

Stadium Directors Training

A customised series of one-on-one Masterclasses offers managers of operational and future stadiums high quality sessions and a maximum of personal interaction.

A team of internationally renown experts will share their extensive knowledge with the participants on a fit to need basis. Both theory and hands-on tools will be presented during a two weeks course in the Amsterdam ArenA. The course content will be applied in internships during both a football match and a concert.

Masterclasses by:

- > Amsterdam ArenA management team
- > AFC Ajax (a.o. ticket sales and marketing)
- > KNVB (Dutch FA, a.o. event organisation)
- > Michael van Praag (media training)
- > Advanced Travel Partner (a.o. sales of hospitality packages)
- > Maison van den Boer (International caterer, a.o. gastronomy concepts)
- > European experts on grass management



'This course has provided me with an overwhelming amount of useful tools, management techniques and in-depth knowledge.'
Alexander Atamanenko – Stadium Director Shakhtar Donetsk

'It is a pleasure to share our knowledge and experience in stadium management with other stadium directors.'
Henk Markerink – CEO Amsterdam ArenA





Strategic Management

Formulate and implement a strategic plan for your organisation that incorporates the latest trends in the industry and learn how to develop a solid in- & outsourcing strategy and contract the required partners.

Stadium Operations

Planning the match/event organisation process, with a focus of safety, security & service. Develop contingency plans for crisis situations.



Facility Management

Develop processes & procedures and plans to continuously meet the evolving requirements of a modern (multifunctional) venue (a.o. maintenance, housekeeping, ICT) and drafting contracts with key partners and suppliers.

Marketing and Sales

Develop a marketing & sales strategy that enhances and structures ticket sales and the number of events/activities taking place in the venue, planning the day to day commercial activities regarding conferences, business club, tours etc. and drafting agreements with lessees of (parts of) the venue.



Catering & Banqueting

Gain understanding of the specifics of catering & banqueting to a large crowd in a relatively short period of time. Understand the requirements that this poses to the management of the organisation and determine an in- or outsource strategy.

Grass Management

Gain understanding of designing, selecting, constructing and maintaining a top quality pitch.



Media Training

Using the media, writing press, radio and television under regular and crisis situations, ensuring to get your message to the public.

Financial Management

Be able to determine financial policy in a yearly budget, be able to make reports concerning the financial budget in a correct manner and recognise and apply the financial cycle of the event process.

Others:

Project Management - stadium specific projects (goals, phases, process and decision making)

Risk Management - operational risk analysis including strategies

Corporate Communications - Recognise the importance of a functional communication policy, both internal and external.

Legal Management - legal structures for the stadium organisation, applicable insurances, contracting.

In- & Outsourcing - determining the strategic direction for all functional areas in the venue.

