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Event TV
Stadium TV - for you and your public

a John Allen AG & network4events ag production

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Event TV

:: The double benefit

Event TV is an interactive and TV-based programme which provides information and entertainment of all kind for the spectators in the arena or in another location prior to the main event and during the intermissions. It helps to make the event an unforgettable experience for the sport and event enthusiastic public. It is pure entertainment for both, guests and spectators.

Event TV offers entertainment and information from the very beginning of an event, starting when the doors open. The spectators experience the before unused waiting time now as an exciting and entertaining preparation for the main event, e.g. a football match. Event TV is also active during intermissions. As a further effect the longer presence in the arena may induce the spectators to more consumption which leads to additional income for the organiser.

The editorial experience of the Event TV team also involves your partners and sponsors and allows a possible re-financing. Furthermore Event TV is an outstanding platform for your partners and sponsors.

A double benefit for you.

:: Pure entertainment

E.g. a football match:

The fans and spectators will receive, in addition to the atmosphere in the arena, a full package of interactive and informative measures: pre-views, highlights, games, slow motions and reporting - all this is offered by Event TV.

This means that the events-enthusiasts are prepared already prior to the match for the happening - with an interactive TV-Show, in which the announcer and host as well as the fan-speakers enthuse the public.

On the big screens we present information on the two teams, the arena and the upcoming match. The knowledge of the spectators and the fans is tested as well as the skill of individual protagonists. Especially created games - such as the Big Ball Game - are a challenge for an individual as for the whole public.

Intermission time is also part of the entertainment of Event TV: a short review of the first half, a pre-look on the second half and other information are offered to the spectators.

Information and entertainment pure.

The makers

:: Event TV - one project, two makers

Event TV is a joint project of John Allen AG and network4events ag. After extensive pre-discussions with you, as a possible client, we take the responsibility for the creation of the whole TV-Show. This includes particularly the initial idea, the coordination and information of the parties involved the planning of the presentation, the creation of the play-games and the hiring of the personnel, such as the announcer and host, the editors and the technicians.

We like to point out that the UEFA (Union des Associations Européennes de Football) is relying on the experience of the members of John Allen AG and network4events ag: UEFA Euro 2008 SA during the UEFA Euro 2008 in Switzerland and Austria, and T. E. A. M. Television Event And Media Marketing AG in both the UEFA Champions League Finals in Rome (2009) and Paris (2006).

:: John Allen AG

In a world of steady change we concentrate on the important: to entertain people. We want to touch them with emotional contents, to tell them exiting stories and to entertain them with leading personalities. This is our moving spirit.

We produce serious, modern and professional broadcasting based on creativity and innovation. John Allen AG produces your projects and events in every field both in Switzerland and abroad, competent and without complications.

We work out the matching TV-format for you. May it be a live-show for sports-loving spectators, an entertainment show in television, audiovisual communication solutions such as image film or company-owned web-TV: we produce innovative broadcasting concepts on a high production standard. Our competence lies in the creation of individual production structures, which can satisfy to the most varied needs. Our huge broadcasting know-how and the large editorial network guarantees solutions which are both goal-oriented and complete.

We have the most modern facilities for the production of broadcasting projects in our locations. Our partnership with well-known furnishers of broadcasting systems and accessories are our guaranties to work on the most advanced level of technique which allows us to provide the most optimum solution to your projects.

The makers (continued)

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We advice and support future and active organisers, service organisations, sponsors, as well as governing bodies, public authorities, institutions and administrations in Switzerland and abroad in creating the concepts, the co-ordination and improvements of their projects and events.

We jointly pose questions to their project and events; we analyse the present situation and offer solutions to open questions. This may concern co-ordination, organisation, communication, marketing and sponsoring, as well as logistics (accreditation, ticketing, security, etc.), furthermore controlling and finances.

We work out concepts and we will realise them for you. We manage and co-ordinate your projects and your events.

network4events ag is part of a huge international network. If needed we can work together with our network partners and use their input as well.

:: John Allen AG and network4events ag

We are the strong partner for pure entertainment, for informative events and for network-events. With Event TV we offer you an emotional, innovative and creative audiovisual format which will enthusiasm the spectators and will create platforms for you and your clients.

Event TV is a wholesome concept which will be realized according to your needs and the local situation.

We offer an interactive and TV-based program which has been tested successfully on many occasions: *Event TV*

Our team

:: Myriam Neuhaus Ammann

network4events ag
CEO & Communication / Public Relations (PR)

Responsible Communication Swiss Radio DRS, Virus
Project manager « Montreux Jazz Festival », Swiss Radio DRS, DRS 3
Editorial assistant Swiss Radio DRS, DRS 3
Press officer, Media Service Events Expo.02
PR assistant, Burson-Marsteller Zurich
Scientific assistant, Foundation « Science et Cité » Berne
Scientific assistant, GWF, Bern



:: Chris Hanselmann

John Allen AG
CEO & Producer

Head of Project Spectators' Warm up, UEFA Euro2008
Executive Producer FaroTV, Berne/Zurich
Producer, TV-Show Joya rennt, Sat.1 Schweiz, Zurich
Producer, TV Berlin, Berlin
Stage Manager, Events Arteplage Neuchâtel, Expo.02



:: Ralph Ammann

network4events ag
CEO & Events / Marketing

Head of Events and Marketing, Stade de Suisse Bern
Head of Operation and Security during the preparation phase, Stade de Suisse Bern
Project manager: several projects in the fields of sport, art and culture (three Olympic Games, BSC Young Boys, World Electronic Media Forum (WEMF), etc.)
Manager of Events Arteplage Neuchâtel, Expo.02
Manager of Logistics for the directorate events in the preparation phase of Expo.02



References (a selection)

:: Common projects

Football (Soccer) > UEFA Champions League Final Roma 2009: Stadium TV

Entertainment programme at Stadio Olimpico in Rome during the UEFA Champions League Final. Communication.

Football (Soccer) > UEFA Euro 2008: Spectators' Warm Up

Entertainment programmes in the Euro-Stadiums in Switzerland and Austria.

Football (Soccer) > UEFA Champions League Final Paris 2006: Stadium TV

Entertainment programme at Stade de France in Paris during the UEFA Champions League Final. Communication.

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Football (Soccer) > FC Thun - UEFA Europa League Qualification FC Thun (2011)

Organisation, co-ordination and realisation of the home and away qualification matches of FC Thun. Liason officer for UEFA matters.

Football (Soccer) > Co-ordination Eurofoot 2008, Canton Vaud 2007 - 2008

Co-ordination of all activities and events held in the canton in connection with the UEFA Euro 2008, including all aspects of tourism, economy, population and security. > www.vaud08.ch

Football (Soccer) > BSC Young Boys - Champions League Qualification YB vs. Mypa, in Basel

Organisation, co-ordination, marketing, communication and realisation of the qualification match of BSC Young Boys in Basel.

:: John Allen AG

Event TV > Stade TV, 2005 - 2008

Development and production of the entertainment programme for the public at the UEFA Champions League matches of FC Thun and the matches of BSC Young Boys at the Stade de Suisse in Berne.

Event TV > Google Conference, 2008

Production of the international videoconference between Zurich, New York and several locations in California (USA).

Event TV > Openair Frauenfeld, 2007: Festival TV

Development, production and moderation of the entertainment programme at the openair festival in Frauenfeld, Switzerland, with background-information, news and interviews with artists.

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Contact

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