



PRESS RELEASE

For immediate release

Arenas Europe launches Micro-Credentials programme to strengthen skills and support the next generation of arena leaders

The Netherlands, 6 May 2026 — Arenas Europe has launched a new Micro-Credentials programme, a practical new way for arena and live venue professionals to build skills and confidence on the job.

Designed by industry practitioners for industry practitioners, the programme responds to a need for relevant, hands-on learning that keeps pace with how fast the sector is changing.

The Micro-Credentials form a central part of the Arenas Europe Education Programme, creating, for the first time, a clear and flexible route for professional development across the arena industry. Each module focuses on a core area of running a modern arena and is delivered online, allowing professionals to build recognised qualifications alongside their roles.

The programme launches with two modules available immediately: **Customer Experience** and **Safety and Security**. Three further modules, covering **Ticketing**, **Corporate Communications** and **The Business of Arenas**, will follow later in 2026.

Robert Fitzpatrick, President of Arenas Europe, said: *"Our industry has always learned by doing. That experience is invaluable, but on its own it is no longer enough. The way arenas operate today is more complex, more demanding and more connected than ever before."*

Fitzpatrick added: *"This programme is about giving people practical tools they can use straight away, while also creating a clearer path for development over time. If we want our arenas to keep raising the bar, we need to invest in the people behind them. This is how we start to do that in a more consistent and meaningful way."*

Each Micro-Credential is built around real-world challenges, with participants applying learning to their own venue context. Modules are recognised across the industry and can be accumulated over time, forming part of the experience assessment for entry into the Arenas Europe MSc Business in Technology (MBT), delivered in partnership with Ulster University Business School.

The programme has been designed to support professionals at all stages of their careers, from early-stage talent seeking to build core skills to senior leaders looking to deepen expertise in specific areas.

The launch reflects Arenas Europe's wider evolution in its 35th anniversary year, as the organisation places greater emphasis on professional development, sector leadership and its role in shaping the future of live entertainment across Europe.

By introducing a more structured and accessible approach to learning, Arenas Europe aims to strengthen skills across its membership and support the long-term success of the sector.

For enrolment, course information, group bookings, or enquiries about the wider Education Programme, please contact: management@europeanarenas.com



Notes to Editors

About Arenas Europe

Arenas Europe is the new name of the European Arenas Association. For 35 years, the association has brought together leaders from across the arena sector to share expertise, support professional development, encourage collaboration and strengthen standards across Europe's live entertainment industry. Today, it represents 46 arenas across 20 European countries, whose venues stage over 3,500 events annually for more than 26.9 million people.

About the Education Programme

The Arenas Europe Education Programme establishes a structured professional pathway for the arena industry. It includes the MSc Business in Technology (MBT), delivered with Ulster University Business School; a suite of Micro-Credentials; and a proposed Certificate in Venue Business.

www.arenas-europe.com/education

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