

The Delegate Wranglers®

STADIA

INSIDER SPECIAL

March 2026



The Delegate Wranglers®

featuring

STADIUM EXPERIENCE

CITY EVENTS (MANCHESTER CITY FOOTBALL CLUB)

THE AMERICAN EXPRESS STADIUM



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OUT HERE**



STADIUM EVENTS CONFERENCE

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Welcome to the latest DW Insider Special!

We are shining the spotlight on three incredible UK stadiums who tell us about some of the amazing things they can offer your next event

When it comes to creating an event that leaves a lasting impression, few backdrops can compete with the prestige and energy of a world-class sporting arena. Stadium Experience, City Events (Manchester City Football Club), and the American Express Stadium represent the gold standard in non-traditional venue hire, offering a versatile alternative to the standard hotel ballroom.

From high-tech executive boardrooms to expansive exhibition halls and light-filled lounges, these venues provide a scale of flexibility that is hard to match.

Beyond the impressive architecture and panoramic pitch views, they offer the logistical ease of superb transport links, extensive on-site parking, and award-winning in-house catering. Choosing a stadium isn't just about booking a room; it's about tapping into an environment built for high performance, making it the ideal choice for conferences, seminars, & networking events that aim to inspire.



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“—————

Stadium Experience works with 70+ UK stadium venues, each offering something truly unique compared to traditional locations.

Debbie Rigney
Director

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Hi Debbie, can you give us a brief overview of Stadium Experience please?

Stadium Experience is a not-for-profit marketing consortium of 70+ stadium venues - Sharing best practice and promoting these unique and iconic venues



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Member venues jointly promote their spaces, network and meet like-minded professionals, share ideas and challenges, and recognise the best in the industry at the prestigious annual Stadium Events & Hospitality Awards.

Tell us a bit about your role and how your team look after your clients so well

I'm the primary contact for the association and its venues, looking after memberships and all of the associations activities, seeking out new opportunities for our stadium



venues, as well as organising events such as Members Meetings, Industry Meetings and the prestigious Stadium Events & Hospitality Awards.



A collaboration of over
70 football, rugby
& cricket venues
across the UK

Stadium Experience
CONFERENCE AND EVENT VENUES

stadiumexperience.com

f i y t i n

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Stadium Experience also offers comprehensive venue information, and a commission-free service for event enquiries.

Give us an overview of your property and the types of events that are perfect to hold at your venue

Stadium Experience works with 70+ UK stadium venues, each offering something truly unique compared to traditional locations.

These iconic venues boast inspiring settings for meetings, conferences, exhibitions, events, team-building, dinners, celebrations, product launches and more. Designed to host thousands of fans, they combine accessibility, scale, and flexibility in ways few other venues can match.

Most benefit from excellent transport links too, making them convenient for delegates.



Combined with award-winning cuisine and exceptional hospitality, stadium venues provide a seamless experience. Guests can also enjoy panoramic pitch views, exclusive tours, or even meet a player — creating memorable events that truly stand out.

What's new? Anything exciting to tell us about?

Stadium Experience continues to grow its membership, and has recently welcomed its first athletics venue too!

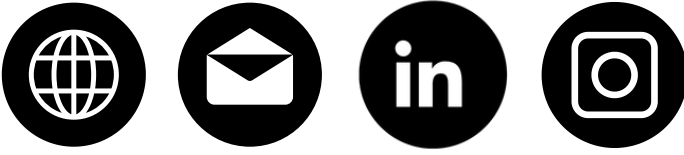


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The latest venues to join the consortium include; Alexander Stadium in Birmingham, Birmingham City FC (St Andrew's @ Knighthead Park), Burnley FC (Turf Moor), Millwall FC (The Den), Nottinghamshire County Cricket Club (Trent Bridge), Reading FC (Select Car Leasing Stadium), Somerset County Cricket Club (The Cooper Associates Ground), Watford FC (Vicarage Road), West Bromwich Albion FC (The Hawthorns), and Wrexham AFC (STōK Cae Ras).



You can find out more about Stadium Experience here:







**CITY
EVENTS**

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Our team are a group of fun, professional and highly experienced individuals who will use their extensive knowledge of the Campus to support you along your journey, exceeding your event objectives and setting the highest benchmarks for years to come.

Tony Shotton

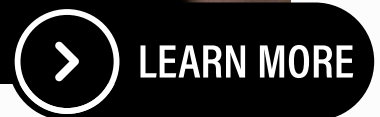
Senior Sales Manager

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Hi Tony, can you give us a brief overview of City Events (Manchester City Football Club) please?

The Etihad Campus is one of Manchester's most dynamic destination for conferences, meetings, and events, bringing together world-class stadium facilities, versatile suites, seamless logistics and, from Autumn 2026, on-site accommodation provided by the 401 bedroom Radisson Blu hotel, "The Medlock".

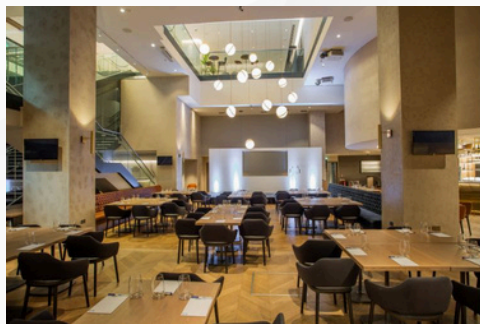


With purpose-built spaces, advanced AV support, outstanding transport links and unique experiences, the Campus delivers an elevated, memorable and fully integrated event environment unlike any traditional sporting venue.



Tell us a bit about your role and how your team look after your clients so well

Our team are a group of fun, professional and highly experienced individuals who will use their extensive knowledge of the Campus to support you along your journey, exceeding your event objectives and setting the highest benchmarks for years to come.



CITY EVENTS

Do your thing. Brilliantly. Smoothly. Unforgettably.



What's new? Anything exciting to tell us about?

CITY HALL

City Hall is the space for events that demand presence - where delegates connect, ideas build momentum and keynote sessions hold the room.

Designed to host large-scale conferences, exhibitions and gatherings, it combines impact with precision - created to welcome, guaranteed to impress.

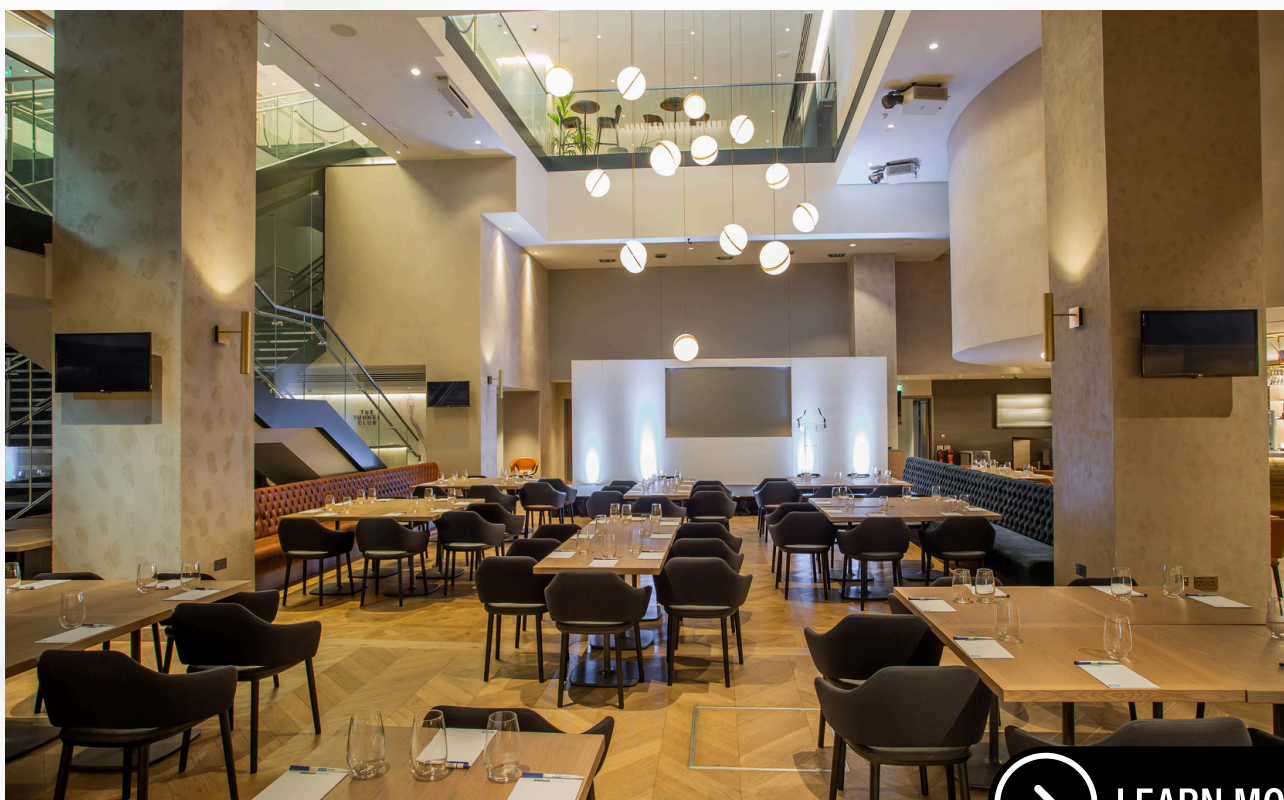
Key features: 800+sqm of floor space / 9.48m ceiling height / Flexible layout options



THE MEDLOCK HOTEL

Set in the heart of Manchester's newest Entertainment Destination, steps away from the iconic Etihad Stadium and next-generation live entertainment arena, Co-op Live.

We blend modern design with an inviting, down-to-earth feel that makes every stay effortless.



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You can find out more about City Events (Manchester City Football Club) here:



**AMERICAN
EXPRESS
STADIUM**

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“A trust
some
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trust

the bar?

y heading straight to
ood. Grab it quickly,
and keep the energy
It keeps the space
whole experience feel
day.

“—————

From initial enquiry to delivery, we think with a bespoke mindset, offering tailored solutions, expert guidance and a proactive, client-first approach

Sophie Shepherd
Business Development Manager

**READ
MORE**



Hi Sophie, can you give us a brief overview of The American Express Stadium please?

Home to Brighton & Hove Albion FC, The American Express Stadium is one of the UK's most modern and versatile venues. Combining Premier League prestige with flexible event spaces, cutting-edge facilities and positioned right at the foot of the South Downs, we are always striving to deliver exceptional experiences for conferences, exhibitions, private events and beyond.



Everything the team here do is rooted in their commitments to innovation, accessibility and unforgettable experiences.

Tell us a bit about your role and what expertise you and your team offer to make sure clients get the very best service

With years of background in hospitality across the team, we bring extensive experience in venue sales and client management.



Bringing together our different skill sets we work together to deliver seamless, end-to-end experiences. From initial enquiry to delivery, we think with a bespoke mindset, offering tailored solutions, expert guidance and a proactive, client-first approach. It's safe to say that the team here are very passionate about ensuring every event runs smoothly and exceeds expectations.



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Give us an overview of your property and the types of events that are perfect to hold at your venue

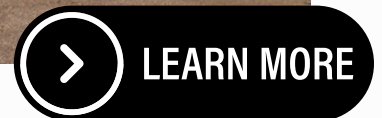
The American Express Stadium is a modern, flexible venue offering over 35 event spaces, from executive boxes and breakout rooms to the impressive Mayo Wynne Baxter Lounge for up to 500 guests. Not to mention our brand-new venue space, The Terrace!

With pitch-side views, flooding natural daylight throughout, out of this world food and beverage offerings, and cutting-edge AV, it's your perfect destination for conferences, exhibitions, meetings, dinners and large-scale celebrations. Its coastal location – good ol' Sussex by the sea, excellent transport links and our experienced events team make it the choice for impactful, memorable events of all sizes.



What's new? Anything exciting to tell us about?

This summer, we're excited to launch our brand-new BBQ package on The Terrace at the American Express Stadium. Offering relaxed, al fresco dining with South Downs views and seamless transport links, it's the perfect setting for summer socials, team celebrations and client events.

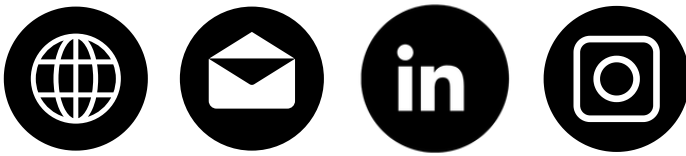


Guests can enjoy a deliciously vibrant menu alongside a laid-back atmosphere, with flexible options to suit a range of group sizes. It's a fresh, informal way to experience the stadium, combining great food, a brand-new modern event space and our expert events team.



Not only that, but we're also looking forward to the launch of the stadiums latest space! Set to open this August, the 1901 pub is a brand new modern and premium space offering an open-plan spacious setting, with all the charm of a classic Albion-inspired pub.

You can find out more about The American Express Stadium here:



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INSIDER SPECIALS



Check out our Insider Specials Hub for everything you need to know about taking a space in one of our Insider Special Mailshots

You can be a part of our Insider Newsletter special editions

Exclusive emails

These one-off emails are in the form of a totally bespoke online magazine & are sent to thousands of event profs

Exclusive opportunity

Advertising in this special is limited to a maximum of four suppliers per newsletter

Tons of content inc short interview

You get to include a banner, promo photo, headshot, contact details, links to socials, as well as a short interview

You can post on your socials too

We give you the assets and a link to the online magazine for you to promote on your social media channels



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Thank you for reading this
DW Special Insider

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