

**LEADERS**

# The Sport Business Summit



## Summit Program

**Date**

8-9 October 2014

**Venue**

Stamford Bridge, Chelsea FC  
London

*Worth Knowing*

The world's most prestigious sport business summit comes to London for discussions on leadership, digital, technology, sponsorship & commercial best practice.

# The Agenda

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At **LEADERS** we search the world for genuine insights on the business of sport, and are proud to welcome a stellar line-up of speakers to the Leaders Sport Business Summit in London. We are confident their stories will provoke, inspire and serve as a timely focal point of discussions to move the industry forward.

## Official Airline Partner

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# The Themes

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## | **The Fan** |

How does sport fit into the shifting landscape of consumer behaviour and what can be done to better understand and engage fans, reach new markets, and deliver for partners? The Fan theme at Leaders offers big names answering these big questions.

[read more...](#)

## | **The Brand** |

The Brand theme brings together top marketers to explore how the industry is changing and what this means for sports sponsorship.

[read more...](#)

## | **The Technology** |

The Technology theme explores how to harness new digital opportunities to drive revenue how new devices and technologies impact, or even manipulate, behaviour.

[read more...](#)

## | **The Game** |

The Game sessions at Leaders are the home of debate to discuss key issues surrounding the industry and map out the future of the sport. Across both domestic and international football, influential figures will examine everything from governance and club ownership, to technology, integrity and the transfer system.

[read more...](#)

## | **The Business** |

The Business theme at Leaders 2014 is a world-class forum for sharing best practice and innovations for growing and sustaining the long-term financial health of your sports property.

[read more...](#)

|Theme|

# The Fan



# Theme Overview

| Theme |  
**The Fan**

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| Fan Engagement | Consumer Behaviour |

Fans come in many shapes and sizes, but whatever language they speak or sport they follow, they are always at the core of what we do. Yet as the world changes with new technologies, entertainment options, and media platforms all vying for page views, wallet share and online conversations, what consumers want and are willing to pay for is changing too. So how does sport fit into this shifting landscape of consumer behaviour and what can be done to better understand and engage fans, reach new markets, and deliver for partners? The Fan theme at Leaders offers big names answering these big questions.

## Confirmed Speakers



**Dave Finocchio**  
Founder & Chief  
Content Officer,  
The Bleacher  
Report

## Target Speakers



**Peter Gruber**  
Chairman,  
Mandalay  
Entertainment  
Owner,  
Los Angeles Dodgers

| Theme |

# The Brand



# Theme Overview

| Theme |  
**The Brand**

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| [Sponsorship](#) | [Activation](#) | [Marketing Innovation](#) |

Sport ignites passion like nothing else, but the way consumers are viewing and interacting with sports content is in a state of continual change offering both opportunities and difficulties for the world's top marketers. So how does a brand operate in this environment to truly engage consumers at their points of passion? And how do they work with rights-holders to achieve maximum impact from their sponsorship activations? The Brand theme brings together top marketers to explore how the industry is changing and what this means for sport sponsorship.

## Confirmed Speakers

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**Roel de Vries**  
Global Head  
of Marketing,  
Comms & Brand  
Strategy,  
Nissan



**Ajaz Ahmed**  
Founder & CEO,  
AKQA



**Christian  
Deuringer**  
Director -  
Global Brand  
Management,  
Allianz



**Thierry Weil**  
Marketing  
Director,  
FIFA

| Theme |

# The Technology





# Theme Overview

| Theme |

## The Technology

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| [Sports Content](#) | [Devices](#) | [Fan Experience](#) |

As technology slowly encroaches on every aspect of our lives, it's doing just the same to the sports business. Whether it's the use of technology on the field of play, data collection behind the scenes, or interactive tools for fans in the stands and at home – there's no escaping it. But how can you harness new digital opportunities to really drive revenue for your business? And how might new devices and technologies impact, or even manipulate, behaviour? The Technology theme examines trends, innovations, costs and benefits.

### Confirmed Speakers

### Target Speakers

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**Russell Wolff**  
EVP & GM,  
ESPN International



**Dave Coplin**  
Chief Envisioning  
Officer,  
Microsoft



**Ralph Rivera**  
Director,  
BBC Future Media



**Rafael De Los Santos**  
Director of New Media ,  
Real Madrid C.F.

| Theme |

# The Game



# Theme Overview

| Theme |  
**The Game**

| Future of Football | Football Governance |

Football, the game that billions watch and millions play, is changing. The Game sessions at Leaders are the home of debate to discuss the key issues currently surrounding the industry and map out the future of the sport. Across both domestic and international football, influential figures will debate everything from governance and club ownership, to technology, integrity and the transfer system.

## Confirmed Speakers

## Target Speakers



**Jeffrey Webb**  
President,  
CONCACAF



**Christian Seifert**  
CEO,  
The Bundesliga



**Erik Thohir**  
Owner & President  
Inter Milan



**Sheikh Salman**  
President,  
Asian Football  
Confederation



**Tom Werner**  
Chairman,  
Boston Redsox &  
Liverpool



**Karl-Heinz  
Rummenigge**  
CEO,  
FC Bayern Munich



**David Gill**  
Vice-Chairman,  
The Football Association  
UEFA Executive  
Committee Member

| Theme |

# The Business



# Theme Overview

| Theme |

## The Business

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| Commercial Best Practise | Revenue Generation |

From worldwide TV coverage to international regular season games, sport is now a global game. But how do you succeed in this new commercial landscape to get ahead, or just keep up, with the competition? The Business theme at Leaders 2014 is a world-class forum for sharing best practice and innovations for growing and sustaining the long-term financial health of your sports property.

### Confirmed Speakers



**Tim Leiweke**  
President & CEO,  
Maple Leaf Sport  
& Entertainment



**Tod Leiweke**  
CEO,  
Tampa Bay Sports  
& Entertainment



**Travis Tygart**  
CEO,  
Anti-Doping  
Agency



**Sir David Brailsford**  
Team Principal,  
Team Sky



**Adam Silver**  
Commissioner,  
NBA



**Paraag Marathe**  
President,  
San Francisco  
49ers



**Josh Harris**  
Owner,  
Philadelphia 76ers



**Tom Daley**  
Diver,  
British Swimming

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