

ANNUAL EVENT 2024

March 17-19, London



Hosted by



ESGLOBAL

AGES

Association of Global Event Suppliers

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Welcome



Daniel Cordey
AGES Chairman

Dear participants,

Welcome to our Annual Event 2024 in London. This is not only a unique gathering of leaders of the international event builders' industry but a first milestone in our young history.

On June 24, 2014, a few members started our mission at the constitutional meeting in Geneva. Now, 10 years later we can be proud of our achievements. Looking back, it was not primarily the creation of standards or guides, the many memorable events and networking opportunities we organized, or the recognition by the most important sports governing bodies, but to realize that we have formed a strong group of leading event suppliers and have become a well-respected voice in the market place. Our members take on a great deal of responsibility in the international project business and are exposed to high risks. They are primarily competitors, but through their membership they have learnt from each other and inspired each other to develop new products or services or to enhance customer benefits through targeted cooperation.

This event also marks the beginning of the transformation "AGES 2.0" of our association towards the "go-to" platform for our industry. At our last Annual Event, the members responded favourably to this initiative, so we are pleased to now present the implementation plan. Jean-Charles Durand, our new chairman, has been working on this ambitious project and will introduce the plan.

We are again privileged to have a wide range of high-profile speakers at our conference this year. The presentations and talks about their projects, their business environments, or about innovations and new markets will certainly energize and inspire us. Thank you, dear speakers, for your contributions and for being with us.

Also, let me express my thanks to our hosts, Creative Technology, CSM Live and ES Global. Together with our team they have worked hard to set a perfect stage for us.

Dear members, associate members and partners, it has been a great pleasure and honour to be your chairman and I thank you and my beloved team with Antoinette, Marike and Brigitte for your trust and collaboration throughout these years. As the outgoing chairman, I'm proud to handover now to Jean-Charles and the board members. With a record high membership, a sound financial basis and a strong leadership team, AGES is ready for the future.

I wish you all a most enjoyable event, with new encounters and fruitful talks, here at this iconic location.

A handwritten signature in blue ink that reads "D. Cordey". The signature is fluid and cursive.

Daniel Cordey



Dave Crump

CT



Giles Stanford

CSM



Jeff Burke

ESG

Dear friends and colleagues,

It has been 12 years since London hosted the Olympic and Paralympic games and it is fitting that we are able to welcome our industry peers and colleagues to our Annual Event at the Olympic Park. For many of our members it will be welcome back, for some the journey in the Global Events world started here, for everyone we should take the time to explore and understand the legacy and transformation an event like the Olympics can bring to city or a region.

Stratford and the Olympic Park has been transformed into a vibrant and ever evolving cultural and entertainment centre. The ongoing investment in this area is testament to the change our events industry can bring when focussed correctly. Traditionally AGES events have been hosted by a single member company. This year the event has been supported by 3 primary hosts Creative Technology, CSM Live and ESG, all long standing members of AGES and all businesses that not only played significant roles on London 2012 but all of whom have built continuing success stories around their Olympic Journey. We would also like to thank Arena Group who have sponsored the dinner on Monday evening and local company (at least originally) Showforce for their support of Sunday's welcome reception.

All businesses that owe at least part of their success to the events that took place here 12 years ago.

As we have discussed at length at previous AGES events, and doubtless will at this one, major global events including multi-sports are facing ever increasing challenges and scrutiny on many fronts.

We as part of that eco-system are having to change our approach and adapt our business models to enable us to operate responsibly and competitively in an increasingly challenging commercial environment. The opportunity to meet and share ideas with senior industry colleagues and peers is invaluable in helping us to navigate in these increasingly uncertain times. Hearing from key leaders from across the major events spectrum about the issues they face and the opportunities they bring to all of us is a fundamental ingredient in helping to shape our strategies for the coming years.

12 years is a long time in the events world, we have seen enormous change since that spectacular cauldron was lit in the stadium where we are now holding our event. Our industry has matured and developed enormously in that time and will doubtless continue that journey for the next 12 and beyond. Welcome back to Stratford and the Queen Elizabeth Olympic Park, we hope you'll reflect on some great times here, as we all continue to shape our future together.

Dave Crump

Giles Stanford

Jeff Burke

Useful Information

Locations

Hotel	The Stratford Hotel +44 203 961 3333	Olympic Park 20 International Way London
Conference venue	"The Forge" located on first Floor Use Entrance "Turnstile B", located near Bridge 3	London Stadium Queen Elizabeth Park E20 2ST
Welcome reception	The Mezzanine	The Stratford Hotel
Dinner for speakers	Restaurant E20 at The Stratford Hotel	Hotel Ground Floor
Catering area	Adjacent to the conference venue at "The Forge"	First Floor Stadium
Official dinner	Restaurant The Cow +44 20 8291 8644	Westfield 4, Chestnut Plaza, Montfichet Rd, London
Accreditations	Sunday, 14:00-18:00 Welcome desk Sunday, 19:00-20:30 Welcome Reception Monday / Tuesday at the Conference Venue	The Stratford Hotel The Mezzanine The Forge, Stadium

Miscellaneous

Dresscode	Business casual or smart casual	Throughout the event
Guided Tour	Please note this is a walking tour of 1.5 to 2 hrs in the park and the venues. We kindly ask you to dress appropriately with comfortable walking shoes.	
WiFi	For the hotel as per instructions (check-in/ room) For the conference venue: DNGuest/D3lw4r3!	
Local transports	All locations are in walking distance from the hotel	
Taxi Drop off	Please ask your driver to drop you off at London Stadium Bridge 3, opposite The Bobby Moore Academy on Loop Road/Siding Street E15 2DZ. Follow the signage to Turnstile B.	
Individual meetings	During the conference, individual meeting in the lobby and catering area will not be possible. We kindly ask you to go to West Ham United Coffee Co. It can be found by exiting Entrance B and going left round the stadium island.	

Contacts

Organisation	Antoinette Koerts	+31 683 59 1777
Host	Sabera De Luca	+44 7909 119 267
AGES	Daniel Cordey	+41 79 407 0606

Program and Agenda

Sunday, March 17, 2024

Optional, upon
registration

15:00 Meet in the lobby for the guided tour The Stratford Hotel

15:00-17:00 Guided tour on the Queen Elizabeth Olympic Park.
The tour is by foot and will last approx. 1.5-2 hours Olympic Park

For all participants

13:00-18:00 Arrival and check-in at The Stratford Hotel The Stratford Hotel

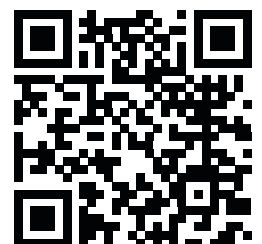
14:00-18:00 Registration and handing over of welcome package
at AGES desk Reception Area
The Stratford Hotel

For all participants

19:00-20:30 **Welcome Reception**
with drinks and snacks Mezzanine Cocktail Bar
The Stratford Hotel

For speakers

20:00 Dinner for Speakers Restaurant E20



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EVENT INFORMATION

Program and Agenda

Monday, March 18, 2024

AGES Conference for Members, Associate Members, Partners and invited Guests

Individual transfer 20 min walk from the Hotel to the Conference Venue "The Forge" in the London Olympic Stadium, located on the first floor using Entrance/Turnstile B, located near Bridge 3

08:30	Morning coffee, registration and handing over of welcome package at AGES desk located	The Forge
09:00	Opening Address and Welcoming Words Daniel Cordey, Chairman, AGES	The Forge
09:10	Ross Aitken Director Event Operations, World Rugby	
09:50	Don Lockerbie Venue Development Director ICC T20 Cricket World Cup 2024	
10:30	Morning break	Catering area
11:00	Michael Gietzen CEO, Identity	The Forge
11:40	Hilary Ash Vice President, Games Delivery & Infrastructure LA28 Olympic & Paralympic Games	
12:20	Lunch	Catering area
13:40	Ray Winkler CEO, Stufish Entertainment Architects	The Forge
14:20	Mike Papadimitriou CFO, FIA Formula E	
15:00	Afternoon break	Catering area
15:30	Shona McCarthy Chief Executive, Edinburgh Festival Fringe Society	
16:10	Richard Atkinson Director, Ryder Cup Europe, European Tour Group	
16:50	Group photo	
17:00	Closing of Conference	
	Individual transfer to the Stratford hotel or to the restaurant "The Cow"	
18:30	Meet for drinks, followed by the official dinner	The Cow Restaurant

Tuesday, March 19, 2024

For Members, Associate Members, Partners and invited Guests, afternoon Members only

Individual transfer 20 min walk from the Hotel to the Conference Venue "The Forge" in the London Olympic Stadium, located on the first floor using Entrance/Turnstile B, located near Bridge 3

08:30	Morning coffee	The Forge
09:00	Opening Daniel Cordey, Chairman, AGES	The Forge
09:05	Fireside chat with Lord Sebastian Coe Non-Executive Chairman, CSM Sport & Entertainment, President, World Athletics moderated by Sarah Lewis Managing Director, Global Sports Leader GmbH	
09:45	Delivering successful mega-events Paul May, Chairman and Founder, Trivandi	
10:25	A note from the board Hans Verhoeven, Deputy Chairman	
10:30	Morning break	Catering area
11:00	Saudi Arabia's event strategy Patrick Raupach, Partner, Portas Consulting	The Forge
11:40	Speed Presentations by pre-selected member companies	
12:00	Implementing "AGES 2.0" Jean-Charles Durand, elected AGES Chairman	
12:30	Lunch	Catering area
13:45	Becoming the largest global specialty logistics provider Josh Gordon, Rock-it Global	The Forge
14:00	General Assembly Meeting Daniel Cordey, outgoing Chairman AGES	The Forge
14:45	Official Closing of Annual Event 2024	
Host, Board Member 15:00	Debrief Session	The Forge

Welcome Back to Queen Elizabeth Olympic Park



Home of the 2012 Summer Olympics and Paralympics

From Your Hosts



live

ESGLOBAL



CREATIVE
TECHNOLOGY

Keynote Speakers

AGES is pleased to introduce (in alphabetical order) the following industry experts and personalities as keynote speaker for the AGES Conference on Monday, March 18, 2024.



Ross Aitken

Director Event Operations
World Rugby

World Rugby is the international Federation for the sport of Rugby Union, and owns a number of key sporting properties including the Rugby World Cups, SVNS Series, WXV and SVNS Challenger Series. Ross will speak about the development and objectives of World Rugby Events and Media, as part of the strategic plan to grow and to capitalise more widely on the potential of the events World Rugby owns.

Ross has been involved with World Rugby and the men's Rugby World Cup for 10 years, starting with RWC 2015 in England before moving to Tokyo for RWC 2019 in Japan and then Paris for RWC 2023 in France.

Ross, in his current role as Director of Event Operations, is a core part of the team developing the delivery model for World Rugby Events and Media, planning and executing future Rugby World Cup tournaments and SVNS series events as part of a ten-year strategic plan for the sport. World Rugby Events and Media, as part of the strategic plan to grow and expand the game, has been established to provide a platform to drive effi-

ciencies in delivery costs, increase revenue generation and crucially to capitalise more widely on the potential of the events World Rugby owns in order to maximise those revenues.

Prior to joining World Rugby, Ross worked within sports development for Scottish Rugby before leading the delivery of the Rugby Sevens competition for the Glasgow 2014 Commonwealth Games Organising Committee.



Hilary Ash

Vice President, Games Delivery & Infrastructure
LA28 Olympic & Paralympic Games

In the summer of 2028, Los Angeles will welcome the world for an unparalleled Olympic and Paralympic Games experience as the best athletes from around the globe compete on the biggest stage in sports. LA28 will be a different kind of Games, progressing the movement forward, innovating for the future and establishing a new benchmark for global events.

Hilary Ash is a proven strategist who is instrumental to LA28's technical operations and Games delivery planning, specifically for the sport and venue masterplan and budget considerations.

In her current role, Hilary leads LA28's venue infrastructure planning and delivery. She oversees the development of the venue masterplan as well as venue design, costing and overlay.

She ensures integration with all sport and delivery partners, helping define the overall venue delivery strategy and leading strategic program management of venue infrastructure.

In prior roles at LA28, Hilary led strategic projects for the executive leadership team across long-term business planning efforts and supported operational integration.

Hilary joined the LA Games team in October 2015.

Keynote Speakers



Richard Atkinson

Director, Ryder Cup Europe
European Tour Group

Richard will have a closer look at the event infrastructure and technology used at his events, starting with a few observations at the 2023 Ryder Cup in Rome, to then speak about the challenges ahead and how his organisation is looking to secure a suitable host nation and venue for the future editions. He will conclude with his vision about what event infrastructure and technology shall offer, or look like at the Ryder Cup 2035.

In his position as Ryder Cup Director, Richard is responsible for the planning, delivery, and management of golf's leading team competition between Europe and the United States. He took on the role in 2022, overseeing the 2023 Ryder Cup in Rome, which was the most successful edition of the biennial contest to be played on European soil.

A senior sport business and event specialist with more than 20 years' experience, Richard has delivered major international sports events across Europe, the Middle East, and Asia. At the European Tour Group - which administers the DP World Tour, Challenge Tour, Legends Tour, G4D Tour and the Ryder Cup in Europe - he has held senior positions including Director of

Championship Management, with responsibility for overseeing a global portfolio of 22 DP World Tour tournaments. He was previously the Asian Tour's Director of Tour Development, a role that included establishing new events and promoting the growth of golf across the region.

In 2010, Richard took a break from golf to contribute to the success of the London 2012 Olympics, where he played a key role in overseeing the design, delivery, and management of events at the ExCel venue.



Shona McCarty

CEO
Edinburgh Festival Fringe Society

For three weeks in August, the city of Edinburgh welcomes an explosion of creative energy from around the globe. Artists and performers take to hundreds of stages all over the city, presenting shows for every taste with venues from existing theatres and concert halls to repurposed spaces like bars, parks, buses and shipping containers. Shona will provide an insight and talk about the particularities of this unique festival.

Shona joined Edinburgh Fringe as the Chief Executive 8 years ago. She has championed the festival as the world's leading performing arts festival and expo, founded on the principles of open access and freedom of expression.

From 2011-2014 she was Chief Executive of the Culture Company, leading on Derry - Londonderry's transformational year as UK City of Culture. Prior to that she was Director of the British Council Northern Ireland. She headed up Imagine Belfast to deliver Belfast's bid to be European Capital of Culture.

Shona also spent many years as Chief Executive of Cinemagic Film Festival for young people, Belfast; and the Foyle Film Festival, Derry; and was Head of Exhibition at the Northern Ireland Film Council.

Shona has over 30 years' experience working in senior leadership positions and was awarded a prestigious Eisenhower Fellowship for Innovation in 2014, making her part of a global network of leaders and influencers, and a NESTA cultural leadership award which took her to work with the Seagull Foundation for the Arts in Calcutta India in 2007.



Michael Gietzen

CEO
Identity

Michael will share his vision working on future events with transparency, collaboration and value-based partnerships to exceed client expectations and leave a lasting impact on the events landscape. With the post-Covid shift leading to higher client expectations towards authenticity and transparency, agencies will need to move from transactional to value-based partnerships, driving innovation, building trust, and sharing values with suppliers.

Michael is the founder and CEO of global live events agency, Identity. He is listed as one of The Times LDC 'Top 50 Most Ambitious Leaders'; a C&IT A-Lister; recipient of The Queen's Award for Enterprise in International Trade and has been recognised by Forbes as an entrepreneur of note.

Under his stewardship, Identity has developed into a multi-award-winning and highly creative events agency. A chartered accountant by profession, Michael has taken on well-established agency rivals with his completely new approach to events, while blazing a trail for increased sustainability in the planning and delivery of complex large events.

He leads a growing team of 200+ people working for world-wide governments, organisations and global brands. Michael is particularly proud of the production of two remarkable years of London's New Year's Eve fireworks and celebrations and Identity's instrumental role in delivering the Coronation of King Charles III. More recently Michael curated Identity's international expansion into the UAE, to being awarded the role as principal delivery partner in the execution of COP28 –one of the world's largest conferences with over 83,000 people attending in person! Michael's unwavering commitment to excellence in managing events of such magnitude showcases his exceptional leadership and proficiency.



Don Lockerbie

The Parker Company / Managing Director (Sports & Events)
ICC T20 Cricket World Cup 2024 / Venue Development Director

The ICC is committed to funding and building the event infrastructure in Nassau County, NY in order to bring the world's 3rd most watched sporting event to the largest city in the US. Don's presentation will focus on the modular cricket stadium to host the world cup. He will also take us all on the 12,500-mile journey of the drop-in cricket pitch program for NY that started in Adelaide (AUS) and will be transferred and installed in New York in May 2024.

Don has over 40 years professional experience in the world of big stadium and mega-sporting events projects. Lockerbie was co-venue director for the FIFA World Cup USA 1994 starting in 1989 and now can claim work on 6x Olympic Games, 5x FIFA World Cups and 3x Cricket World Cups along with over 400 sports venues and events projects around the world.

A particular specialty has been developing modular stadium projects and his work for David Beckham and Inter Miami CF as project director has reached more awareness with Lionel Messi now selling out the stadium after joining the MLS franchise. Lockerbie was able to direct the design/build project in only 11

months with a 20,000-seat stadium, a 5400m2 training center and 8x playing fields. Based on that success and many others, the ICC approached Don in December 2022 to manage the three T20 World Cup venues in the USA.

Many may remember that Lockerbie was formerly the ICC World Cup 2007 COO & Venue Development Director in the West Indies from 2002-2008 and oversaw the design and build of 14 cricket stadiums in 10x Caribbean nations.

Keynote Speakers



Mike Papadimitriou

CFO
FIA Formula E

Formula E is in its tenth season – a marquee season that, pre-COVID, would have signified its move from start-up to grown-up series. However, the post-COVID environment of high inflation, tighter sustainability standards and an emphasis on product improvement, means that FE is constantly looking to progress the way it engages with suppliers – thinking like a start-up again.

Mike joined Formula E in August 2015 from incoming investor Discovery Communications. As CFO, his remit covers Finance, Strategy and Procurement.

During his eight years at Discovery, he worked in the Strategy and M&A team before moving into Finance as CFO for the Nordics, UK, Benelux and CEEMEA regions.

Prior to Discovery, Mike spent five years at a boutique strategy consulting firm, Spectrum Strategy Consultants. He was part of both the Media team and Private Equity advisory practice.



Ray Winkler

CEO
STUFISH Entertainment Architects

Ray will be introducing Stufish Entertainment Architects, and discussing the design process with particular emphasis on: The analogue and the digital world, the oscillation between hand sketches and VR experiences, model making and prototyping elements, understanding the audience requirements for show delivery, and interest in the future of projects technology.

Ray has devoted more than 25 years to designing touring shows, theatrical projects and one-off productions. He has worked with some of the biggest names in entertainment, such as Adele, U2, Beyoncé, The Rolling Stones, and Cirque du Soleil. His latest completed building project is the award-winning ABBA Arena, a 3000 capacity theatre housing the revolutionary ABBA Voyage show which opened in 2022.

Ray's portfolio includes the recently opened Las Vegas Residency, 'Weekends with Adele' at The Colosseum, Black Pink at Coachella, Rosalia 'MOTOMAMI' Tour, Global Citizen 2021-23 and Elton John Farewell Yellow Brick Road tour. Some past tours include, Take That Greatest Hits, Beyoncé & JayZ OTRII,

One Direction 2014 world tour, Dragon Quest Live, Andy Lau's world tour, The Rolling Stones No Filter Tour and SIXTY Tour. He has also worked extensively in Japan for great artist such as; Mr Children, Ai, Yumi Matsutoya, Bz, Universal Studios Japan, Himuro and Arashi. Events include, London 2012 Handover at the Beijing 2008 Olympics Closing Ceremony, as well as live TV shows for MTV, VH1 and other TV channels in the USA and the UK.

In January 2023, Ray was appointed William Henry Bishop Visiting Professor at Yale School of Architecture leading the 'Advanced Design Studio: The Future of Entertainment'.

The Association of Global Events Suppliers is pleased to introduce the following personalities to initiate inspirational talks on important topics on Tuesday, March 19, 2024.

An Olympic Journey on and off the Track

AGES is privileged to present Lord Sebastian Coe, a legendary figure in the world of athletics and current President of its governing body World Athletics.

The interview will be moderated by Sarah Lewis in the Olympic Stadium, the location where Seb Coe dedicated many years of his life orchestrating the widely acclaimed London 2012 Olympic Games as President of the Organising Committee. Seb Coe will provide an insight into his illustrious career and share his views on the importance of temporary infrastructure for major events, including as part of his current role as President of World Athletics. Its versatility, cost-effectiveness, sustainability, and evolution through technological advancements underline temporary infrastructure as a cornerstone in the successful execution of major events worldwide. It promises to be an engaging conversation on the past, present, and future of major sports event with a true industry visionary.

Sarah Lewis

Managing Director
Sarah Lewis Global Sports Leader GmbH

Sarah Lewis, OBE OLY is a highly respected international sports leader with an extensive network across the Olympic Movement and sports industry.



Sarah served as Secretary General of the largest international winter sports federation, FIS (skiing and snowboarding) from 1998-2020. She has significant experience of delivering major events, leading the Coordination Groups for 24 editions of the Alpine and Nordic World Ski Championships. Subsequently she established Sarah Lewis Global Sports Leader GmbH in 2022 providing services to sport, business, and society.

Additional roles and appointments have included: Secretary General of the Association of International Olympic Winter Sports Federation, a member of the IOC Programme Commission and Coordination Commissions for the Olympic Winter Games and Youth Olympic Games (2026, 2022, 2020, 2018) and served on the Steering Committee of the SportAccord International Federation Convention (2002-2020).

Lord Seb Coe

Non-Executive Chairman, CSM Sport & Entertainment and President, World Athletics

As an athlete Seb Coe won Olympic gold medals in the 1500 metres in 1980 and 1984 and set 12 middle-distance world records. He went on to become a Member of Parliament for Falmouth and Camborne and later chaired the London Organising Committee of the Olympic and Paralympic Games (LOCOG) delivering the Games in 2012.



Coe retired from athletics in 1990 and two years later was elected as Member of Parliament for Falmouth and Camborne, a seat he held until 1997, when he became Private Secretary to William Hague, the Leader of the Opposition. In 2000 he was appointed a life peer and took the title of Lord Coe of Ranmore.

He was the BBC's sports personality of the year in 1979 and in 1982 he was appointed a Member of the Order of the British Empire (MBE). Eight years later he was promoted to Officer of the same order (OBE). Following his appointment as a life peer, Coe was promoted to Knight Commander of the Order of the British Empire (KBE) for his services to sport and in the 2013 New Year's Honours List he was appointed to the Order of the Companions of Honour (CH).

In the Summer of 2020 Lord Coe was approved as an International Olympic Committee (IOC) member at its 136th IOC Session.

Moderated Talks

Delivering successful mega-events

How can we share knowledge and learnings to improve industry best-practice?

Media and public scrutiny are higher than ever on the hosting of major high-profile events, which shines a greater spotlight on their planning and delivery. Also, governing bodies and organizers of large events are looking for innovative planning procedures, smart procurement strategies or new delivery models to increase cost-efficiency and the sustainability performance of their events. It is becoming increasingly critical that the industry comes together to share knowledge and learnings in order to improve best-practice.

Trivandi's mission is to continually share the knowledge and learnings behind every project to help the industry to keep growing, evolving and improving, whilst protecting our beautiful planet.

Paul will discuss the challenges that he believes need to be addressed in the way that events are planned and delivered, and will share his thoughts on the improvements that can be made for more sustainable outcomes and economic benefits. He will share his key learnings and observations of delivering complex major event and venue projects with diverse entities and stakeholders around the world.



Paul May

Chairman and Founder, Trivandi

Paul is the Chairman and co-founder of Trivandi and has over 30 years' experience in the planning, delivery and operation of mega projects. For the majority of his career Paul has provided specialised advice on the delivery of major venues projects and mega events. Paul brings exceptional skill in project leadership and programme management.

Paul spent seven years as Head of Venue Development with the London 2012 Organising Committee for the Olympic Games and Paralympic Games (LOCOG) where he was able to apply his experience and knowledge to the strategic planning, design, delivery and maintenance of all Games' venues. He has since advised on many other major events projects including the Olympic and Paralympic Games for Rio 2016, Tokyo 2020 and Paris 2024, as well as the Qatar 2022 FIFA World Cup, the Lima 2019 Pan American Games, and the Glasgow 2014 and Birmingham 2022 Commonwealth Games.

Paul has also provided strategic development advice on many high-profile venue projects including Aston Villa FC Stadium, Twickenham Stadium in London, the Zayed Sports City Stadium in Abu Dhabi, various developments for the Eden Project, and London's iconic Olympia Exhibition Centre.

Saudi Arabia is calling our industry

How events support social and economic reforms

In recent years, under the leadership of Crown Prince Mohammed bin Salman, Saudi Arabia has embarked on a phase of profound and far-reaching change with a series of Saudi Arabia Projects - the ambitious Saudi Vision 2030 plan.

This initiative includes a series of social and economic reforms aimed at modernising and diversifying Saudi Arabia's economy and reducing its dependence on oil. Saudi Vision 2030 will create a ripple effect that will be felt around the world, particularly in the events industry.

Patrick will offer insightful perspectives on the dynamic Saudi Sport Sector, with a special focus on its ever-expanding event pipeline. Delving into the sector's alignment with the Kingdom's national agenda, he will spotlight key achievements and reveal forthcoming initiatives. Patrick's presentation promises to deliver valuable insights into the opportunities and future trajectory of the Saudi Sport Sector.



Patrick Raupach

Portas Consulting
Partner, KSA Office Lead

Patrick, a partner at Portas Consulting, a globally leading firm in sports strategy, brings over a decade of experience to his role leading the firm's Saudi office in Riyadh. With a focus on sports sector strategy, he has notably led engagements such as the Federations Transformation Program for the Saudi Olympic & Paralympic Committee, the city sports strategy for the Riyadh Royal Commission. His influence extends to decision support for the Minister and Vice Minister's office at the Saudi Ministry of Sports, making him a key player in shaping the sports landscape in the Kingdom.

His global perspective is evident in his previous role as Portas' global head of Public Sector and working on projects such as market entry strategies for European football leagues in the MENA region and his involvement in revising the competition calendar for World Rugby. Beyond his professional achievements, Patrick serves as a board advisor for the Saudi Rugby Federation, including heading the competitions committee. Prior to Portas, he spent time at KPMG's Global Strategy Group and the German government-owned Gesellschaft fuer Internationale Zusammenarbeit (GIZ).

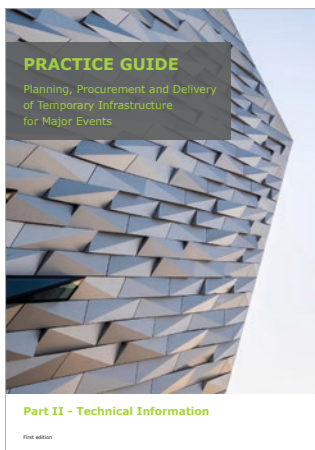
AGES Web Shop

The below publications can be ordered in a print or digital version from the AGES web shop www.ages.international/shop. The visitors of the web shop will also find a preview introducing the content of the publications, as well as other useful templates. Members and associate members are granted substantial discounts on the indicated prices.

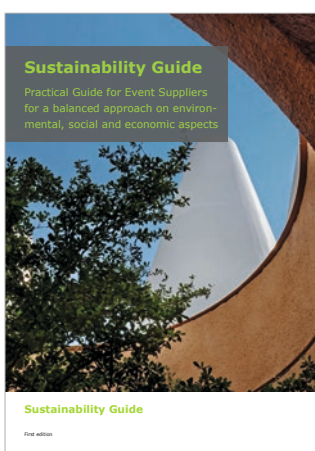


Practice Guide for Planning, Procurement and Delivery of Temporary Infrastructure for Major Events

Part I General Information is divided into the main sections Planning, Procurement and Delivery. This 200-page document provides a narrative explaining the activities and procedures in chronological order, to facilitate a general understanding about temporary infrastructure works for large events. The writers describe and illustrate the relevant strategies, principles, methods, procedures and other information to guide the reader step by step through the delivery process; i.e. from Planning, through Procurement to Delivery of the event overlay works. The second edition of Part I was published by AGES in 2022.



Part II Technical Information includes the main sections, Products, Services and Regulatory Framework. This 300-page volume provides lots of technical information and references on the main works categories and illustrates the diverse applications and possible usages. The section Services focuses on the scope of services to deliver the works and outlines the various client engagement options. Last but not least, Part II explains the importance of a suitable regulatory framework including a few case studies. The technical information supplements and completes the information and descriptions of Part I. The first edition of Part II was published by AGES in 2022.



Sustainability Guide

At first, the Guide on Sustainability provides an overview of the relevant normative documents and put them in a context for the reader to understand their importance. Then, the reader will learn how to get started and come up with a vision for his business. This is followed by a chapter helping the user to develop and implement a suitable strategy with an action plan. Finally, the Guide provide an insight into the reporting and recommendation about how to communicate internally and with the market place.

With recommendations, checklists and practical advice, this comprehensive guide becomes an important tool for event suppliers aiming to improve their sustainability performance.

Association of Global Event Suppliers
Kochergasse 6
CH-3011 Bern
Switzerland
info@ages.international

ages.international

We are AGES

Members



Associate Members

- Alchemy
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- Arcadis
- Calculus
- Citec
- Druid
- Egis
- Eventelec
- Gerflor
- GET Systems
- GIG Catering
- Gracenote
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- ME Engineers
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- Ryano
- Satellite
- SEL Logistics
- Sheridan
- Showforce
- Showpower
- SoldOut
- SOS Global
- Trivandi
- We Lodge
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Partner

