



Sessions: Day One Morning

5 October 2016

Please refer to the Event Guide or the App for full details and up-to-date timings and information about each session.

	2A	3A	4A
09:00			
09:10			
09:20			
09:30			
09:40			
09:50			
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12:20			
12:30			
12:40			

09:05-09:55

A New Chapter For CONCACAF: Positive Leadership And Strong Governance

Speaker

President Victor Montagliani
President CONCACAF
and
Vice President FIFA

09:55-10:25

The European Game: What's Next For Club Football?

Speaker

Lars-Christer Olsson
Chairman
European Professional
Football Leagues

10:35-11:05

Gold Medal Sponsorships: The Evolution of Olympic Marketing

Speakers

Thierry Borra
Director, Olympic Games
Management
Coca-Cola

Hayle Chun
Olympic Games
Management Samsung

10:35-11:05

Uninterrupted: Athletes are the New Media Businesses

Speaker

Maverick Carter
CEO
UNINTERRUPTED and
Springhill Entertainment

11:15-11:45

An Image Tells a Thousand Words: Instagram's Vision for Storytelling in Sports

Speaker

Brandon Gayle
Head of Global Sports
Partnerships
Instagram

11:15-11:45

The Making of eSports: What 20 Years in the Industry Teaches About its Future

Speaker

Gio Hunt
EVP Corporate Operations
Blizzard Entertainment

11:55-12:40

Ownership and the Business of Running a Team: Motives, Plans and Growth

Speaker

Aurelio De Laurentiis
Chairman
Napoli SSC

Baroness Karen Brady
Vice Chairman
West Ham United



Sessions: Day One Afternoon

Tuesday 10 November

Please refer to the Event Guide or the App for full details and up-to-date timings and information about each session.

	2A	3A	4A
13:50			
14:00	<p>14:00-14:25</p> <p>The New World Sport: How Fnatic is Building an eSports Empire</p> <p>Speakers</p> <p>Sam Matthews Founder Fnatic</p>	<p>13:50-14:30</p> <p>Evolving the Atlanta Falcons and Building Atlanta United</p> <p>Speakers</p> <p>Stephen Cannon CEO AMB Group</p> <p>Darren Eales President Atlanta United</p> <p>GLORIA SPORTS ARENA ANTALYA - TURKEY</p>	
14:10			
14:20			
14:30			
14:40	<p>14:40-15:10</p> <p>The Age of Discovery: The World's Number One Story-Teller Comes to Sport</p> <p>Speakers</p> <p>JB Perrette President Discovery Networks International</p>		<p>14:40-15:10</p> <p>A Full Court Press with the NBA: Cutting Edge Marketing in Sport</p> <p>Speakers</p> <p>Pamela El EVP and Chief Marketing Officer NBA</p> <p>WORKS</p>
14:50			
15:00			
15:10			
15:20	<p>15:20-15:50</p> <p>The ELeague: How Turner and WME IMG Are Bringing eSports to the Masses</p> <p>Speakers</p> <p>Tobias Sherman Head of eSports Division WME IMG</p> <p>Robert Occhialini VP Content and Product Technologies, Turner Sports</p>	<p>15:20-15:50</p> <p>All Eyes To The East: European Football Making Its Mark In Asia</p> <p>Speakers</p> <p>Michael Bolingbroke CEO, Internazionale Milan</p> <p>Jan Ayre CEO, Liverpool FC</p> <p>Keith Wyness CEO, Aston Villa</p> <p>RENA 体育之窗</p>	
15:30			
15:40			
15:50			
16:00			<p>16:00-16:45</p> <p>Sweat the Small Stuff: Behavioural Economics, Neuromarketing and How Small Changes in Sport Have Huge Effects</p> <p>Speakers</p> <p>Rory Sutherland Executive Creative Director OgilvyOne</p>
16:10			
16:20			
16:30			
16:40			
16:50			
17:00		<p>16:45-17:25</p> <p>Two Brothers, Six Months, Five Teams and One Specially Prepared Talk: Avant Garde Thinking in Sports</p> <p>Speakers</p> <p>Scott O'Neil CEO Philadelphia 76ers and New Jersey Devils</p> <p>Matt O'Neil Senior Director Brand and Media Dallas Cowboys</p> <p>SAP</p>	
17:10			
17:20			
17:30			