

Program Outline : New York Stadium Tour - September 2019

Day 1: Arrival and Orientation

- Morning: Arrive at the designated airport in New York City 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: Madison Square Garden Experience

- Afternoon: Presentation and discussion on the management and operations of Madison Square Garden, including event planning, ticketing systems, and fan engagement strategies. Case studies from notable events held at MSG will be shared.
- Evening: Visit to Madison Square Garden (MSG), one of the most iconic stadiums in New York. Participants will have a tour of the arena, exploring its facilities, history, and behind-the-scenes operations and see Billy Joel in Concert.

Day 3: USTA Billie Jean King National Tennis Center

- Morning: Visit to the USTA Billie Jean King National Tennis Center, home to the US Open Tennis Championships. Participants will have a guided tour of the facilities, including the Arthur Ashe Stadium and Louis Armstrong Stadium.
- Afternoon: Presentation and discussion on the logistics and operations of hosting a major tennis tournament. Topics will include court maintenance, player accommodations, and fan experience enhancements. Representatives from the USTA may provide insights and share their experiences.

Day 4: Sports Marketing and Sponsorship

- Morning: Interactive session on sports marketing and sponsorship strategies. Experts from the industry will discuss branding, partnerships, and revenue-generation opportunities for stadiums and sporting events.

Day 5: Stadium Technology and Innovation

- Morning: Presentation on the latest trends and innovations in-stadium technology. Topics may include digital fan engagement, mobile ticketing, and stadium connectivity.
- Afternoon: Visit to a local technology company or innovation centre to explore cutting-edge solutions for stadium operations and fan experiences. Participants will have the opportunity to interact with industry professionals and witness demonstrations of new technologies.

Day 6: Panel Discussion and Networking

- Morning: Panel discussion featuring industry experts, stadium managers, and representatives from Madison Square Garden and the USTA. Participants will have the opportunity to ask questions and engage in a dialogue on various topics related to stadium management and sports 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.