

2025  
**ANNUAL  
+  
EVENT**  
MILWAUKEE  
23-25 MARCH



Hosted by

**Arena**



++  
++

*AN EXCITING  
PLACE TO BE*

Welcome from Jean-Charles Durand  
4 - 5

Welcome from host  
6 - 7

Useful information  
8

Agenda  
9 - 11

Key speakers  
12 - 15

We are AGES  
19

# Welcome to Milwaukee

Jean-Charles Durand

Chairman AGES



Dear AGES Members, Associate members, guests.

Welcome to Milwaukee for the AGES Annual Event 2025! It's an honor to gather once again to celebrate our shared commitment to excellence in the event supply industry.

Since our last meeting in London, I have embraced the Legacy of Daniel Cordey as the new chair of AGES. It has been an amazing year, during which I have been fortunate to build on past achievements and receive the valuable input of our members, associate members and partners who are so invested in the Association.

In Porto and London, you received an overview of the AGES 2.0 initiatives. It is now time to see the results. Over the next couple of days, I will be introducing you to the teams who worked on the identity and the new portal.

AGES 2.0 is the first step of what I believe will be a bright future for the Association.

During our event, we will have the opportunity to work together to identify the next initiatives. Your opinion and vision will guide us in the direction we will take together in the coming years.

Again this year, we are privileged to welcome world-renowned industry professionals who will certainly challenge what we believe, energize

and inspire us with their vision and experiences in various facets of our industry.

The presentations will give us insights into the current major projects but also an understanding of what's coming next.

I would like to express my thanks to the board members for their patience and dedication, to Antoinette without who I would not have been able to achieve this year's event, to Marike and Orly for their support, and of course to our members, associate members and our partner Rock-it for their continued support for our initiatives.

Finally, a big thank you to our host Arena.

Paul, Jon, Tom, Jennie and the team behind the scenes have made an extraordinary effort to provide a fantastic platform for a memorable and rewarding event.

I wish you all an enjoyable gathering in this vibrant city of Milwaukee.

A handwritten signature in black ink, appearing to read "JCD".

Dear AGES Attendees,

Welcome to Milwaukee, home to Arena Group's North American headquarters and the vibrant city we are honored to host you in for the 2025 AGES Annual Event. It is a privilege to bring together industry leaders, innovators, and partners in a location that holds deep significance for our company.

As many of you know, Arena Group is a global leader in delivering temporary event infrastructure solutions. From world-class sporting events and large-scale festivals to corporate conferences and exhibitions, we specialize in designing and executing high-quality, sustainable, and innovative event environments. Much like the diverse expertise represented by our attendees, we thrive on collaboration, innovation, and delivering exceptional results.

Hosting this year's AGES event is a true honor, and we extend our sincere gratitude to our partners and supporters who have helped make this gathering possible. In an industry that continues to evolve - facing new challenges, emerging technologies, and an increased focus on sustainability - opportunities for knowledge-sharing and collaboration are more important than ever. This event provides a unique platform to exchange ideas, discuss trends, and shape the future of global event supply.

Milwaukee, with its rich history and thriving business environment, offers the perfect setting for these conversations. We encourage you to take advantage of this time, connect with peers, explore the city, and engage in the discussions that will define our industry's next chapter.

We are confident that the 2025 AGES Annual Event will be a valuable and inspiring experience. Thank you for joining us, we look forward to an exciting and productive few days together.

Welcome to Milwaukee!

Sincerely,



# 2025 ANNUAL EVENT

**Paul Berger**

CEO, Arena Group



## Useful Information

### Location

#### Hotel

The Pfister Hotel  
424 East Wisconsin Ave.  
Milwaukee, WI 53202

#### Conference Venue

All sessions to be held in the Hotel's Imperial Ballroom

#### Accreditations

Sunday, 18:45 - 19:15: Registration at Hall of Presidents Foyer  
Sunday, 19:15: At welcome reception  
Monday/Tuesday: Imperial West 7th Floor, The Pfister Hotel

#### Sunday Visit

The meeting point for the Harley Davidson Museum visit is in the lobby of the Hotel at 14:45pm

#### Welcome Reception:

The Rouge, Pfister Hotel

#### Speaker's Dinner:

The speaker's dinner takes place at: Harbor House, 550 N. Harbor Drive, Milwaukee 15min walk from the Hotel

#### Catering Area

Catering area is adjacent to the conference venue

#### Official Dinner

The official dinner on Monday evening is at Arena. Meeting point in the lobby of the hotel at 6:15pm

### Miscellaneous

#### Dress Code

Business casual or smart casual throughout the event

#### WiFi

For the hotel as per instructions at check-in or in the hotel room

#### Local Transport

Buses have been organised for the museum visit and the official Dinner

#### Individual Meetings

Please note that during the conference individual meetings are possible in one Breakout room adjacent to the Imperial Ballroom

### Contacts

#### Organisation

Antoinette Koerts  
+31 683 59 1777

#### Host

Jennie Pinilla  
+971 56 5083177 (WhatsApp)

#### AGES

Jean-Charles Durand  
+33 6 63330160 (WhatsApp)

## 2025 Agenda

### Sunday, March 23

#### 15:00-17:00

##### Guided Tour Harley-Davidson Museum

Optional, upon registration

Meet in the lobby of The Pfister Hotel at 14:45.

Transportation from and to the hotel will be provided.

The tour takes 2 hours approximately.

*Visit the world's only Harley-Davidson Museum to experience the rich history and culture of the iconic brand. Through engaging stories and interactive exhibits, guests can explore the legacy of camaraderie, self-expression, and love for the open road. Home to an unparalleled collection of Harley-Davidson motorcycles and memorabilia, the Harley-Davidson Museum spans two floors of exhibits and sits on a scenic 20-acre park-like campus.*

#### 15:00-18:00

##### Check-in

For all participants

Arrival and check-in at The Pfister Hotel. Check-in is possible from 15:00

#### 18:30

##### AGES 2.0 Reveal of the New Logo

For all participants  
Conference room: Hall of Presidents Room, The Pfister Hotel

#### 18:45-19:15

##### Accreditation

For all participants

Handing over of welcome package at AGES desk: Hall of Presidents Foyer

#### 19:00-20:30

##### Welcome Reception

For all participants

The Rouge Ballroom, The Pfister Hotel

Just off the lobby of the hotel (ground floor)

#### 20:00

##### Dinner

For speakers

Restaurant Harbor House

## Monday, March 24

**08:00**  
**Breakfast**  
Registration and handing over of welcome package at AGES desk located:  
Imperial West, 7th floor,  
The Pfister Hotel

**09:00**  
**Opening Address and Welcoming Words**  
Jean-Charles Durand, Chairman, AGES located:  
Imperial Ballroom, 7th floor,  
The Pfister Hotel

**09:10**  
**AGES 2.0 Initiatives**

**09:45**  
**Keynote NFL**  
Jon Barker, SVP and Global Head of Major Events and International Games

**10:30**  
**Morning Break**  
Catering area Imperial West

**11:00**  
**Keynote LIV Golf**  
Emily Hamel, SVP Global Event Experiences

**11:45**  
**Keynote FIFA**  
Kaj Heyral, Executive Director, Infrastructure & Technical Services

**12:30**  
**Lunch**  
Catering area Imperial West

**14:00**  
**Presentation AGES 2.0 Platform**

**14:30**  
**Keynote LA28**  
Abby von Mater, Senior Director of Venue Development

**15:15**  
**Afternoon Break**  
Catering area Imperial West

**15:45**  
**Keynote Quint F1**  
Keith Bruce, President F1 Experiences and President of Quintevents International

**16:30**  
**Group Photo**

**18:30**  
**Evening Program**  
Reception and official dinner at Arena Office. Transportation from and to the hotel will be provided

**23:00**  
**Finish**  
Back to the The Pfister Hotel  
Transportation to the hotel will be provided

## Tuesday, March 25

**08:00**  
**Breakfast**  
Imperial West

**09:00**  
**Opening Address and Welcoming Words**  
Jean-Charles Durand, Chairman, AGES

**09:10**  
**Keynote NASCAR & Green Sport Alliance**  
Riley Nelson, Head of Sustainability  
Roger McClendon, Executive Director

**10:00**  
**Keynote MEBQ Queensland**  
Lauren Penny, Chairperson Major Events Business Group Queensland, CEO Innerpulse

**10:40**  
**Morning Break**  
Catering area Imperial Ballroom

**+** *Please note: Check-out is by 11:00*

**10:40**  
**One to One Meetings**  
Breakout Rooms (Kings Row)

**11:10**  
**Workshops**  
AGES 2025 Projects  
Imperial Ballroom

**Engaging with the new Generations**  
Breakout Rooms (Kings Row)

**12:20**  
**Speed Presentations**  
Pre-selected member companies  
Imperial Ballroom

**12:50**  
**Closing Words**

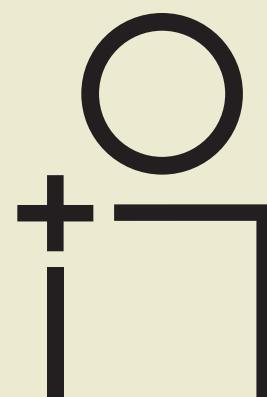
***The following is for members only***

**13:00**  
**Lunch**  
Catering area Imperial West

**14:00**  
**General Assembly Meeting**  
Imperial Ballroom

**15:00**  
**Official closing of Annual Event 2025**

**16:00**  
**Debrief Session**  
Host, Board Member



# Key Speakers



**Jon Barker**

SVP and Global Head of Major Events and International Games, NFL

Jon Barker joined the NFL in 2017 to oversee the production of major events like the Super Bowl, NFL Draft, and other league events, including the global expansion of International Games. Under his leadership, the NFL has expanded game production to Germany, Brazil, Spain, Ireland, and Australia, in addition to the UK and Mexico.

With extensive experience in events and entertainment, Mr. Barker previously led production for the U.S. Open Championship with the United States Golf Association and has worked in mass participation events, film, and television. Originally from Woodbridge, England, he emigrated to the U.S. and earned a BA from Penn State University. He now resides in New York City with his wife and two children.



**Keith Bruce**

President F1 Experiences and President of Quintevents International

Keith Bruce is President of Quint International, overseeing a global portfolio including Formula 1, MotoGP, ATP Tour, and the Australian Open. He launched Quint's international division in 2018, with offices in London, Bristol, Monaco, Dubai, and Doha. Quint is 100% owned by Liberty Media Corporation as of January 2024.

Bruce also leads F1 Experiences, a collaboration with Formula One Management offering exclusive access to F1 races.

Previously, Bruce was CEO & President of the Super Bowl 50 Host Committee (2013-2016) and President of Sports Mark Management Group (2005-2013). He has nearly 30 years of sports marketing and event management experience. Bruce lives in London with his family.



**Emily Hamel**

SVP Global Event Experiences, LIV Golf

Emily Hamel is the Senior Vice President of Global Event Experiences at LIV Golf.

With extensive experience in event planning and management, Emily has been a driving force behind the successful execution of numerous high-profile events. She joined LIV Golf in January 2022, bringing with her a wealth of knowledge from her previous roles with the New York Yankees, where she served as Vice President of Events and Brand Experiences.

Emily's expertise spans various aspects of event management, including marketing, communications, digital and social media, and commercial revenues.

Her strategic vision and innovative approach have been instrumental in creating immersive and engaging experiences for fans, players, and partners.



**Kaj Heyral**

Executive Director: Infrastructure & Technical Services, FIFA

Since joining in 2017, Kaj has played a key role in delivering infrastructure for major sporting events, including the 2018 and 2022 FIFA World Cups and preparations for the 2026 World Cup. As Executive Director of Infrastructure and Technical Services, he focuses on the readiness of the FIFA Club World Cup and the 2026 World Cup in North America.

Kaj's expertise spans planning, execution, and maintenance of stadiums and event structures, making him a key figure in sports infrastructure. He is also a co-author of the "FIFA Stadium Guidelines," offering recommendations for legacy stadiums.



**Riley Nelson**

Head of Sustainability, NASCAR

As NASCAR's Head of Sustainability, Riley Nelson created and leads the league's first comprehensive environmental strategy, overseeing 15 racetracks, seven offices, 1200+ employees, and 20+ events annually. In 2023, she spearheaded NASCAR's first sustainability goal: net zero emissions by 2035, and helped launch NASCAR IMPACT. She secured the first NASCAR IMPACT partnership with ABB, expanded recycling and composting at events, eliminated 300,000+ single-use plastic bottles annually, and manages renewable energy for 70+ MW of electricity. Nelson holds an MBA in Sustainable Innovation from the University of Vermont and a BA in Sport Management from the University of Michigan.



**Lauren Penny**

Chairperson Major Events Business Group Queensland, CEO Innerpulse

Laura Penny is Chairperson of MEBG-Q, leading a core group that provides strategic insights and recommendations to government and industry stakeholders for Brisbane 2032. MEBG-Q advocates for policies that support event service business growth, procurement readiness, and long-term industry innovation.

With over 22 years of experience, Laura has worked on major global events, including the FIFA World Cup Qatar 2022, London 2012 Olympics, and G20 Leaders' Summit Brisbane. She is also an Events Strategist, advising entrepreneurs on scaling business events. As Chairperson, Laura is committed to representing event businesses leading up to Brisbane 2032.



**Abby Van Mater**

Senior Director of Venue Development, LA28

Abby Van Mater joined LA28 in October of 2023 to lead the Venue Development team within Venue Infrastructure. Abby manages the architecture team for LA28 developing the venue designs and supporting master planning. She moved to LA after 15 years working outside of the US delivering Overlay and operations for major sporting events including three football World Cups, two Commonwealth Games and London 2012.



# We are AGES

## Members



## Associate Members

Alchemy  
ARENA e+v  
Arcadis  
Calculus  
Citec  
EFM Global  
Egis  
Eventelec  
Gerflor  
GET Systems  
Global Infusion Group  
Gracenote  
Identity Global  
Incast  
ME Engineers  
Populous  
Ryano  
Satellite

Sheridan  
Showforce  
Showpower  
SoldOut  
SOS Global  
Trivandi  
We Lodge

## Partner

**ROCK-IT GLOBAL**  
EST. 1978



ASSOCIATION  
OF GLOBAL  
EVENT  
SUPPLIERS

Kochergasse 6  
CH-3011 Bern  
Switzerland

info@ages.international  
[ages.international](http://ages.international)

