

PRESS RELEASE

For immediate Release

EAA Launches the First European Arena Industry Master's Degree in Partnership with the Ulster University Business School

- **The EAA and Ulster University will offer the first MSc Business in Technology (MBT) specifically for the arena industry in January 2026**
- **The MBT is part of the EAA's education program designed to provide an inclusive education pathway for all industry professionals**

The Netherlands, October 27, 2025 — The European Arenas Association (EAA) is pleased to announce the launch of an ambitious education initiative designed to strengthen professional development within the live events and venue management sector.

In partnership with Ulster University Business School, the EAA will deliver the MSc Business in Technology (MBT) specifically for the arena industry.

This unique collaboration brings together academic excellence and industry insight to empower current and future leaders with the business and technological capabilities needed to thrive in a rapidly evolving, tech-powered world of live events and arena management.

The MSc Business in Technology (MBT) will be delivered by the Ulster University Business School with the EAA providing a tailored venue business component. Courses will be offered primarily online, complemented by selected in-person sessions, and will be designed to integrate seamlessly with participants' professional employment, ensuring that learning is both practical and immediately applicable.

The development of the MBT is part of a bigger plan to build an accredited education platform for arena management that is developed by seasoned industry professional for anyone working in or aspiring to join the industry.

In addition to the MBT, the association recently launched a pilot micro-credentials initiative, which is now being expanded to cover up to eighteen specialist areas of venue management. These courses are designed to help professionals upskill, reskill, or deepen their expertise in key aspects of the business. Each micro-credential will provide a portable, recognised certification that acknowledges achievement and contributes to a broader pathway of lifelong learning and professional development.

Commenting on the initiatives, EAA President Robert Fitzpatrick said:

Education is central to the future of our industry. By piloting micro-credentials and exploring advanced academic partnerships, we are not only providing valuable and inclusive learning opportunities for professionals today but also laying the foundations for long-term skills development that will benefit arenas, staff, and audiences across Europe.

Helen Mc Kenna, Ulster University Business School Program Director, commented:

I am delighted to be working alongside the EAA to design a programme that blends academic rigour with extensive industry insight. We're proud to help shape the next generation of leaders by ensuring higher education is relevant and impactful for the sector.

The first intake for the MSc Business in Technology (MBT) with a Venue Business Specialism will be in February 2026 and the micro-credential courses will be rolled out during Q1 26.

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Notes to Editors:

About the EAA:

- The EAA represents 43 arenas in 20 European countries that operate some of the world's leading venues, hosting unrivalled programs with outstanding artists, productions, sports and corporate events. The association's member arenas host over 3,500 annual events attracting a total audience of 26.9 million people.
- The association's aligned vision aims to establish itself as the leading authority on arenas in Europe for members and the wider industry. The EAA aims to be a beacon of best practice and knowledge-sharing in all areas of business, especially in the support of cultural and environmental well-being.
- Over the last few years, the EAA has strengthened relationships with the EU governing bodies to ensure the inclusion of arenas as part of the policy-making decisions. The EAA is involved in self-funded activities and projects in three key areas: sports, education, training & research.

About the UUBS:

- Ulster University Business School is a leading provider of entrepreneurial education, research and impact - helping to shape future growth and learning through educational innovation, industry collaboration and partnership.
- As a strategic learning partner, we are focused on working with organisations, of all sizes and sectors, to help them navigate and capitalise on the extensive experience and expertise of the Business School - ensuring that learning solutions are aligned with your business strategy and outcomes.

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