MESTAREIDEN LIIGASTA JA EM-KISOISTA OPPIA SEURAN TAPAHTUMIIN

SUOMEN PALLOLIITTO

1. MESTAREIDEN LIIGA

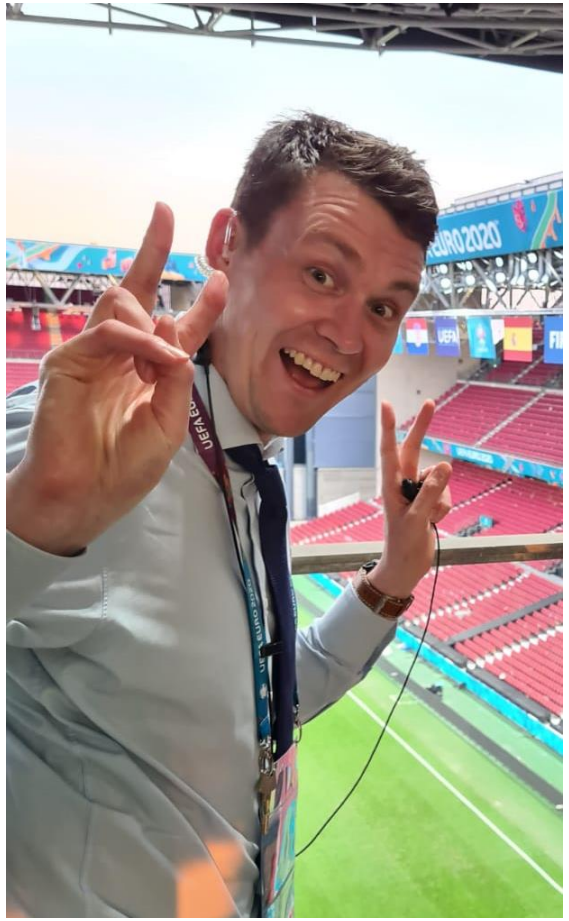
2. EURO 2020

3. SUPER CUP 2022

4. OPIT

Kalle Marttinen

- Tapahtumatoiminnon päällikkö (2010-)
- UEFA Super Cup 2022 LOS Project Leader (2021-)
- UEFA Venue Director (2012-)
- Varapuheenjohtaja, Tapahtumateollisuus ry (2020-)
- EURO2020 Venue Manager – Copenhagen (11.2019-7.2021)



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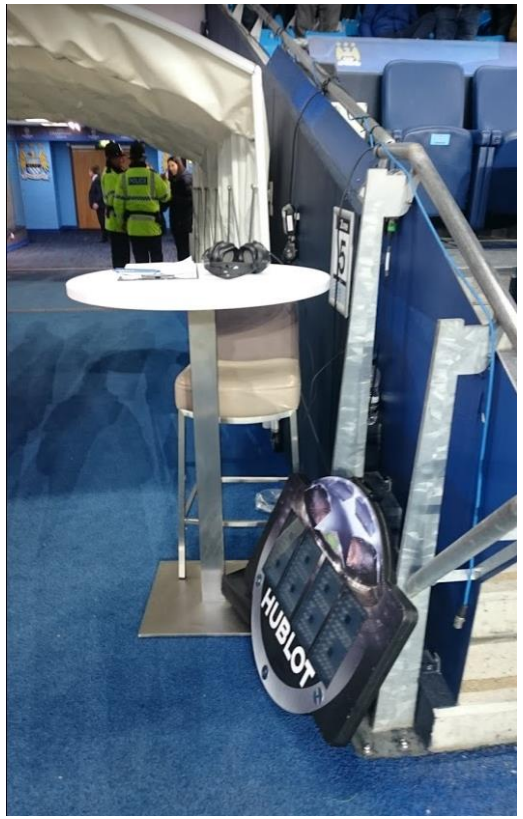
MESTAREIDEN LIIGA

SUOMEN PALLOLIITTO

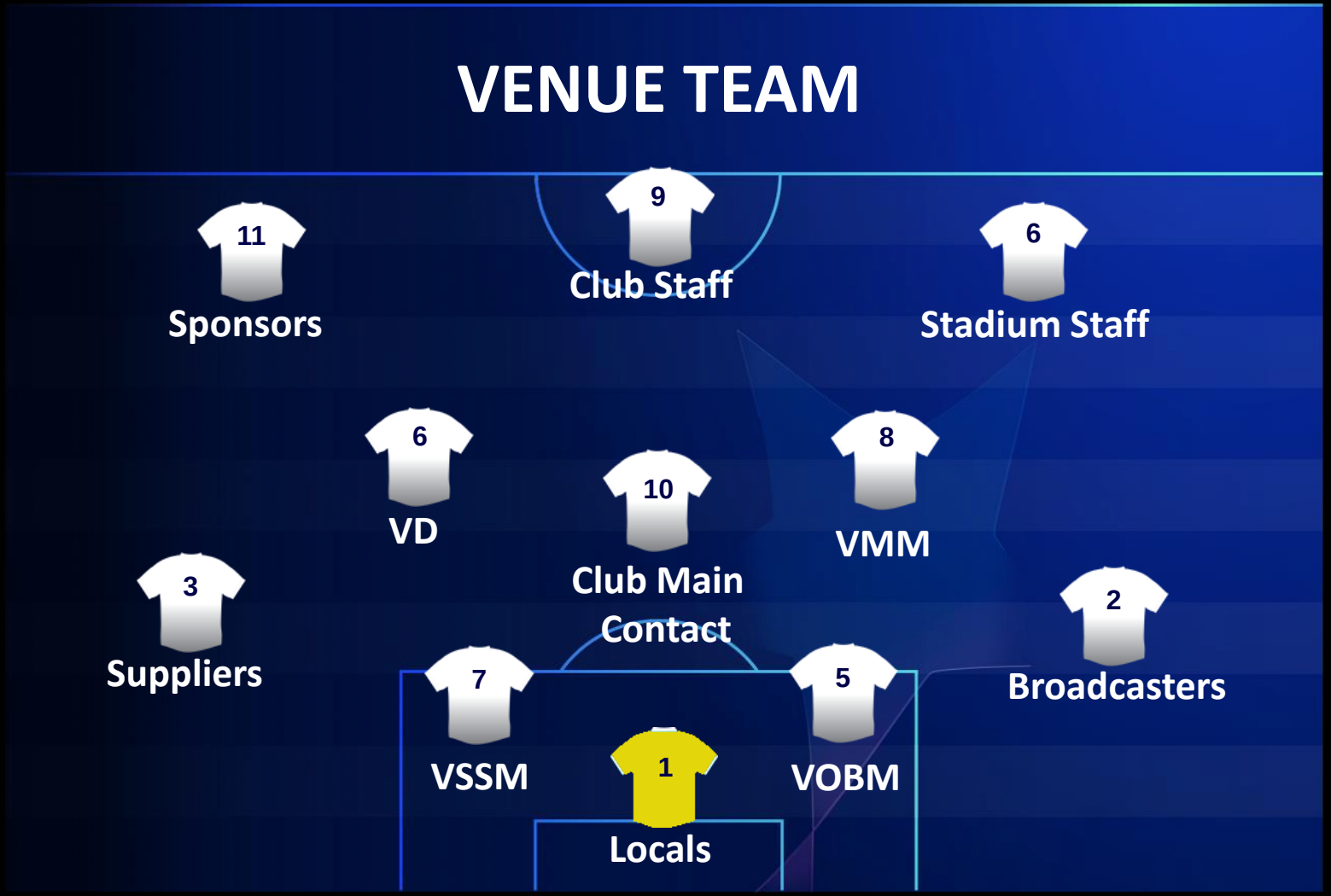
UEFA Venue Director

Venue Director

Responsible for the overall implementation of the competition on site and main contact person for the clubs, UEFA delegate and referees, with focus on competition, sporting matters and stadium infrastructure



“ONE TEAM APPROACH”



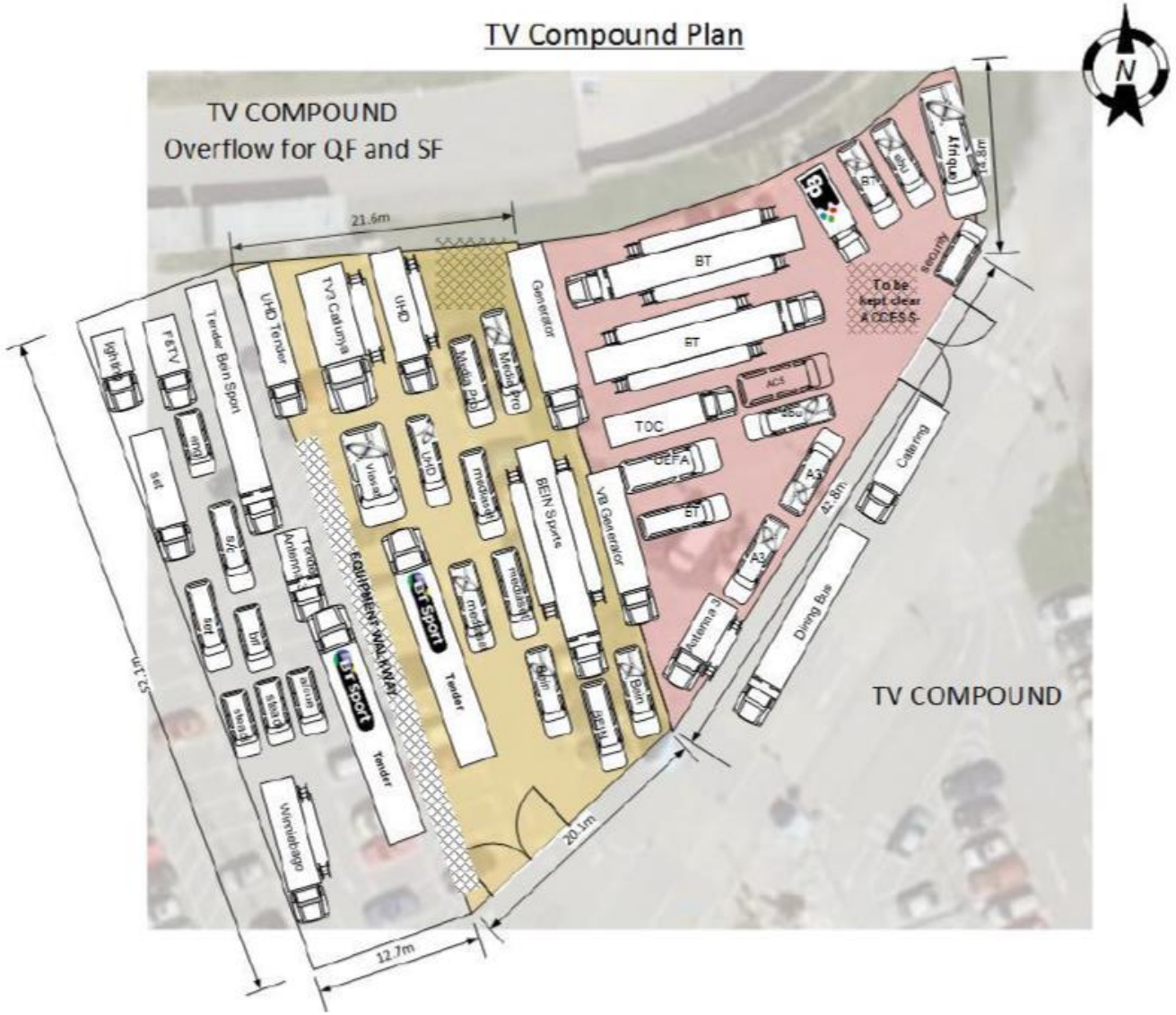
UEFA
CHAMPIONS LEAGUE
UEFA
EUROPA LEAGUE
UEFA
EUROPA CONFERENCE LEAGUE

UEFA Champions League 2015-16

MD11 Tuesday 26TH April: Manchester City FC vs. Real Madrid

UEFA CHAMPIONS LEAGUE

TV Compound Plan



HB
039

Ottelusiirto UCL 16-17 MD1
Man City - Mönchengladbach

UCL 16-17 MD1 Manchester City FC – VfL Borussia Mönchengladbach

Sääennuste otteluaamuna
- aurinkoista, sateen mahdollisuus noin 20%
- iltapäivällä ennuste ei edelleenkään ennusta sadetta illaksi

Klo 17.30 kova myrsky alkaa (ottelun alkamisaika klo 19.45)
- kenttä vetää veden aluksi hyvin
- pikku hiljaa vettä alkaa kertyä kentälle
- porttien edustat alkavat tulvia
- City peruu stadionin ulkopuolella tapahtuvan ohjelman

Klo 19.00 kentän tarkistus ja ensimmäinen turvakokous
- päätetään siirtää ottelun alkamista puolella tunnilla kentän takia

UCL 16-17 MD1 Manchester City FC – VfL Borussia Mönchengladbach

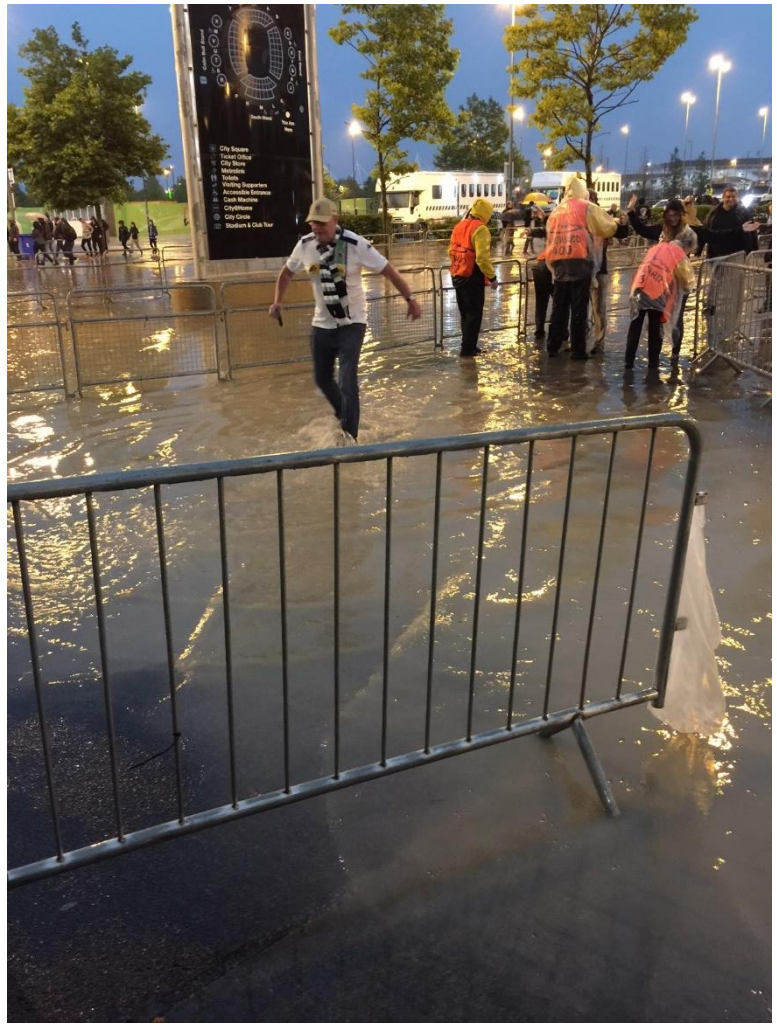
Salama iskee läheiseen sähkölaitokseen ja pysäyttää julkisen liikenteen (metrolink)

Vesi tulvii myös stadionin sisällä

Klo 19.05 vain 3 400 kannattajaa stadionilla (katsojaennuste 40 000)

Klo 19.20 seuraava turvakokous

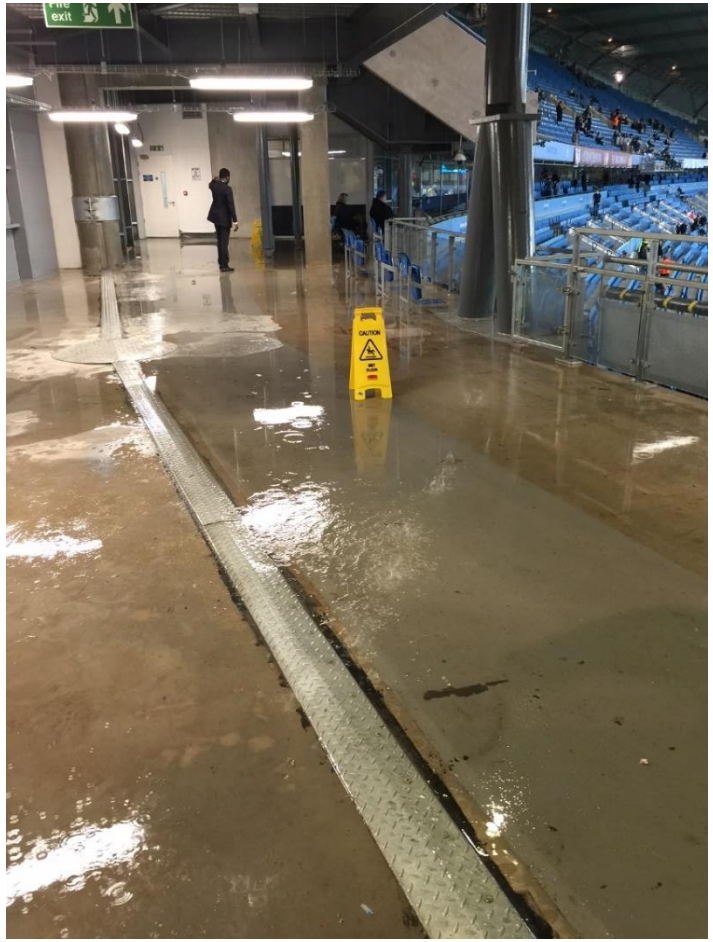
- Poliisi ja Cityn turvallisuusvastaava kertovat, että ottelu pitää perua, sillä katsojat eivät pääse stadionille ja ulkona on liian vaarallista, myrskyn päättymisestä ei varmuutta
- Klo 19.25 ottelu perutaan ja tehdään ensimmäinen kuulutus



UCL 16-17 MD1 Manchester City FC – VfL Borussia Mönchengladbach

Klo 19.45 Liaison group meeting

- päätetään pelata ottelu seuraavana päivänä – joukkueet erimielisiä kellonajasta
- sovitaan uusi kokous klo 21.00 (pidetään lopulta klo 21.30)
    - otteluhenkilökunnan rekrytointi seuraavaksi päiväksi
    - vierasjoukkueen järjestelyt (lennot, hotelli yms)
    - TV
    - vierasjoukkueen fanit
    - muut järjestelyt



UCL 16-17 MD1 Manchester City FC – VfL Borussia Mönchengladbach

Sade loppui noin klo 20.00

Kenttä oli pelikunnossa 20.30

- kenttämestarin mukaan, jos ottelu olisi pelattu kenttä olisi pitänyt kastella ottelun tauolla

UEFA EURO 2020 Tournament

A very special edition

Facts & Figures

60th
anniversary of the EURO tournament

5
billion LIVE TV viewers estimated

3
million tickets (inventory)

16th
edition of the best European sports event

31
days of competition (12/June to 12/July)

51
matches to be Played in 12 cities

Venue Manager

Role and mission

Key areas

Blue projects . UEFA

- Owned, prepared & financed by UEFA

Green projects . Joint implementation

- Owned, prepared & financed by UEFA
- Local implementation (fully or partly) delegated to LOS

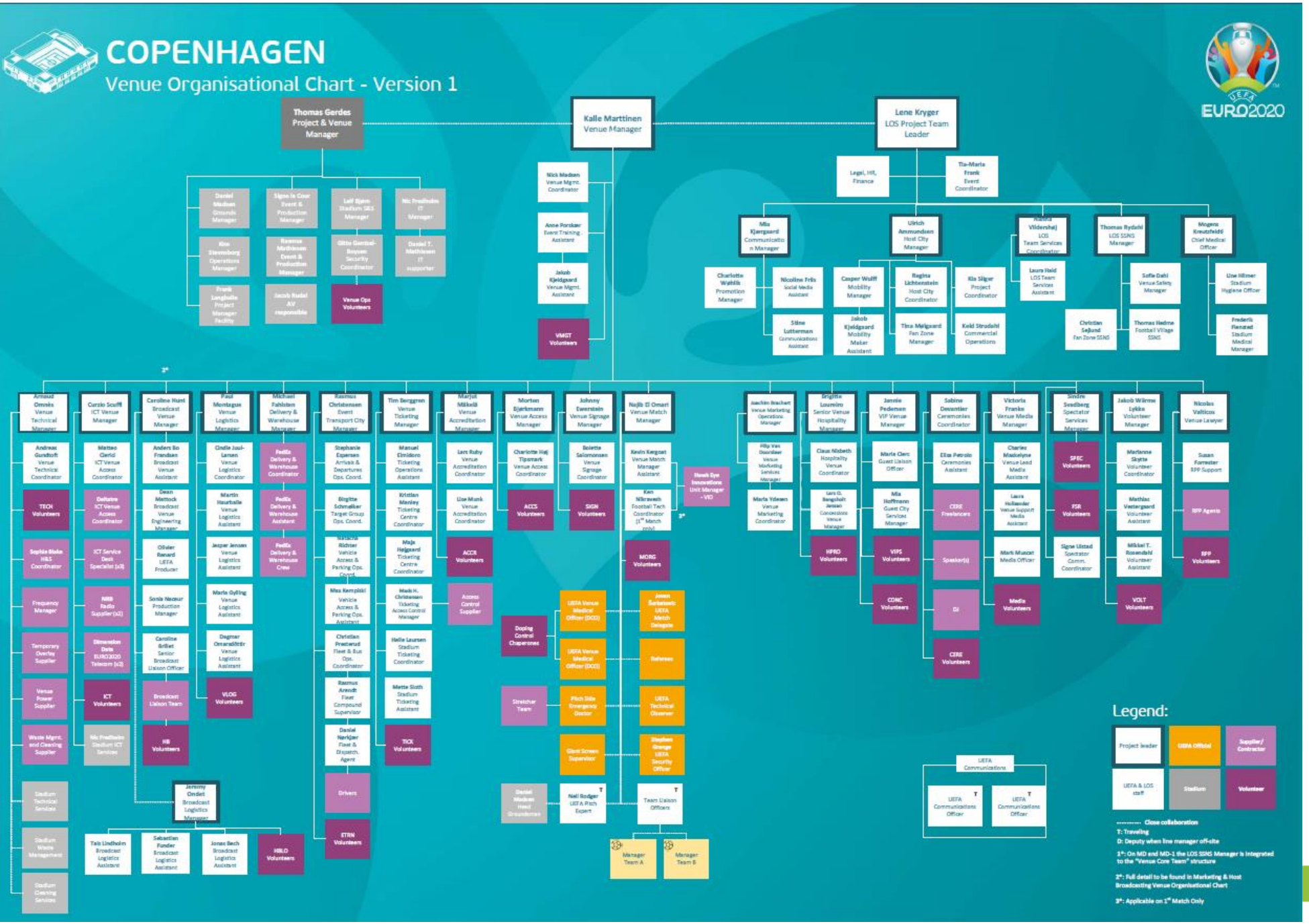
Yellow projects . Host Associations

- Owned by host association

Blue projects		
Accommodation	Anti-Doping	Brand Production
Central Services	Finance Controlling	Event Workforce
Hospitality Sales	ICT	Knowledge Mgmt.
Legal Affairs	Pre-Tournament Events	LOS Liaison Office
Maps & Plans	Brand Management	CRM
TV Production	Licensing	Media Rights
Match Organisation	Tournament Promotion	Media Relations
Market Research	Sponsorship Sales	Programme Mgmt.
Signage	Sustainability	Technical Serv. & Overlay
Refereeing	Venue Management	Editorial Digital Content
Event Promotion & Media Comm.	Public Viewing	Match Delegates
HR	Etc.	

Green projects	
Accreditation	Access Management
Ceremonies	Commercial Operations
Event Logistics	Event Transport
Event Training	HB Logistics
Hospitality Production	Media Services & Operations
Spectator Experience	Team Services & Training Grounds
Ticketing	Guest Management & Protocol
Venue Logistics	Volunteers

Yellow projects	
Fan Zones	Mobility
Local Event Promotion	Safety & Security (public)
Host Country Relations	Safety & Security (private)
Communications	



Staff

- 240 EURO 2020 staff in total
- 750 volunteers
- And stadium staff, suppliers, stewards, consession workers etc.

Nearly 2500 people working together on Match Day!

UE

The Venue Manager – Mission & Role

“to manage & lead”

Represent
Represents UEFA on-site towards the stadium operator (and owner), the LOS including Host Association, Host City and local Authorities.

Facilitate
Facilitates and ensures the flow of information between all relevant parties – internally and externally – according to the agreed scheme.

Supervise
Supervises, coordinates and facilitates the timely implementation of the EURO overlay in his Venue UEFA Venue Management, the internal operational projects, the stadium operator and the local authorities.

Form, lead & care
Forms and leads his Venue Team in order to provide best and state of the art services to teams, general public, media and last but not least to our guests – cares about the people in his venue.

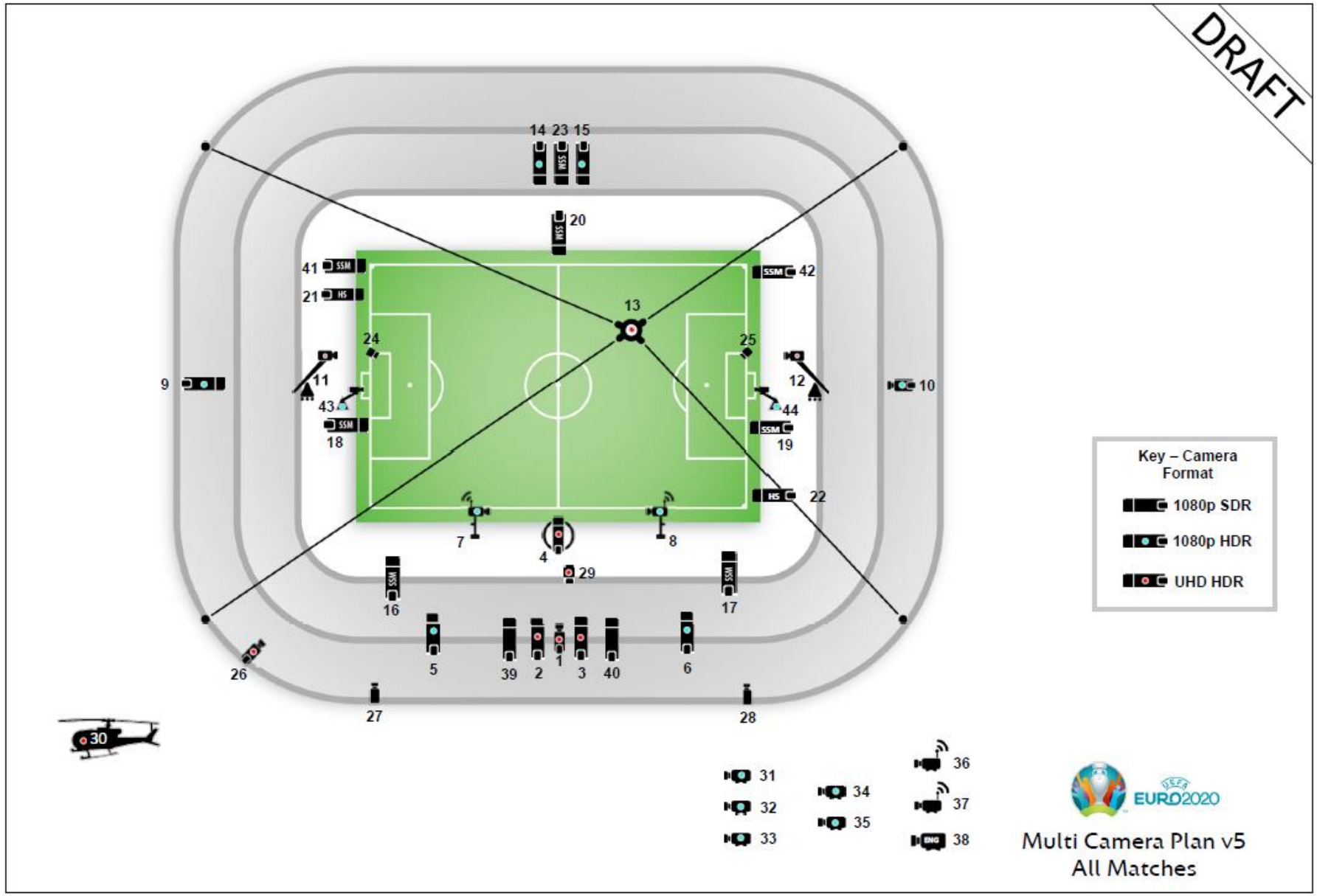
Operate
Operates his Venue with managers and staff assigned, the local stadium crew and the public forces according to Tournament requirements to deliver the matches in a safe and secure but festive environment.

Coordinate
Coordinates efficiently the dismantling of his venue and hands it back according to schedule and full satisfaction of the operator/owner and local authorities.

Objective: to bring all Projects in one !

Access Management *ACCS*	Accreditation *ACCR*	Brand Production *BPRO*	Central Services *CENS*	Ceremonies *CERE*	Commercial Operations *CMLO*
Communication *COMM*	Concessions *CONC*	Event Legal *LEVE*	Event Logistics *ELOG*	Event Training *EVTR*	Event Transport *ETRN*
Guest Management & Protocol *VIPS*	HB & Broadcast Logistics *HBLO*	Hospitality Production *HPRO*	Hospitality Sales *HSAL*	ICT *ICT*	Knowledge Management *KMGT*
LOS Liaison Office *LOSL*	Maps & Plans *MAPS*	Marketing *MKTG*	Marketing Host Broadcaster *MHB*	Match Organisation *MORG / PITCH*	Media Operations & Services *MOPS*
Mobility *MOBI*	Programme Management *PROG*	Safety, Security & Services *SSNS*	Signage *SIGN*	Spectators Services *SPEC*	Sustainability *SUST*
Team Services *TEAM*	Technical Services & Overlay *TECH*	Ticketing *TICK*	Volunteers *VOLT*	Venue Logistics *VLOG*	Venue Management *VMGT*

TV Production

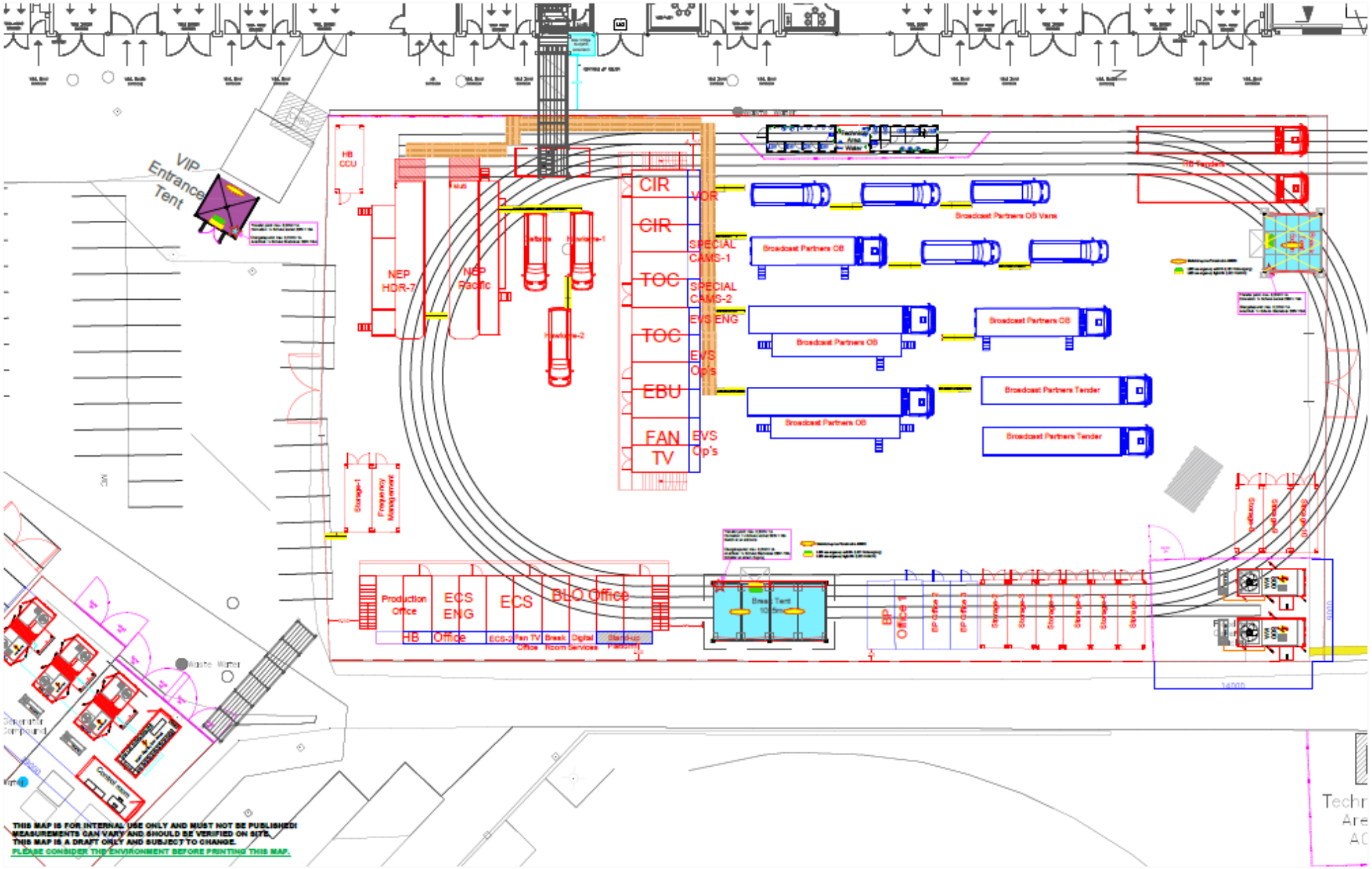


Match feed

- 42 cam production
- Unilateral production on top

Facilities

- 82 commentary positions (3 seats per position)
- Pitch view studios, Tribune Presentation Platforms etc.
- 80 (COVID-19, originally 240) media seats with desk
- 30+30 seats without desk


VIP Entrance Tent
HB CCU
NEP HDR-7
NEP Pacific
CIR
CIR
TOC
TOC
EBU
FAN TV
VOR
SPECIAL CAMS-1
SPECIAL CAMS-2
EVS ENG
EVS Op's
EVS Op's
Broadcast Partners OB Vans
Broadcast Partners OB
Broadcast Partners OB
Broadcast Partners OB
Broadcast Partners OB
Broadcast Partners Tender
Broadcast Partners Tender
HB Tenders
Storage-1
Frequency Management
Production Office
ECS ENG
ECS
BLO Office
HB Office
ECS-3
Fan TV Office
Break Room Services
Break Tent
BP Office 1
BP Office 2
BP Office 3
Storage-2
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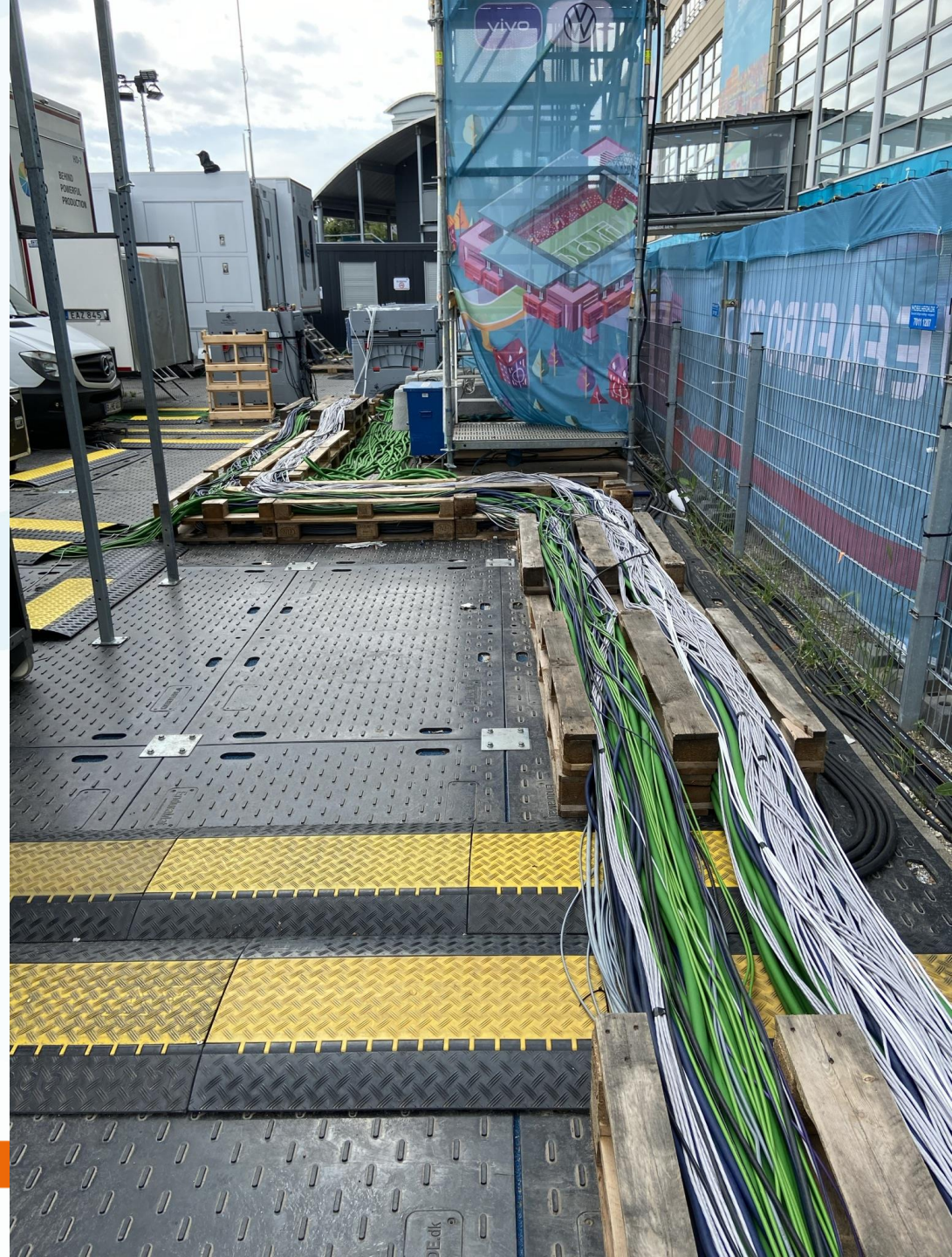
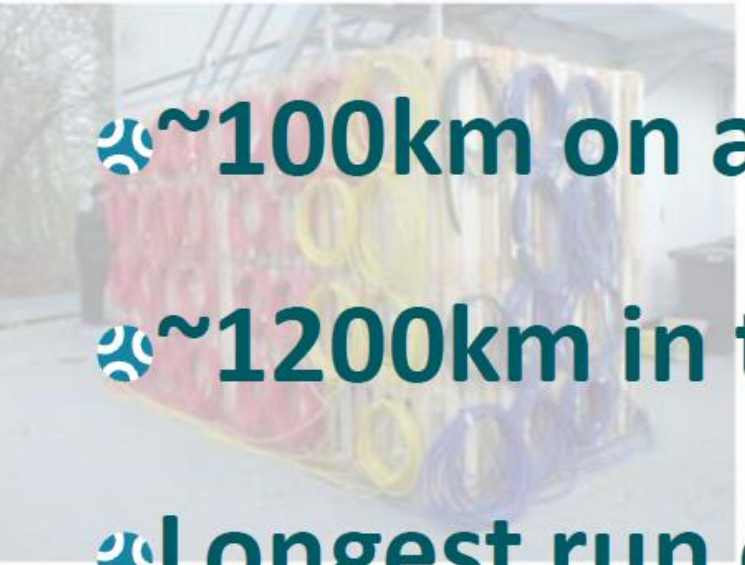
UEFA EURO 2020
Pacific
NEP
UEFA EURO

Pacific
NEP
UEFA EURO 2020

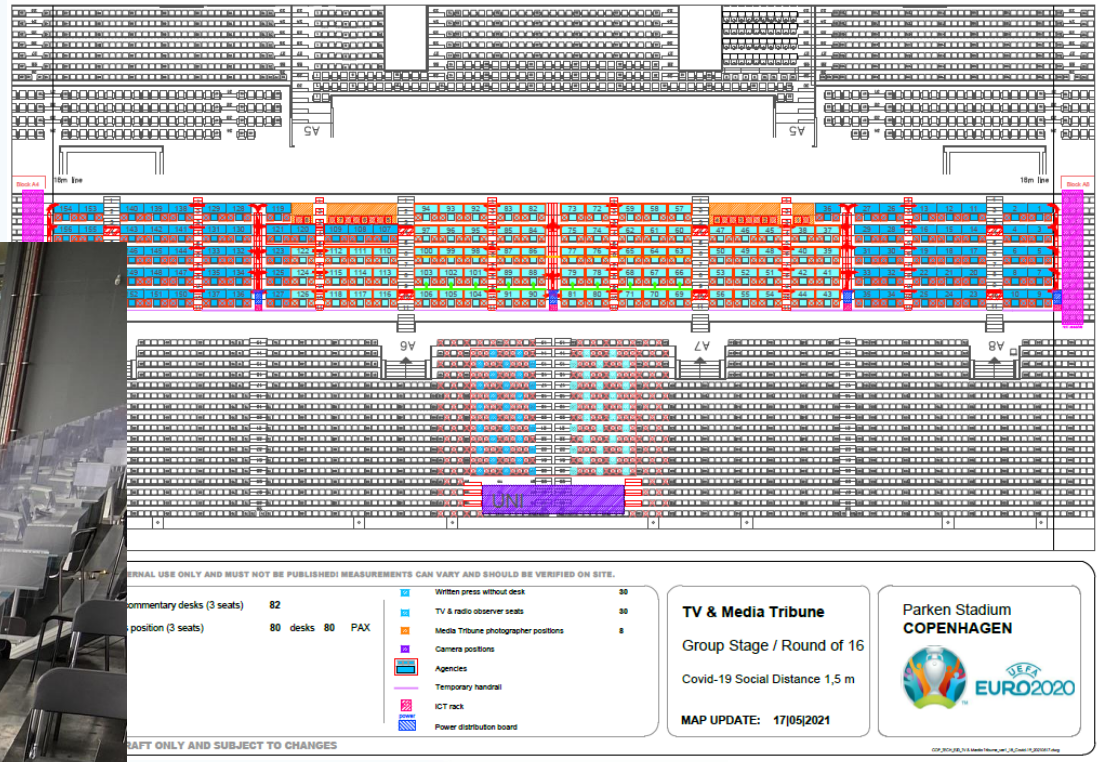

vivo

- 350 cables
- ~100km on average
- ~1200km in total
- Longest run over 2700m
- Home runs



Cable Containment

UEFA EURO 2020
COPENHAGEN
M27 RUS-DEN
FR-RMC-RA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ERNAL USE ONLY AND MUST NOT BE PUBLISHED! MEASUREMENTS CAN VARY AND SHOULD BE VERIFIED ON SITE.
ommentary desks (3 seats) 82
position (3 seats) 80 desks 80 PAX
Written press without desk 30
TV & radio observer seats 30
Media Tribune photographer positions 8
Camera positions
Agencies
Temporary handrail
ICT rack
Power distribution board
RAFT ONLY AND SUBJECT TO CHANGES
TV & Media Tribune
Group Stage / Round of 16
Covid-19 Social Distance 1,5 m
MAP UPDATE: 17|05|2021
Parken Stadium
COPENHAGEN
UEFA EURO2020

Euro 2020 reaches cumulative global audience of 5.2 billion

On average, matches during the tournament reached audiences of more than 100 million fans

BY JENNY PRIESTLEY
PUBLISHED: SEPTEMBER 3, 2021 · UPDATED: SEPTEMBER 6, 2021

This summer's UEFA Euro 2020 championship reached an audience of 5.2 billion across both TV and digital.

According to UEFA, the final between England and Italy generated a live average audience of 328 million globally. In the UK, it was the most-watched TV event for 24 years and the most watched in Italy for nine years.

On average, matches during the tournament

The event was shown by 137 broadcasters in 229 territories. In China, this year's tournament saw the audience grow by 43 per cent compared to 2016, with a cumulative audience of 352 million. "The event saw more Chinese fans accessing matches through streaming services than through traditional TV. In the USA, audiences grew by 32 per cent with a cumulative TV audience of 87 million. India registered a growth rate of 229 per cent, and a cumulative audience of 107 million," said UEFA.

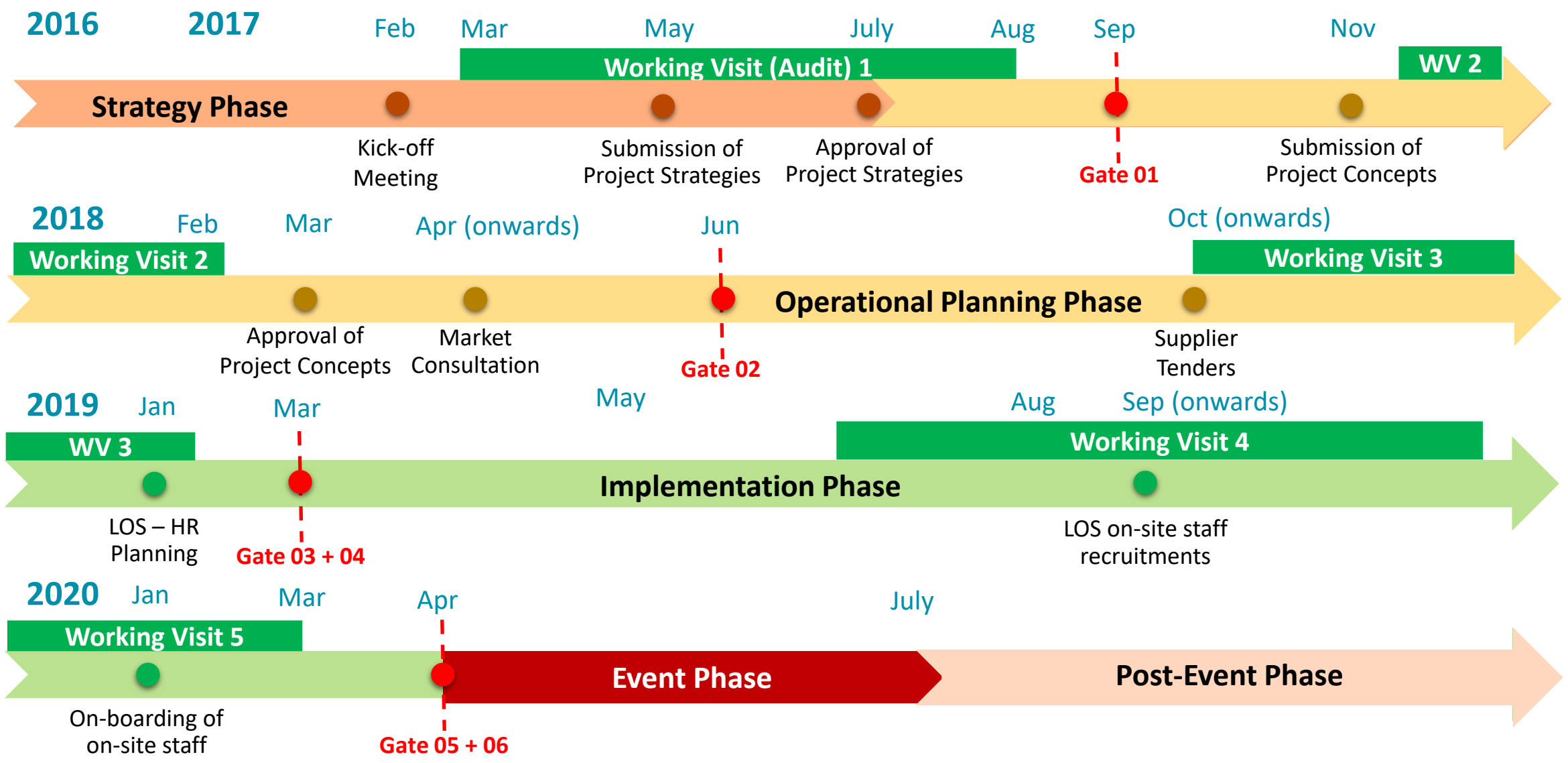
"The incredible TV audience figures show the massive appeal that [the Euros] has, not only in Europe but worldwide," said Guy Laurent Epstein, UEFA's marketing director.

"The tournament has a global audience which continues to grow, in particular in North America and Asia, where the fanbase keeps expanding. We also note that there is an ever-increasing number of fans accessing matches through streaming services."

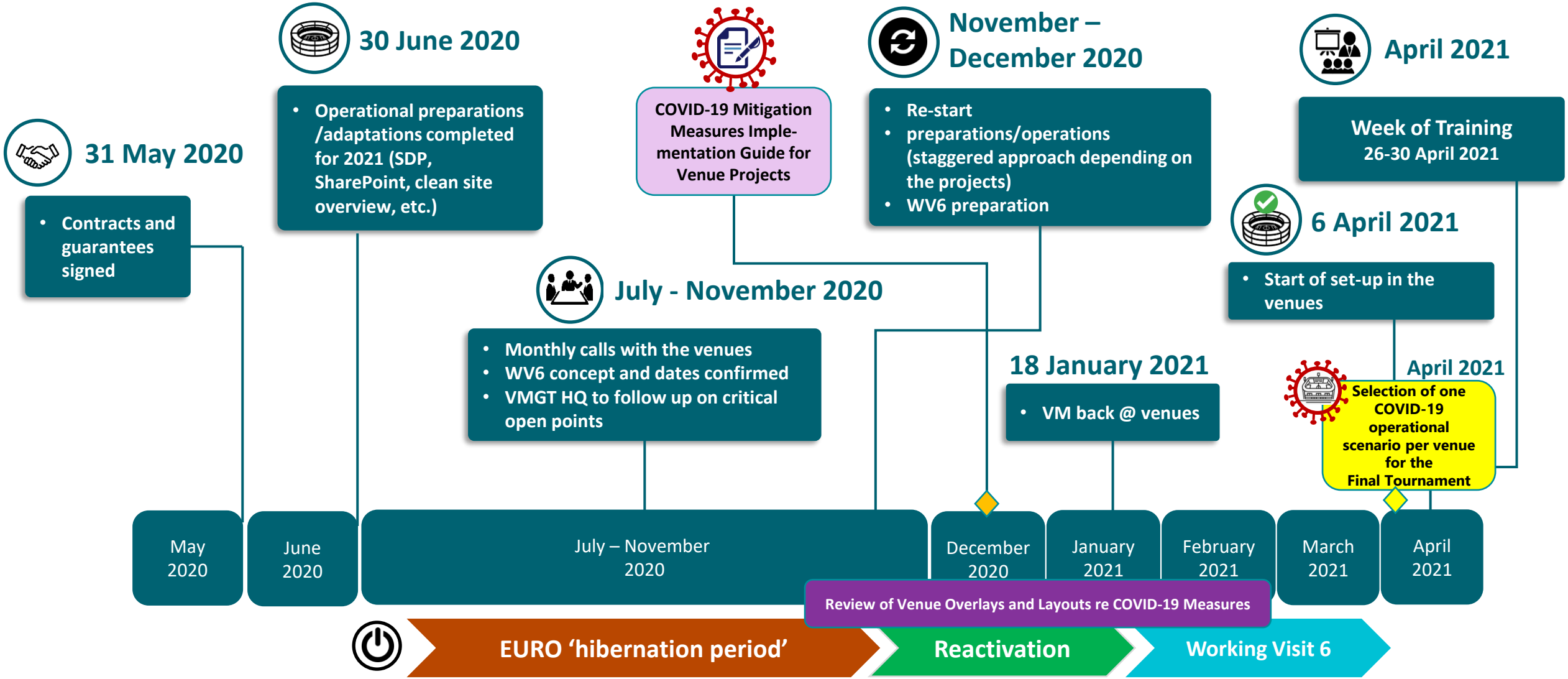
- Euro 2020 scores more streams than the

Tournament timeline

EURO 2020 Roadmap

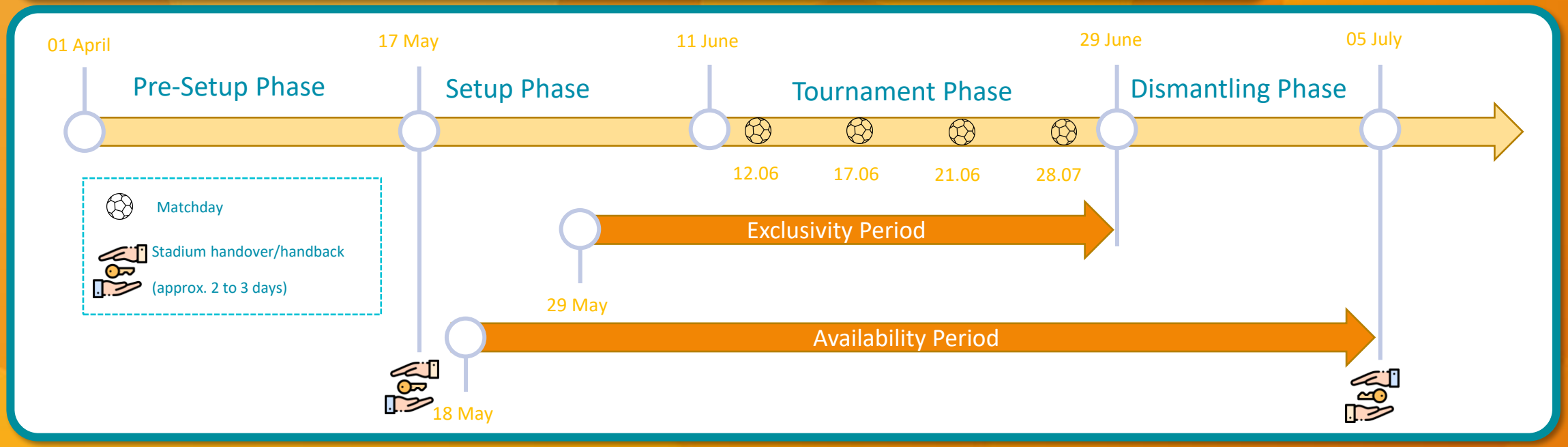


Timeline for EURO 2020 Venues in Summer 2021



COP – Venue Build up

- Handover on Monday **17th May 2021** & Accreditation Centre opens on **16th May 2021 (Spartahallen available as of 20th May 2021)**
- **Last FCK home game to be most likely played on Wednesday 19th May 2021 → delayed handover of certain areas**
- Non-MD OSP and access control operational as of **Thursday 20th May 2021**
- General arrival date for onsite staff as of Wednesday **19th May 2021** & projects to consider their facilities up and running as of this date
- Potential concert after availability period which might impact the dismantling



UEFA EURO 2020™
#EQUAL GAME
RESPECT
UEFA
EURO2020
FIFA

UEFA EURO 2020
COPENHAGEN

UEFA EURO 2020
UEFA EURO 2020
COPENHAGEN

HUUHKAJAT

Tanskan tähtipelaaja tuupertui kentälle kesken pelin – näin karmea tilanne sai alkunsa

Tanskan tähti Christian Eriksen kaatui kentän pintaan, kun hän otti vastaan rajaheittoa.

JAA

KUVA: HANNAH MCKAY / REUTERS, JONATHAN NACKSTRAND / REUTERS, WOLFGANG RATTAY / REUTERS

UEFA Super Cup 2022

- Ke 10.8.2022 klo 22.00 Helsingin Olympiastadion
- Mestareiden Liigan voittaja vs. Eurooppa Liigan voittaja
- Molemmat finalistit tiedossa 28.5.

Atlético (ESP) | Bayern (GER) | Benfica (POR) | Chelsea (ENG) | Liverpool (ENG) | Man. City (ENG) | Real Madrid (ESP) | Villarreal (ESP)

Atalanta (ITA) | Barcelona (ESP) | Braga (POR) | Frankfurt (GER) | Leipzig (GER) | Lyon (FRA) | Rangers (SCO) | West Ham (ENG)

Hae

VAPAAEHTOISEKSI

UEFA Super Cupiin!

UEFA SUPER CUP™

HELSINKI 2022

www.palloliitto.fi/supercup/vapaaehtoiset

OPIT
SUOMEN
PALLOLIITTO

ASSUMPITIONS ARE THE MOTHER OF ALL FUCK UPS

SUOMEN PALLOLIITTO

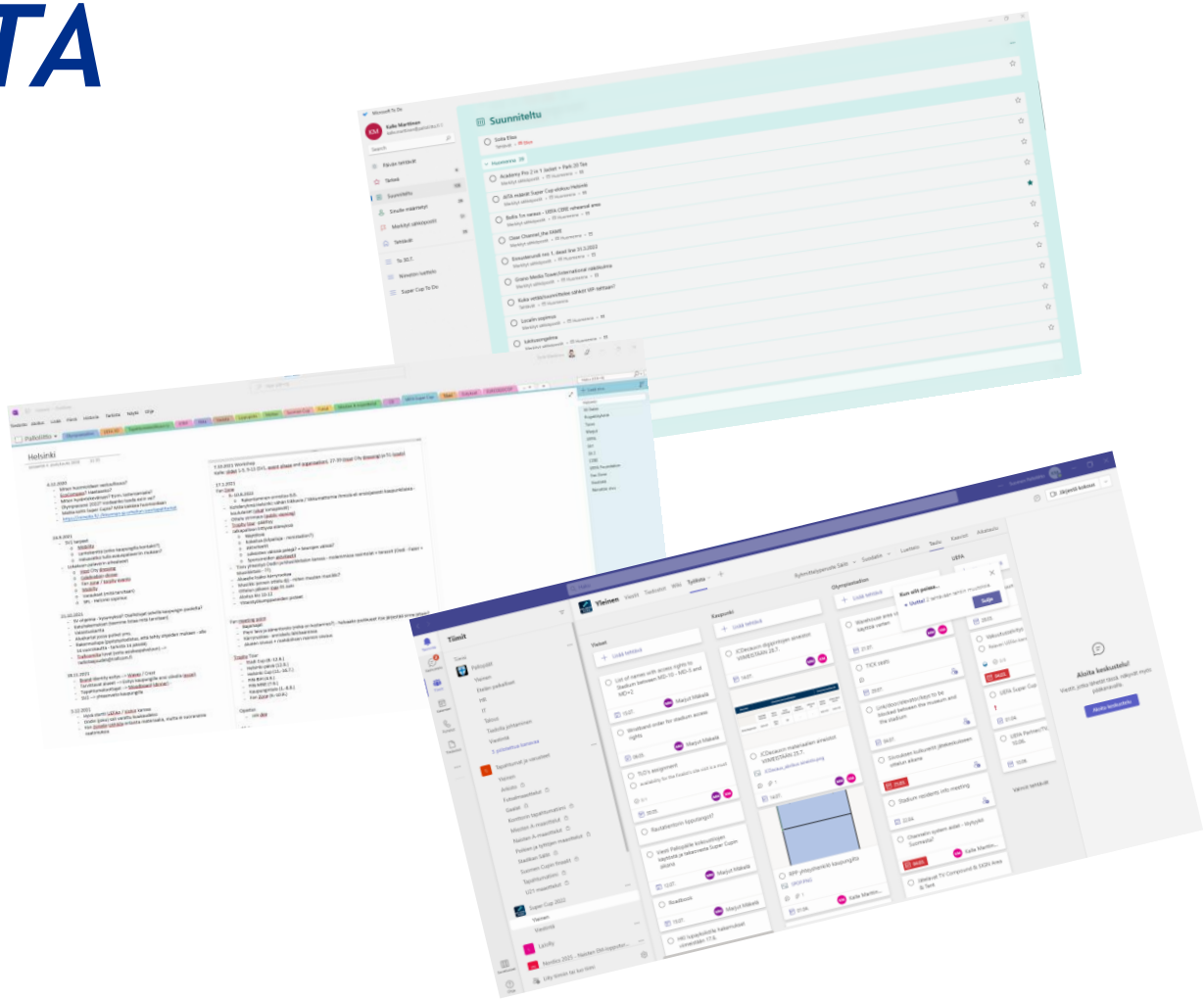
SISÄINEN VIESTINTÄ

- Miten löytää oikea balanssi
- Miten ja koska?
- Kuka ja kenelle?
- Oikeilla ihmisillä oikeat tiedot
  - Tietovaje vs. Tietotulva

SUOMEN PALLOLIITTO

PROJEKTIHALLINTA

- Löydä oma tapasi
- Sopivat työkalut käyttöön
- Selkeä suunnitelma
  - Aikataulutus
  - Porttimalli



SUOMEN PALLOLIITTO

TYÖNJAKO

- Miten löytää oikeat ihmiset oikeille paikoille?
- Johtaminen
- Joukkuepeli
- Selkeät roolit ja työnjako
- Miten tulkita ihmisten kapasiteetti?
- Kunnioitus

SUOMEN PALLOLIITTO

VARAUTUMINEN

- Mihin kaikkeen pitäisi varautua?
- Onko aikaa reagoida jos jotain käy vai siirtyykö ongelmat vain muualle?
- Onko toimintamalli selvä jos jotain poikkeavaa käy?
  - Kuka vastaa mistä päätöksistä?
  - Viestintä erityisen tärkeää
- Voiko ja kannattaako harjoitella?

SUOMEN PALLOLIITTO

PALAUTE

- ”Joo joo-miehillä ei tee mitään”
- Mitä, miten ja koska?
- Kaikki tekee virheitä
  - Mitä tapahtuu virheen jälkeen?

34	The coordinator in our project really lacked of experience and didn't really take responsibility for the project. The assistants kind of carried the coordinator through the whole tournament.

SUOMEN PALLOLIITTO

KYSYMYKSIÄ?

KIITOS!

SUOMEN PALLOLIITTO