

# FOOTBALL HOST SUMMIT 2024

FIFA Museum, Seestrasse 27, 8002 Zürich, Switzerland

19 - 20 June

## PRE CONFERENCE: 19 JUNE

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15:00 - 17:00

### Tour of the City of Zurich

#### FIFA Museum Pick Up

*Enjoy a cultural tour through Zurich, Switzerland's dynamic cultural and financial hub. Your tour includes strolling along the shores of Lake Zurich, explore the historic Old Town, and architectural wonders like the Grossmünster and Fraumünster churches. Experience the city's vibrant arts scene at the Kunsthaus Zurich and the Swiss National Museum. Delve into Zurich's modern side with a visit to trendy neighbourhoods like Zurich West, brimming with hip cafés, boutiques, and contemporary art galleries.*

17:30 - 20:00

### Informal Drinks Reception

#### Local Restaurant Pub/FIFA Museum

*A viewing of the UEFA Euro 2024 match between Germany and Hungary. You will also have the opportunity to network and socialise with other attendees in a relaxed and comfortable atmosphere.*

## THURSDAY 20 JUNE

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08:00 - 08:45

### Registration & Networking

#### 1st Floor, World Cup Lounge

*Upon your arrival, collect your badge on the Ground Floor where the reception desk is located to collect your badge which will grant you access to the Summit. From there, head towards the World Cup Lounge on the First Floor where the refreshments are located.*

08:45 - 09:15

### Welcome & Opening Remarks

#### Ground Floor, Arena Auditorium

*A respected Rights Holder will deliver the keynote address to set the tone for the event and provide valuable insights into the day's topics.*

09:20 - 10:00

## Design & Innovation in a Stadium & Temporary Venues - Sponsored by Woo Architects

Ground Floor, Arena Auditorium

*The panel discussion will focus on the intersection of design and innovation in football stadiums. It will explore how architecture can enhance the fan experience, showcasing ground-breaking stadium designs that are both creative and functional. The presentation will also delve into the relationship between form and function, highlighting how architects integrate technology and sustainable practices to improve spectator comfort and optimise stadium operations.*



Kevin Owens, Founder, WOO Architects

**woo**architects

10:05 - 10:25

## Lessons from Hosting

Ground Floor, Arena Auditorium

*The presentation will focus on the valuable lessons learned from hosting football competitions. Based on the experiences of host cities around the world, the presentation will analyse the various challenges and victories encountered throughout the process. We will explore the intricate considerations that shape successful hosting, including infrastructure development, logistical planning, community engagement, and legacy initiatives.*

Football Australia, Invited

Confederation for African Football (CAF), Invited

10:30 - 11:00

## Looking forward to EURO 2028

Ground Floor, Arena Auditorium

*The presentation will focus on the valuable lessons learned from hosting football competitions. Based on the experiences of host cities around the world, the presentation will analyse the various challenges and victories encountered throughout the process. We will explore the intricate considerations that shape successful hosting, including infrastructure development, logistical planning, community engagement, and legacy initiatives.*

Chris Bryant MBE, Director of Tournaments & Events, The Football Association, Invited

Joanne Deponio, General Manager UK&I UEFA EURO 2028, Invited

11:00 - 11:30

## Networking Break

1st Floor, World Cup Lounge

11:40 - 12:20

## Mobilising for Competitions

Ground Floor, Arena Auditorium

*Dive into a comprehensive discussion on mobilising for major football competitions, focusing on the critical aspects of insurance, logistics, and travel. The panel will dissect the intricate planning required to ensure the smooth operation of such events, from securing comprehensive insurance coverage to managing the complex web of logistics and transportation. We'll explore innovative approaches to mitigating risks and optimising efficiency, drawing on best practices from past tournaments.*

David Griffiths, Senior Advisor, Sports & Entertainment, Miller Insurance, Invited

Eamon Kerrigan, Business Development & Partnerships Manager, Iventis, Invited

Matthew Clarke, Operations Director- Kingdom of Saudi Arabia, ES:ME, Invited

Steve McArdle, Director - Stadia and Venues, Global Payments, Invited

12:25 - 13:05

## Planning for Complex Events

Ground Floor, Arena Auditorium

*The discussion will focus on the overall football visitor experience which will cover every aspect from touchdown at the airport to the bustling fan zones. During this conversation, we will explore ways in which host cities can optimise infrastructure and transportation systems to welcome fans seamlessly, ensuring a smooth transition from arrival to immersion in the football atmosphere. The panellists will share insights on leveraging digital innovations to enhance fan engagement and provide real-time information, enriching the overall experience.*



Luca Santaniello, Lead FWC Planning and Integration, FIFA

13:05 - 14:05

## Networking Lunch

1st Floor, World Cup Lounge

14:15 - 14:35

## Hosting a Major Football Event

Ground Floor, Arena Auditorium

*The presentation will focus on the valuable lessons learned from hosting football competitions. Based on the experiences of host cities around the world, the presentation will analyse the various challenges and victories encountered throughout the process. We will explore the intricate considerations that shape successful hosting, including infrastructure development, logistical planning, community engagement, and legacy initiatives.*



Helmut Josef Spahn, Director Safety, Security and Access

14:40 - 15:20

## Safety & Security of Crowded Places and Crisis Management

Ground Floor, Arena Auditorium

*The discussion will focus on the significance of having comprehensive planning and strong crisis management strategies in place. It will also delve into stadium security protocols, crowd control measures, and ways to effectively respond to emergencies to reduce risks. In addition, the importance of inter-agency collaboration between local law enforcement, emergency services, and event organizers will be emphasised.*



Helmut Josef Spahn, Director Safety, Security and Access

GB Jones, Chief Safety & Security Office, FIFA World Cup 2026, Invited

Andrey Reis, Director Security, FIFA World Cup 2026, Invited

15:25 - 15:45

## City Hosting

Ground Floor, Arena Auditorium

*The topic of discussion will be about hosting a football competition in the city and the economic, cultural, and social benefits that come with it. The session will explore how infrastructure upgrades and tourism revenue can impact global exposure. Furthermore, there will be a discussion about the collaboration between the city and other football stakeholders.*

City of Boston, Invited

15:45 - 16:15

## Networking Lunch

1st Floor, World Cup Lounge

16:25 - 16:55

## Legacy

Ground Floor, Arena Auditorium

*Discussion on the long-lasting effects of football competitions. We will explore the diverse impacts that go beyond the final whistle, including infrastructure development, economic growth, cultural enrichment, and community engagement. This session will highlight the transformative power of hosting such an event. We will delve into case studies that showcase how host cities have used the momentum of the competition to create positive, lasting change, such as revitalizing neighbourhoods and supporting grassroots football initiatives.*

Walid Bensaoula, Host Country Relations Senior Manager, Invited

Robert Faulkner, Director Marketing & Comms, ECA, Invited

17:00 - 17:20

## Future Vision and Strategy

Ground Floor, Arena Auditorium

*Final discussion charting the future vision and strategy for football competitions, setting the stage for innovation and excellence in the years to come. The panelists will explore emerging trends and technologies shaping the landscape of the game.*

17:25 - 17:30

## Close

Ground Floor, Arena Auditorium

17:30 - 18:30

## Optional Viewing of UEFA Euro Match

Ground Floor, Arena Auditorium

*Viewing of the UEFA Euro 2024 match between England and Denmark. The match will be watched at the FIFA Museum. You will also have the opportunity to network and socialise with other attendees in a relaxed and comfortable atmosphere*

FRIDAY 21 JUNE

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10:00 - 12:00

## Optional Tour of FIFA Museum

Ground Floor, Arena Auditorium

*As part of your attendance at the Summit, you will be given a complimentary ticket to have a tour of the FIFA Museum.*