

# TheStadiumBusiness Summit and Awards



THE STADIUM BUSINESS SUMMIT



4 – 5 June 2019



The Point  
1864 Suite



450 delegates

## Event Overview

In June 2019, TheStadiumBusiness Summit and Awards held their multi-day conference and awards dinner at the award-winning Emirates Old Trafford for the third time.

TheStadiumBusiness Summit and Awards are one of the most prestigious in the calendar, welcoming international delegates from the industry's most respected stadium and event professionals, including Manchester United Football Club, Real Madrid Football Club, Manchester City Football Club, SecuTix, Hilton Hotels and Lancashire Cricket.

## The Brief

TheStadiumBusiness Summit and Awards, owned by Xperiology, needed a venue which boasted the capacity for 450 delegates, was able to host parallel conferences and a mini-exhibition, on-site accommodation and parking, to create a seamless event, to celebrate its tenth anniversary.

It was important for the company that the events team would be able to turn the space around from a theatre style corporate conference to an awards dinner in a short time frame.

The Point, with its interchangeable walls, offered the perfect setting for both the conference and mini-exhibition, where daylight would be in abundance and delegates could step out on to the private balcony and soak up the fresh air in between the keynote speakers. The 1864 Suite, a short walk through the connecting bridge link into the Pavilion, offered the ideal space for the coinciding conference being held, allowing seamless access for delegates.

As a multi-day conference, there was also a need to have the option of on-site accommodation, where delegates could walk between The Point and The Pavilion without having to step outside. The 150-bedroom hotel was sold out and TheStadiumBusiness were able to host an opening night party the evening prior to the Summit, to kick start the event.

Combined with its intelligent event spaces, the venue is ideally located just three miles from the city centre, offers excellent transport links as well as on-site parking, making it the ideal solution for TheStadiumBusiness.

## The Result

*"We first came to Emirates Old Trafford in 2013, and it was a great experience, which is why we have come back for three years. To see it transform from a County Cricket Club into the world renowned venue it is now is brilliant, and it's showing the way for other venues around the world. We were delighted to be back at the venue for our tenth anniversary – the facilities and staff were second to none as usual."*

**Ian Nuttall, Founder.**



