

ISC INTERNATIONAL SPORTS CONVENTION

PRE-EVENT PROGRAMME

GENEVA 2016

DECEMBER 7-8, 2016
PALEXPO, GENEVA, SWITZERLAND

18 SPORTS CONFERENCES
1 COMBINED EXHIBITION
MANY NETWORKING OPPORTUNITIES
ALL AT ONE VENUE
ALL AT THE SAME TIME

THE WORLD'S LARGEST SPORTS CONVENTION IN 2016

SPORTS BROADCAST
EXHIBITION / CONFERENCE / NETWORKING

SPORTS DIGITAL
EXHIBITION / CONFERENCE / NETWORKING

SPORTS SPONSORSHIP
EXHIBITION / CONFERENCE / NETWORKING

international FOOTBALL COACHING & E-LEARNING
EXHIBITION / CONFERENCE / NETWORKING

international ICE HOCKEY
EXHIBITION / CONFERENCE / NETWORKING

SPORTS TOURISM
EXHIBITION / CONFERENCE / NETWORKING

INTERNATIONAL GOLF BUSINESS & TOURISM
EXHIBITION / CONFERENCE / NETWORKING

SPORTS LAW
EXHIBITION / CONFERENCE / NETWORKING

international BASKETBALL
EXHIBITION / CONFERENCE / NETWORKING

SPORTS LICENSING AND MERCHANDISING
EXHIBITION / CONFERENCE / NETWORKING

SPORTS INTEGRITY
EXHIBITION / CONFERENCE / NETWORKING

STADIUM CONNECTED
EXHIBITION / CONFERENCE / NETWORKING

TURF & GRASS
EXHIBITION / CONFERENCE / NETWORKING

international FOOTBALL DEVELOPMENT
EXHIBITION / CONFERENCE / NETWORKING

STADIUM PLAYING SURFACES
EXHIBITION / CONFERENCE / NETWORKING

EVENT PARTNERS



CONFERENCE OVERVIEW - DAY 1 WEDNESDAY, DECEMBER 7, 2016

CONFERENCE OVERVIEW - DAY 2 THURSDAY, DECEMBER 8, 2016

<p>SPORTS SPONSORSHIP CONFERENCE</p>  <p>SPORTS SPONSORSHIP EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.15 am — 6.00 pm</p>	<p>TURF & GRASS CONFERENCE</p>  <p>TURF & GRASS EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>2.00 pm — 6.00 pm</p>	<p>STADIUM CONNECTED CONFERENCE</p>  <p>STADIUM CONNECTED EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 5.00 pm</p>
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<p>FOOTBALL COACHING & E-LEARNING CONFERENCE</p>  <p>international FOOTBALL COACHING & E-LEARNING EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.05 am — 5.00 pm</p>	<p>STADIUM PLAYING SURFACES CONFERENCE</p>  <p>STADIUM PLAYING SURFACES EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 3.30 pm</p>	<p>SPORTS LAW CONFERENCE</p>  <p>SPORTS LAW EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.15 am — 4.00 pm</p>
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<p>INTERNATIONAL BASKETBALL CONFERENCE</p>  <p>international BASKETBALL EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 5.10 pm</p>	<p>INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE</p>  <p>international FOOTBALL DEVELOPMENT EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.10 am — 5.00 pm</p>	<p>SPORTS BROADCAST CONFERENCE</p>  <p>SPORTS BROADCAST EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>11.15 am — 4.30 pm</p>
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<p>SPORTS DIGITAL CONFERENCE</p>  <p>SPORTS DIGITAL EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 4.15 pm</p>	<p>INTERNATIONAL ICE HOCKEY CONFERENCE</p>  <p>international ICE HOCKEY EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 5.00 pm</p>	<p>ATHLETE PERFORMANCE CONFERENCE</p>  <p>ATHLETE PERFORMANCE THE EXTRA 1%</p> <p>TBC</p>
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<p>INTERNATIONAL GOLF BUSINESS & TOURISM CONFERENCE</p>  <p>INTERNATIONAL GOLF BUSINESS & TOURISM EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 4.30 pm</p>	<p>SPORTS TOURISM & EVENTS CONFERENCE</p>  <p>SPORTS TOURISM EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.30 am — 3.30 pm</p>	<p>SPORTS INTEGRITY CONFERENCE</p>  <p>SPORTS INTEGRITY EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>9.15 am — 5.00 pm</p>
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<p>SPORTS LICENSING & MERCHANDISING CONFERENCE</p>  <p>SPORTS LICENSING AND MERCHANDISING EXHIBITION/ CONFERENCE/ NETWORKING</p> <p>TBC</p>	<p>ATHLETE PERFORMANCE CONFERENCE</p>  <p>ATHLETE PERFORMANCE THE EXTRA 1%</p> <p>9.30 am — 4.30 pm</p>
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EVENT TIMETABLE

SPORTS SPONSORSHIP CONFERENCE

DAY 1

WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.15am - 9.45am	Interview regarding the RIO 2016 Olympic Games	Timo Lumme, Managing Director TV & Marketing Services	International Olympic Committee
10.00am - 10.30am	Brand Activation at RIO 2016	Thierry Borra, Global Director, Olympic Games Management	The Coca-Cola Company
10.30am - 11.00am	Sponsorship: a business acceleration opportunity?	Rick Penn, Global Sales & Sports Partnerships Director and Marko Blagovic, Global Business Director	Dow Olympic & Sports Solutions
11.00am - 1.30pm	Lunch, Exhibition dedicated time and networking		
1.30pm - 2.00pm	Brand Partnership with Roland Garros and Wimbledon Championships	Sam Seddon, IBM Wimbledon Client and Programme Executive	IBM
2.00pm - 2.30pm	Sport for Development: the role of Sport in UNICEF	Verity Nicholas, Chief Corporate Partnership, UNICEF Private Fundraising and Partnerships	UNICEF
2.30pm - 3.00pm	Implementing the Global Tennis strategy for ASICS	Marina Caiazzo, Global Tennis Sports Marketing Manager	ASICS
2.30 pm - 4.00 pm	Exhibition Dedicated Time and Networking		
4.45pm - 6.00pm	Sponsorship Panel Discussion	Gregory Renand, Global Head of Sponsorship	Zurich Insurance
		Sebastian Chiappero, Managing Partner	Sponsorize
		Rodrigo Garza, Global Marketing & Sponsorships	Adecco Group
		Björn Wäspe, Head Brand Activation, Sponsorship & Events	UBS
		Julien Rameau, Senior Marketing & Communication Management - Europe & Middle East	HSBC
		Patrik Rosenberg, Brand Communication Manager	Samsung Electronics Switzerland
6.00pm - 9.00 pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

SPORTS BROADCAST CONFERENCE

DAY 1

WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
11.15am - 12.00pm	The NBC Interview - NBC and Rio 2016	Gary Zenkel, President NBC Olympics and President Operations & Strategy	NBC Sports Group
12.00pm - 1.00pm	Panel Discussion: Rio 2016 and The Olympics Channel	Timo Lumme, Managing Director TV & Marketing Services	International Olympic Committee
		Mark Parkman, General Manager	Olympic Channel
		Yiannis Exarchos, CEO	Olympic Broadcasting Services
1.00pm - 1.20pm	Enhancing the consumer experience in Live broadcast	Rob France, Sr. Product Marketing Manager - Broadcast	Dolby Laboratories
1.20pm - 3.00pm	Lunch, Exhibition dedicated time and networking		
3.00pm - 3.30pm	UFC Developments in digital and broadcast	Gary Cook, Chief Global Brand Officer	UFC
3.30pm - 4.00pm		Peter Hutton, CEO	Eurosport/Discovery
4.00pm - 4.30pm	A summer of sport	Robert Horton, Head of Audiences for Sport & 5 Live	BBC
4.30pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

STADIUM CONNECTED CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	Case Studies from Germany: Connecting Stadia	Joachim Baur, Competition and Facilities Department	DFL
10.00am - 10.30am	Connecting Venues and Stadiums	Paolo Bedin, General Manager	Lega Serie B
10.30am - 11.00am	All round connection	Marco Schaefer, Business Development Manager	Samsung Electronics Germany
11.00am - 3.00pm	Lunch, Exhibition dedicated time and networking		
3.00pm - 3.45pm	Panel discussion: Best Practice from leading innovators		Ticketing 3D
3.45pm - 4.10pm	The new venue experience	Guillaume Lairloup, Director Technology and Information	Accor Hotels Arena, Paris
4.10pm - 5.00pm	Club and Rights Holders Panel Discussion	Francis Casado, Head of Business Development	LA LIGA and 3 clubs
		club representative	TBC
		club representative	TBC
		club representative	TBC
5.00pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

INTERNATIONAL BASKETBALL CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 9.50am	Welcome to Switzerland, Swiss Basketball	Giancarlo Sergi, President	Swiss Basketball Association
9.50am - 10.00am	The need for an independent global gathering of the basketball industry	Giorgio Gandolfi, Principal and Senior Adviser/ Partner	Giorgio Gandolfi Consulting and Senior Adviser/Partner to the International Basketball conference and exhibition
10.00am - 10.30am	A ground-breaking way to help basketball grow	Stewart Mison, Strategic Director for Sports Development	Microsoft
10.30am - 11.00am			Beko BBL (German Basketball League)
11.00am - 11.30am	The Future of ACB	Francisco Roca, President	ACB (Spanish Basketball League)
11.30am - 2.30pm	Lunch, Exhibition dedicated time and networking		
2.30pm - 3.00pm	The Toyota Way applied to Basketball	Maurizio Marrieri, Deputy Managing Director	Toyota Material Handling Italia
3.00pm - 3.30pm	Bringing the experience from an NBA Franchise to an European Club	Maurizio Gherardini, General Manager	Fenerbache Istanbul
3.30pm - 4.00pm	Improving and innovation from a club perspective	Andrey Vatutin, President	CSKA Moscow
4.00pm - 4.30pm	Exhibition Dedicated Time and Networking		
4.30pm - 4.50pm	Running and developing (and winning!) a division 1 club in a small city	Rolf Beyer, CEO	Brose Bamberg
4.50pm - 5.10pm	New rules and events for the LNP Div. 2-3-4 teams	Pietro Basciano, President	LNP
5.10pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.10am - 9.55am	Football Development in Asia, Specific case study "China".	Tom Byer, Head Technical Advisor	Chinese School Football Program
9.55am - 10.40am	Establishing the largest Grassroots Program in India and the creation of the Indian Super League Youth Academy	Piet Hubers, Technical Director for Grassroots Football	Hero Indian Super League
10.40am - 10.55am	Panel discussion		
10.55am - 11.40am	Exhibition dedicated time and networking		
11.40am - 11.55am	Sponsors Presentation		Bownet
11.55am - 12.40pm	Coach and Player Development in Belgium	Kris Van Der Haegen, Director of Coach Education	Belgian FA
12.40pm - 1.25pm	Bridging the gap between Youth and 1st team football	Martin Hunter, Technical Director	Southampton FC
1.25pm - 2.30pm	Lunch, Exhibition dedicated time and networking		
2.30pm - 2.45pm	Sponsors Presentation		Double Pass
2.45pm - 3.30pm	Growth of Girls and Women's Football participation in England	Rachel Pavlou, National Participation Manager for Women's Football	The Football Association
3.30pm - 4.00pm	Exhibition dedicated time and networking		
4.00pm - 4.15pm	Sponsors Presentation		Dashtag
4.15pm - 5.00pm	Largest Football development programme in Africa	George Mwangi, Manager	Mathare Youth Sports Association
5.00pm - 6.00pm	Exhibition dedicated time and networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

TURF & GRASS CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
2.00pm - 2.30pm	FIFA Quality Concept	Representative TBC	FIFA
2.30pm - 3.00pm	Developing Hockey, Increasing sustainability of Synthetic Turf Pitches	Alastair Cox, Facilities and Equipment Manager	FIH
3.00pm - 3.30pm	Multi-use facilities: benefits of developing the game in Rugby Union	TBC	TBC
3.30pm - 4.45pm	Exhibition Dedicated Time and Networking		
4.45pm - 5.00pm	Development of Mini Pitches and Facilities in Asia	Stuart Larman, Head of Development	Asian Football Confederation
5.00pm - 5.30pm	Latest developments and initiatives in Holland	Patrick Balemans, Policy Advisor for Facilities	KNVB
5.30pm - 6.00pm	Norway - Changing the game, An insight into changes in the last 15 years and the Future	Ole Myhrvold, Head of Construction	Norway Football Association
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

GOLF BUSINESS AND TOURISM CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	Developments, Trends and Challenges in Golf Course Management	Steve Isaac, Director	RandA
10.00am - 10.30am	Growing the European Ladies Tour	Ivan Khodabakhsh, Chief Executive	Ladies European Tour
10.30am - 11.00am	Golf and Partnerships	Claire Herrenschmidt, Sport Sponsorship	IBM
11.00am - 11.30am		Michael Wagmann, Sponsorship Director	BMW Golfsport
11.30am - 2.30pm	Lunch, Exhibition dedicated time and networking		
2.30pm - 3.00pm	Developing and Growing golf in Europe	Richard Heath, General Secretary	European Golf Association
3.00pm - 3.30pm	PGA Europe – Looking towards the future	Ian Randell, Chief Executive	PGAs of Europe
3.30pm - 4.30pm	Associations Panel discussion		
4.30pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00 pm	Drinks and Networking		

EVENT TIMETABLE

SPORTS TOURISM AND EVENTS CONFERENCE

DAY 1
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.15am	Economic impact of Sports Events - Canada case study	Rick Traer, Chief Executive	Canada Sports Tourism Alliance
10.15am - 10.45am	Developing Tourism through Sports Events - Japan Focus	Dr. Munehiko Harada, Chairman	Japan Sports Tourism Alliance
10.45am - 11.15am	UNICEF - Special presentation - The Power of Sport and Sporting Events	Tom Burstow, Head of Sports Programmes	UNICEF
11.15am - 11.45am	Environmental sustainability in sports - mobilizing the winter sports community through winter games	Niklas Kaskeala, President	Finland National Olympic Committee
11.45am - 2.00pm	Lunch, Exhibition Dedicated Time and Networking		
2.00pm - 2.30pm	Developing and Engaging with Modern Pentathlon	Shiny Fang, General Secretary	UIPM
2.30pm - 3.00pm	Host City model and Development for International Cycling - City approach to events	Jerome Lacroix, Head of Business Development	UCI
3.00pm - 3.30pm	Marketing impact for City of Ulster, Northern Ireland	Geoff Wilson, Director	Ulster Grand Prix, Northern Ireland Sports Tourism
3.30pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

ATHLETE PERFORMANCE CONFERENCE

DAY 1 - EXHIBITION HALL
WEDNESDAY, DECEMBER 7, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	Image based player and object tracking	Pascal Fua, Director	CVLab - Laboratory of computed vision, EPFL
10.00am - 10.30am	Sports Performance and Doping	Martial Saugy, Director	LAD - Swiss Laboratory for Doping Analyses
10.30am - 11.00 am		Dr. Julia Franke, Olympic Training Centres	German Olympic Committee (DOSB)
11.00am - 11.30am	Beyond the dream, how Virtual Reality	Sander J Schouten, Director Business	Beyond Sports
11.30am - 12.00pm	Brain Training	Enrico Staderini, Professor	Haute École d'Ingénierie et de Gestion du Canton Vaud (HEIG-VD)
12.00pm - 3.00pm	Lunch, Exhibition dedicated time and networking		
3.00pm - 3.30pm	Visual information processing in Tennis	Michael Herzog, Professor for Psychophysics	EPFL
3.30pm - 4.00pm	Brazilian Talent identification and Talent Development	Marcos Falopa, Professional Football Coach	Brazilian Football Coaches Association
4.00pm - 4.30pm	Performance in the 21st Century	TBC	Keiser
4.30pm - 5.00pm			
5.00pm - 6.00pm	Exhibition Dedicated Time and Networking		
6.00pm - 9.00pm	Drinks and Networking		

EVENT TIMETABLE

FOOTBALL COACHING AND E-LEARNING CONFERENCE

DAY 2
THURSDAY, DECEMBER 8, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.05am - 9.20am	An insight to e-learning	Robin Russell, Chairman	Sports Path International and UEFA Football Development Consultant
9.20am - 10.05am	Using the drone to enhance game understanding	David Powderly, Coach and Drone Enthusiast	Charlton Athletic FA Academy
10.05am - 10.50am	Online coach education in the USA	Vince Ganzberg, Education Content Coordinator	NSCAA
10.50am - 11.30am	Exhibition dedicated time and networking		
11.30am - 11.45am	Sponsors presentation		Academy Soccer Coach
11.45am - 12.30pm	Integrating the use of the web into the development of young players	Richard Grootsholten, Head of Academy	Feyenoord Rotterdam
12.30pm - 1.15pm	LA Galaxy Blended Learning Environment	Dr. Lee Hancock, Professor and Educational Adviser	California State University and LA Galaxy
1.15pm - 2.30pm	Lunch, Exhibition dedicated time and networking		
2.30pm - 2.45pm	Sponsors presentation		The Coaching Manual
2.45pm - 3.30pm	Post graduate online degree courses in soccer coaching	Dr. David Carr, Association Professor and Coordinator of Coaching Education	Ohio University
3.30pm - 4.15pm	E-learning platform supporting 2000 coaches annually	Chris Sharman, Global Development Director	Challenger Sports
4.15pm - 5.00pm	Using the web to support coach and player development in Europe and Asia	Jamie Houchen, Project Manager	Asian Football Confederation & Former Head of FA Learning

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

STADIUM PLAYING SURFACES CONFERENCE

DAY 2
THURSDAY, DECEMBER 8, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	Stadia and surfaces - Developments in Germany	Joachim Baur, Competition and Facilities Department	DFL
10.00am - 10.30am	3rd Generation surfaces in Scotland	Cameron Watt, Facilities Manager	Scotland Football Association
10.30am - 11.00am		Mark Pover, National Facilities and Investment Manager	The Football Association
11.00am - 2.00pm	Lunch, Exhibition Dedicated Time and Networking		
2.00pm - 2.30pm	Hybrid Systems in Italy	Antonio Armeni, President of the synthetic turf commission	LND
2.30pm - 3.00pm	New quality concept for the natural grass in the Swiss FA.	Pierre-Yves Bovigny, Head of Facilities	Swiss Football Association
3.00pm - 3.30pm	Review of Stadium surfaces in French Football	Jean-Michel Berly, Head of Facilities	French Football Association
3.30pm - 5.00pm	Exhibition Dedicated Time and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

SPORTS LAW CONFERENCE

DAY 2
THURSDAY, DECEMBER 8, 2016



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.15am - 10.00am	Key Note - Day 2	Sir Craig Reedie, President and Vice President	World Anti Doping Agency and International Olympic Committee
10.00am - 11.30am	Panel discussion: New challenges faced by retesting of doping samples	Sir Craig Reedie, President and Vice President	World Anti Doping Agency and International Olympic Committee
		Denis Oswald, Chairman of the disciplinary commission for the re-test of the athletes in Beijing and London and IOC member; Honorary President	International Olympic Committee; International Rowing Federation
		Olivier Banuls, Deputy Director	Cycling Anti-Doping Foundation (CADF)
		Dr. Andrea Gotzmann	NADA Germany
11.30am - 1.00pm	Lunch, Exhibition Dedicated Time and Networking		
1.00pm - 1.30pm	Brand Protection and Intellectual Property - Maximising and protecting your assets	Gary Johnston, Partner	Mathys-Squire
1.30pm - 2.00pm	Bid to win - Legal foundations the key for commercial success	Jon Walters, Partner	Charles Russell Speechlys
2.00pm - 2.30pm	Exhibition Dedicated Time and Networking		
2.30pm - 3.00pm	Governance of Sport Organization: what can be improved?	Dr. Sebastien Besson, Partner	Lévy Kaufmann-Kohler
3.00pm - 3.30pm	Worthiness: "What will it take to govern world sport in the coming years?"	Alex McLin, Executive Director	Swiss Arbitration Association
3.30pm - 4.00pm	Image rights and brands in football	Pierfilippo Capello, Partner - Sports Law	Gealex
4.00pm - 5.00pm	Exhibition Dedicated Time and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

SPORTS DIGITAL CONFERENCE

DAY 2
THURSDAY, DECEMBER 8, 2016



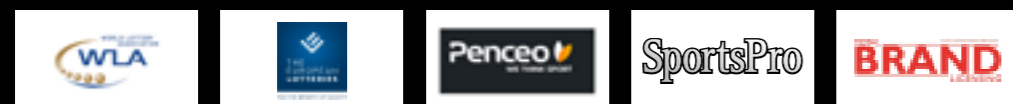
EXHIBITION/ CONFERENCE/ NETWORKING

TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	Bringing fans closer: a year of Sport	Alex Trickett, Head of Sport and Global Sports Chair	Twitter
10.00am - 10.30am	Opportunities for Sport on YouTube	Tomos Grace, Head of UK Sport	YouTube/Google
10.30am - 11.00am	Fan engagement within the NBA	Benjamin Morel, Managing Director EMEA & Senior Vice-President	NBA
11.00am - 2.00pm	Lunch, Exhibition Dedicated Time and Networking		
2.00pm - 2.30pm	A ground-breaking way to help sports grow	Stewart Mison, Strategic Director for Sports Development	Microsoft
2.30pm - 3.00pm		Alex Willis, Head of Communications, Content and Digital and Sam Seddon, IBM Wimbledon Client and Programme Executive	Wimbledon Championships and IBM
3.00pm - 3.30pm	Leading Sports League - Closer to the Fans		LA LIGA
3.30pm - 4.15pm	Sports Federations and Sports Agencies Panel discussion: The next generation	Richard Johnson, Director of Communications	FEI
		Alex Lim, Secretary General	International e-Sports Federation
		Philippe Tardivel, Global Marketing Director	Hublot
		others TBC	
4.15pm - 5.00pm	Exhibition Dedicated Time and Networking		

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT TIMETABLE

INTERNATIONAL ICE HOCKEY CONFERENCE

DAY 2
THURSDAY, DECEMBER 8, 2016



EXHIBITION/ CONFERENCE/ NETWORKING

TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30am - 10.00am	A ground-breaking way to help Ice Hockey grow	Stewart Mison, Strategic Director for Sports Development	Microsoft
10.00am - 10.30am			National Hockey League (NHL)
10.30am - 11.00am	The last 4 years and the future	Martin Baumann, CEO	Champions Hockey League (CHL)
11.00am - 11.30am		Sean Finn, Player and Coach Development Specialist	Yaroslavl Russia with Lokomotiv (Kontinental Hockey League - KHL)
11.30am - 2.00pm	Lunch, Exhibition Dedicated Time and Networking		
2.00pm - 2.45pm	Panel discussion: International and Domestic Club Competitions	Andreas Biffiger, Director	CHL at Infront Ringier
		Christoph Mauer, Director	IIHF World Championship at Infront Sports & Media AG
		Lukas Troxler, Director	Swiss Ice-hockey at Infront & Ringier
		TBC Speaker	
2.45pm - 3.15pm	Opportunities for Sport on YouTube	Tomos Grace, Head of UK Sport	YouTube/Google
3.15pm - 4.00pm	Panel discussion: Player Safety in International Ice Hockey	TBC	TBC
		TBC	TBC
		TBC	TBC
4.00pm - 4.15pm	Exhibition Dedicated Time and Networking		
4.15pm - 5.00pm	Panel Discussion - Into the future	CHL club TBC	TBC
		CHL club TBC	TBC
		CHL club TBC	TBC

EVENT PARTNERS



CONFERENCE SUPPORTERS



EVENT PARTNERS



MEDIA PARTNERS

