

retargeting/re-engagement – provide additional fuel and added value to the platform. Prior to the Shubert Organization, Kyle managed marketing for an entertainment marketing start-up – Plum Benefits – which provides online access to live entertainment discounts to employees as a corporate benefit through HR departments.

Luke Xiang

VICE PRESIDENT, WEYING, CHINA



After receiving his master's degree from the University of Science and Technology of China, Mr Xiang successively served a series of companies, including P&G Euro/China, 20th Century Fox, Google, Mtime, Qoros, and COFCO, covering FMCG, media, manufacture, and internet industries. As the former chief representative of 20th Century

Fox China, he was responsible for developing strategic plans for film import and distribution marketing for both theatrical and home entertainment. He is now in charge of the International Business Division for WeYing.

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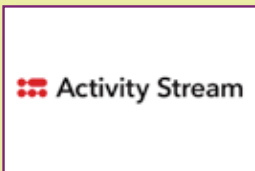
3D DIGITAL VENUE



3D Digital Venue, powered by MMC, provides Interactive Digital Venue Management Solutions to Sports and Entertainment Venues across the globe. With our 3D Digital Venue technology platform we design need based solutions for our clients providing them a robust, precise and interactive recreation of their Venue to deliver greater fan satisfaction, increase season ticket holder renewal rates, activate new channels of digital sponsorship and provide special viewing experiences for prospective VIP buyers. The primary capabilities of our 3D Digital Venue Platform include: Ticketing3D to Enhance Ticket Sales and Fan Purchase Experience using our interactive 3D Seat Views from all Blocks and Seats; Transfer3D achieve higher renewal rates from season ticket holders by offering 360 degree 3D Views of the seats even before existing venue is refurbished or a new stadium is built ; Activation3D, an Interactive Environment to activate Measurable Digital Sponsorship by Product Placement inside our 3D Views & VIP3D, to provide world-class Interactive Experience to prospective VIPs and Corporate Clients with fully 3D Customized views of Luxury Suites and Premium Club Hospitality Areas. Our 3D Digital Venue Platform provide you the most complete, interactive and cutting edge Venue Management Solutions.

www.3ddigitalvenue.com

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Custom ticket packaging is a unique and exciting way to engage with your audience, so talk to the Cedar Packaging team today to see what innovation packaging solutions we can create for you.

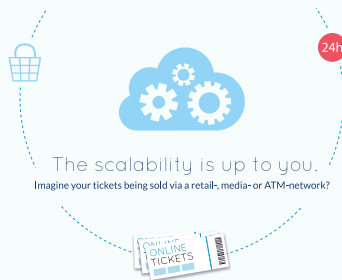
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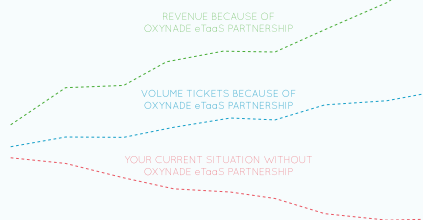
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www.eventprotect.co

GREEN 4 SOLUTIONS



Green 4 are the original sport, leisure and attractions CRM specialists using industry expertise, experience and world class technologies to help ambitious organisations to better understand their customers, grow loyalty and maximise revenues. Green 4's 'Go' software solution has evolved into a fully integrated Fan & Customer Engagement platform, combining a powerful CRM engine with modules for Marketing Automation and Ecommunications, Ticketing, Hospitality Sales, Food & Beverage, Loyalty and Business Intelligence. The Go platform is built on Microsoft Dynamics CRM technology and specifically designed for the sport and leisure industry. Whilst Go is most effective with all of its components working together as a single platform, Green 4 also has a huge amount of experience integrating Go with other systems if required. Alongside the technology, Green 4's specialist consultants provide a range of services to help clients achieve the required results. The Green 4 Strategy, Digital and Insight teams provide a range of specifically tailored managed services that allow Green 4 customers to maximise the commercial value of their Go system. This service (known as Go+) provides the necessary expert resources and skills required to improve data quality, generate insight, and manage campaigns to generate measurable results more quickly.

www.green4solutions.com

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Recognised for robust quality, innovative designs and industry leadership, HID Global is focused on creating customer value and is the supplier of choice for OEMs, integrators and developers serving a variety of markets that include physical access control; IT security, including strong authentication/credential management; card personalisation; visitor management; government ID; and identification technologies for a range of applications. HID Global is an ASSA ABLOY Group brand.

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www.makeitsocial.com

OXYNADE



Oxynade, based in Belgium, offers a state-of-the-art white label online ticketing self-service platform for event organisers (fairs, festivals, conferences, ...), venue owners, theme parks, etc. Oxynade are expanding their B2B2C offering in the event management ticketing space. This has proven to work in Belgium by white label partnering with Belgium's number one multi-purpose multi-venue organiser, TeleTicketService, owner of 8 of Belgium's largest venues (Sportpaleis Antwerp, Lotto Arena Antwerp, etc.). 4 more international white label partnerships have been established in the UK (WeGotTickets and Eclipse Ticketing), Norway (MyEvents.no) and The Netherlands (Fansplus) with local ticketing partners. All of those partnerships are based on the same Oxynade white label ticketing technology, focused on local ticketing needs and are targeting other segments. While Oxynade operationally runs the ticketing platform and related services, the partner focuses mainly on sales and marketing effort. Interested? Come and meet us.

www.oxynade.com

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PACIFA decision is a 6-year old European company which creates and develops innovative solutions to help venue Managers in their daily work. We work in staff optimisation and crowd control and are linked to ticketing, access control and cctv. Our groundbreaking 3D technologies allow reduced operational costs while improving ticketing and hospitality revenues. We are 20 team-mates fully dedicated to permanently upgrading our existing tools and inventing new ones to always be on the cutting-edge of innovations. Our various origins and partnerships allow us to manage up to 9 languages (French, English, Spanish, Portuguese, Italian, German, Slovakian, Polish and Russian) because our willingness is to be in direct contact with your own managing teams; in order to work closely together in a friendly and collaborative way, instead of being a basic supplier. Our existing references are our best ambassadors to testify our product works and it is worth the investment! You can follow us on Twitter @PACIFAddecision.

www.pacifa-decision.com

QUEUE-IT

Queue-it is the leading developer of online queue system services to control website traffic surges by offloading visitors to an online waiting line environment. Its powerful SaaS platform enables online ticket platforms, venues, and organisations across the globe to keep their systems online and visitors informed during major ticketing onsales. With bot and malicious user protection and true first-in first-out order, Queue-it has ensured online fairness during high-demand online events for more than 1 billion consumers worldwide. For recent news on expanded bot protection features, or other Queue-it news please the Queue-it website.

www.queue-it.com

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Riskified protects ticketing merchants from eCommerce fraud, guaranteeing peace of mind. Our pay-for-performance and guaranteed approval model provides a flexible, economical solution that drives revenue for ticketing providers and enables a frictionless customer experience. Our proprietary technology uses intelligent automation and advanced fraud detection methods to accurately analyse card-not-present (CNP) orders with machine

learning algorithms, behavioural analytics, and device fingerprinting. Riskified was founded in 2013 and is headquartered in Tel Aviv, with US offices in New York City.

www.riskified.com

SAP

SAP SE is a world-leading provider for company software that supports over 300,000 customers in 25 industries with its innovative technology to operate profitably, continuously adapt to new requirements, and grow sustainably. With SAP solutions, sports and entertainment organizations are driving world-class innovation to engage fans like never before, improve player and team performance, maximize revenue streams, and help teams, leagues, and venues run simply. SAP for Sports & Entertainment – Get your competitive edge.

www.sap.com

SECUTIX

SecuTix is a European technology provider of a white label Ticketing Engagement Platform designed for businesses in culture, live entertainment and sports. Combining ticketing, CRM and analytics in an integrated software suite delivered as service (SaaS), SecuTix 360° helps ticketing and marketing professionals gain full control of their ticket distribution and directly engage with their audience across any channel. A daughter company of the ELCA

Group, SecuTix is headquartered in Switzerland with offices in France, Spain and the UK. SecuTix serves customers in various business segments including sports clubs, stadiums and arenas, museums, live entertainment organisations, leisure parks and festivals. SecuTix' flagship customers include the UEFA, Opéra National de Paris, Stade de France, Centre Pompidou and Paléo Festival.

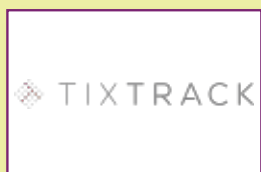
www.secutix.com/en

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TIXTRACK

TixTrack provides web-based software for planning, tracking, and optimising revenue from events. The company's proprietary purchasing and data analysis tools increase its clients' revenues by tracking inventory status and accurately determine the correct ticket price. Customers include event promoters such as Cirque du Soleil, FELD Entertainment, Nederlander and venues such as Air Canada Centre and The Verizon Center; and sports teams such as The Los Angeles Clippers, New York Islanders and Chicago Cubs.

www.tixtrack.com

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We Cross Event Marketing Cloud is setting the standard in self service data driven marketing for concert halls, cinemas, festivals, and theatres. Every promoter gets smart analysis and clear visualisations placed in context of events, audiences and campaigns, allowing them to take immediate action. It's easy to create relevant one-on-one campaigns and track progress in the agile project manager. By combining data from CRM systems, ticketing software,

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