

Event Concept Development

Getting more events to your venue is a challenge for nearly all stadium managers. The number of artists that attract a sell-out stadium is limited, therefore getting your stadium occupied asks for an active approach.

Our proven and non-proven event concepts could be turned into successful events in close cooperation with local partners and promoters.

Our database with event concepts provides useful and updated information regarding:

- Event specifications
- Production and technical aspects
- Revenues
 - Commercial rights (partnering, sponsorships, etc.)
 - Media rights (broadcast rights, promotions, etc.)
 - Ticketing
 - Catering
- Costs
 - Event branding & exposure
 - Content costs
 - Hall additions
 - Productions
 - Operations



References

Some concepts have been turned into profitable events in the Amsterdam Arena or elsewhere, others are still in the conceptual phase. Successful events hosted in the Amsterdam Arena for the first time are a yearly dance event called "Sensation" (since 2000, two editions per year for 35.000 visitors, currently staged in 10 countries) and an event consisting of Dutch singers performing in a sing-along-show called "Toppers" (since 2005, on average three shows per year for 50.000 visitors).

