



## NIABT Christmas Reception at Kingspan Rugby Stadium

**Date:** Thursday 11<sup>th</sup> December 2014  
**Time:** 5:45pm  
**Venue:** Kingspan Rugby Stadium, 85 Ravenhill Park,  
Belfast, BT6 0DG

### Agenda

**5:45pm Arrival**  
**6:00pm Presentation by Shane Logan, CEO of Ulster Rugby**  
**6:30pm Behind the scenes tour of the stadium**  
**7:30pm Drinks reception and networking**  
**8:30pm Close**



We are delighted to have the opportunity to visit the new Kingspan Stadium (formerly known as Ravenhill) for the 2014 Christmas reception. The Stadium is the home of Ulster Rugby, but also hosts finals of Club and School competitions from Under 10 Mini Rugby to the Senior Clubs Final. Ulster Rugby took a business approach to the development of the new stadium, ensuring they created an excellent venue which would appeal to and be accessible to a diverse audience.

Visiting the stadium will be an opportunity to hear this about this business success story, how they have engaged with business, media and the local community in developing their brand and the new technologies they have embraced.

### RSVP by:

1 December 2014 to Ivor Gibson at [info@niabt.org](mailto:info@niabt.org) or telephone 028 90418365.

*We look forward to seeing you*