

US Sports business event

Oct. 4, 2023

Hôtel de Talleyrand, 2 rue Saint Florentin, 75001, Paris



18:15 – 19:00 : Welcoming and networking aperitive

19:00 – 19:07 : Opening speeches



Denise Bauer
US Ambassador to France



Samuel Ducroquet
Ambassador for Sports

19:07 - 19h:10 : Introduction

SPORSORA

Raymond Bauriaud
President of SPORSORA

19:10 - 20:30 : Conference

Moderator : **George Eddy** *Journalist*



19:10 – 19:40 : Olympic and Paralympic Games - LA2028



Christopher Pepe
Chief Commercial Officer



Trojan Paillot
VP Rights, Acquisitions & Syndication – WBD Europe

19:40 – 20:10 : US Sports business model : good practices to inspire the french ecosystem



Brett Gosper
Head of NFL Europe



Cyril Gane
UFC fighter – WeezL Investor



Victorien Tixier – *Co-Founder and CEO*

20:10 – 20:30 : Women's Sport development in the US



Thayer Lavielle – *EVP Talent, Marketing & Operations*

20:30 – 22:00 : Dinner with speakers