



Danish Institute for Sports Studies

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ANALYSEINSTITUT**

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**Sport arenas  
Conference and seminar  
Copenhagen, 26 -27 November 2007**

### Information in English

- Seminar for arena operators and builders
- Conference focusing on the arena 'fever' in Denmark
- Exhibition, featuring award winning arena projects from IAKS, HOK Sport and Scandinavia

Copenhagen, 26 - 27 November 2007.

### 26 November: EVMI-seminar for arena operators

European Venue Management Institute ([www.evmi.org](http://www.evmi.org)) and Danish Institute for Sports Studies ([www.idan.dk](http://www.idan.dk)) invites arena owners and operators, architects, representatives of local planning and leisure departments, and representatives of professional sport clubs to a one day course focusing on the planning, operation and marketing of major sports venues.

Get close to some of the most experienced people from the international arena business.

**Venue:** Royal Danish Academy of Fine Arts, School of Architecture, Danneskiold-Samsøes Allé (Holmen), Copenhagen, 'The Red House', building Q.

**Time:** 26 November, 9.30-17.00

**Price:** DKK 2800 incl. course material and meals. Non-Danish participants in the EVMI-course can participate for free in the conference on 27 November.

**Registration:** Send your contact details to: [henrik.brandt@idan.dk](mailto:henrik.brandt@idan.dk)

**Further details:** Henrik Brandt, director of Danish Institute for Sport Studies (Idan), +45 3266 10 30. [www.idan.dk](http://www.idan.dk)

The number of participants is limited to 22.

### Lecturers:

- Hannu Helkiö, Director, Sport & Entertainment, Evata Finland. Planning, building, design, real estate issues.
- Uwe Frommhold, CEO, Color Line Arena (Hamburg), Germany. Commissioning/Operating a big arena.
- Representative of major international entertainment company. Promoting/Content

The course is moderated by Ian Nuttall, Stadia and Auditoria Magazine. An award-winning publisher and event organizer, Ian Nuttall established Stadia magazine in 1999 and launched its sister publication Auditoria, for the entertainment venue sector in 2001. In addition, Ian

Nuttall has established and developed niche industry events including Stadia's annual Stadium Revenue Summit. In 2006, he sold the publications and events portfolio to UKIP Media & Events. Now based in Italy, Ian Nuttall stays on as Founder/Director providing strategic and editorial guidance on the publications and events, while extending his own range of consulting and media services to the venue sector.

## 27 November: Conference 'Sportens nye arenaer – feber eller forretning?'

(The new arenas of sports – fever or business?)

Centre for Sport and Architecture ([www.ciacph.dk](http://www.ciacph.dk)), Danish Foundation for Sport and Culture Facilities ([www.loa-fonden.dk](http://www.loa-fonden.dk)), Sport Event Danmark ([www.ifdk.dk](http://www.ifdk.dk)), and Danish Institute for Sport Studies ([www.idan.dk](http://www.idan.dk)) invite politicians, sports administrators, local authorities, architects and urban planners, sport clubs and media to a one day conference focusing on the huge amount of new arenas and stadia for top sport and culture that is being built and planned in Denmark and Scandinavia.

*Are the projects viable? How can the new commercial arenas be combined with the Scandinavian tradition for voluntary, non-profit sport? How should the arenas be designed to fulfill the needs of amateur sports, top sport, culture and entertainment? What are the financial and sport political implications for local municipalities investing in major sport facilities? What are the experiences with the after use of the Olympic facilities in Sydney and Athens?*

The conference is conducted in Danish but **English interpretation is available** for foreign delegates.

**Venue:** Royal Danish Academy of Fine Arts, School of Architecture, Danneskiold-Samsøes Allé (Holmen), Copenhagen, Auditoria, building J.

**Time:** 27 November, 9.30-16.30

**Price:** DKK 895 incl. course material and meals. Non-Danish participants in the EVMI-course on the 26 November **can participate for free** in the conference on 27 November.

**Networking dinner:** A three course networking dinner will take place after the conference, 18.00-22.00, in the neighboring Opera house of the Royal Danish Theatre. Participants in the dinner will get a 25 min. lecture about one of the newest and most impressive opera houses in Europe. Participation fee in the networking dinner is DKK 595, 00. Separate registration for this event is necessary.

**Registration:** Send your contact details to: [henrik.brandt@idan.dk](mailto:henrik.brandt@idan.dk)

**Further details:** Henrik Brandt, director of Danish Institute for Sport Studies (Idan), +45 3266 10 30. [www.idan.dk](http://www.idan.dk)

The number of participants in the conference is limited to 160. 130 delegates have booked a place already.

### **Speakers:**

- Major Hans Toft, chairman of the new Danish Committee for Elite sport facilities.

- Lars Lundov, CEO, Sport Event Denmark
- Ulrik Almlund and Søren Bang, Analysts, Danish Institute for Sports Studies, presenting new studies on the after use of Olympic venues in Sydney and Athens and a fresh overview of the enormous amount of arena and stadia projects for top sport in Denmark.
- Ulrik Boss, CEO, Event force, the operators of the national Danish cycling arena, Ballerup Super Arena, combining, cycling, sport for all, culture, and commercial activities in the same venue.
- Claus Pedersen, CEO, Arena Nord, Frederikshavn, director of the new arena in a former industry and port city in Northern Denmark that tries to transform itself into a Scandinavian hub of the ‘experience economy’ through investment in major sports and leisure facilities.
- Christian Duus, CEO, DGI Huse og Haller. DGI, the major sport for all organization in Denmark is currently specializing in building and operating innovative venues for sport for all, leisure and health as an alternative to the ‘arena fever’, which is currently sweeping through Danish cities.
- Annette Walther, senior advisor and project manager, Cowi, is advising Danish cities in setting up public-private partnerships, a new model to finance major sports venues.
- Ian Nuttall, co-founder European Venue Management Institute on current trends in the arena industry in Europe
- Nicholas Reynolds, architect, HOK Sport, on arena design, providing the ultimate fan experience and details of the O2 Arena in London as a case study.
- Dan Hammer, commercial director, Parken Sport & Entertainment (FC Copenhagen). Parken is probably the most successful sport and entertainment company in the international football industry with a business model that stretches far beyond football. Dan Hammer unveils new arena plans for the national stadium of Denmark.

## 26 and 27 November: Exhibition: ‘Feber – sportens nye arenaer’ (Fever – the new arenas of sports)

Simultaneously with the seminar and the conference, Centre for Sport and Architecture ([www.ciacph](http://www.ciacph)) is organizing an exhibition with detailed models, posters and sketches of major arena projects in Denmark and Southern Sweden. The exhibition will also feature some award winning IAKS and HOK Sport projects. The conference on the 27 November finishes with a reception in the exhibition hall of the School of Architecture (16.30-18.00).