

# Stadium Audit

Have you ever asked yourself:

Does my stadium comply with all the FIFA and/or UEFA regulations?

Is my stadium optimally operatable and functional?

How responsive and efficient is the organisation that runs my stadium?

Amsterdam Arena Advisory can perform an integral stadium operators audit in order to help a stadium comply with the international regulations, optimise operations and versatility of the stadium and analyse the efficiency and set up of the stadium management organisation.

## FIFA/UEFA regulations

We are specialists in analysing the logistics within the current design in relation to the FIFA/UEFA regulations. Based on the clients ambition level (World cup, European championship, Champions league, etc.) an analysis will be performed in order to meet the appropriate FIFA/UEFA regulations.

## Logistics

The adequacy of the premises is being investigated from the operators point of view. All logistic flows are defined in all possible operational modes. The stadium will be considered as a venue containing both a football event and a concert equal to a world tour of a leading artist. Based on our international experience we have gathered a broad range of operators demands and requirements in the field of event productions, safety & security, catering, etc.

## Technical aspects

The most important aspects will be analysed in a specially developed technical design audit. This audit serves to optimise aspects in the fields of general maintenance, roof maintenance, payment systems, access systems, and so on. We can furthermore provide our clients with most up to date Programmes of Requirements for each technical equipment.

## Stadium Management Organisation

We can perform an indepth business analysis of your stadium organisation to improve the success regarding general management, acquisition, event hosting, event preparation and eventmanagement.

Our analysis focuses on aspects such as organisational outline, in- and outsourcing, reporting and internal communications, tasks and responsibilities, etc.

