

# Membership Testimonials

*“Before Stadium Experience it was quite lonely as a venue sales manager, it’s a great platform to share/gain ideas and knowledge giving you the benefit from other like-minded individuals who understand the hurdles faced to achieve budget in a hard environment.”*



**Collette Salmon**  
Non-Matchday Sales Manager,  
Liverpool Football Club

*“Stadium Experience is a superb networking opportunity for likeminded business people in the football industry. The meetings are a great way to share best practice, ideas and learn from others working in stadia across the UK. Membership also enables us to stand alongside major brands on the website, at national exhibitions, and as part of advertising, all at much more affordable rates than usual. I very much see the organisation as an extended sales and marketing force which supports my role fantastically.”*



**Sue France**  
Head of Non-Matchday Sales,  
Wigan Athletic Football Club

*“I joined Stadium Experience four years ago when I started working for Fabulous Fan Fayre, representing two unique stadiums. Having previously worked for a large hotel chain, and being completely new to stadia, Stadium Experience immediately provided me with a wide network of supportive, like-minded business professionals to share ideas and best practice. Stadium Experience offers such a diverse wealth of knowledge, accessible at your fingertips, and the Members Meetings are extremely resourceful. The Marketing Manager (Debbie) has been absolutely brilliant to work with; she has been quick to respond to any queries that I’ve had, and is extremely proactive in sourcing new opportunities to showcase and raise awareness of the collection of stadiums, especially within the conference and event agency sector.”*



**Rebecca Pickard**  
Director of sales at F3, for Manchester City  
Football Club and Watford Football Club

*“We have been a member of Stadium Experience since it began. Regular networking meetings provide valuable industry knowledge, whilst at the same time the ability to generate new relationships and cement existing relationships with other partner clubs. The benefit of combining with all members to share best practice and grow the industry as a whole has been invaluable. Now, with around 60 members and the recent expansion to include members from Rugby stadia, the association is showing continued growth with very exciting times ahead.”*



**David Timms**  
Senior Business Development Manager,  
Chelsea Football Club

*“Being part of Stadium Experience has been incredibly beneficial for the team here at Leicester Tigers. The regular member meetings have opened up numerous networking opportunities with other stadia and suppliers giving us fantastic industry support. We have also gained exposure amongst event agencies through joint meetings under the Stadium Experience banner. The big highlight each year for our team are the annual awards; not only are they great fun, they also recognise and celebrate all the great work we do at our venues.”*



**Claire Bates**  
Business Development Executive,  
Leicester Tigers Rugby Club

*“Stadium Experience has not only created a brilliant networking opportunity for myself to connect with likeminded individuals across the football and rugby industry but also allowed me to visit many agents, exhibitions and events to showcase Stadium Experience as a whole and the venues I have represented. Working previously in a rugby stadium and now a football stadium the benefits of Stadium Experience membership has been invaluable. The bi monthly meetings are a great way to share best practise, ideas and to know that there is a group of others facing the same challenges and successes as you in the world of stadia.”*



**Jennifer Barry**  
Conference and Events Sales Manager,  
Stoke City Football Club