

Program Outline: 2019 Stadium Tour to the Rugby World Cup Final Week

Day 1: Arrival and Orientation

- Morning: Arrive at the designated airport in Japan and transfer to the hotel.
- Afternoon: Welcome and orientation session to provide an overview of the conference program, introduce the tour guides, and distribute necessary materials. Participants will have the opportunity to network and get to know each other.

Day 2: Stadium Infrastructure and Operations

- Morning: Visit Yokohama Stadium, the venue for the Rugby World Cup Final. A guided tour will provide insights into the stadium's infrastructure, including seating arrangements, facilities, and operational aspects.
- Afternoon: Presentation and discussion on stadium operations, including crowd management, security protocols, and logistical considerations during major sporting events.

Day 3: Fan Experience and Engagement

- Morning: Visit Tokyo Stadium, one of the key venues for the Rugby World Cup. Participants will observe the fan experience, including ticketing systems, fan zones, and engagement activities.
- Afternoon: Interactive session on fan engagement strategies, including marketing, promotions, and creating memorable experiences for spectators. Case studies and best practices from previous Rugby World Cups will be shared.

Day 4: Legacy and Sustainability

- Afternoon: Discussion on the legacy and long-term impact of hosting major sporting events. Topics will include infrastructure improvements, economic benefits, and the promotion of sports and tourism in the host country.

Day 5: Cultural Integration and Hospitality

- Morning: Visit a local cultural site or experience, providing participants with an opportunity to explore Japanese traditions and customs.
- Afternoon: Presentation on cultural integration and hospitality during the Rugby World Cup. Topics will include cultural performances, food and beverage offerings, and creating a welcoming atmosphere for international visitors.

Day 6: Panel Discussion and Networking

- Morning: Panel discussion featuring industry experts, stadium managers, and representatives from the Rugby World Cup organizing committee. Participants will have the opportunity to ask questions and engage in a dialogue on various topics related to stadium management and major sporting events.
- Afternoon: Networking session, allowing participants to connect with fellow attendees, share insights, and establish professional relationships.

Day 7: Final Day and Farewell

- Morning: Recap of the conference program, highlighting key takeaways and lessons learned.
- Afternoon: Farewell lunch or dinner, providing an opportunity for participants to reflect on their experiences, exchange contact information, and bid farewell to fellow attendees.

Note: The conference program is subject to change based on availability and logistical considerations. Additional site visits, guest speakers, or activities may be included to enhance the overall experience.