



LEADERS

The Sport
Business
Summit

In partnership with



AGENDA

-

21 – 22 January 2020

Yas Marina Circuit, Abu Dhabi



[Enquire to attend](#)

9.45 – 10.15

| GOVERNANCE AND INVESTMENT |

Confirmed SpeakerHE HE Aref Hamad Al Awani,
General Secretary, Abu Dhabi
Sports Council**The connection point: Abu Dhabi's role as a centre for global sport**

Where East meets West, North meets South, and Leaders meet each other, the first session of the Leaders Sport Business Summit examines Abu Dhabi's position as a centre for global sports – the events, the investment and the vision.

10.15 – 10.45

| INVESTMENT |

Confirmed SpeakerHRH Prince Abdullah bin
Musa'ad bin Abdulaziz
Al Saud, Owner,
Sheffield United**Meet the owner: The long-term vision behind Sheffield United's Premier League return**

- The rationale behind investing in Sheffield United.
- The vision for the club as it returns to the Premier League.
- Taking Saudi Arabia to the world through sport.

10.45 – 11.20: BREAK

11.20 – 11.50

| INVESTMENT |

Confirmed SpeakersJavier Alonso,
Chief Executive, KosmosGerry Cardinale, Founder and
Managing Director, RedBird Capital**Financing the future: How sport's next decade will be funded**

- The investment models and funding initiatives that will underpin the future development of sport.
- How the Gerard Pique-backed Kosmos plans to revolutionise the Davis Cup and tennis over the next decade.

11.50 – 12.15

| SPORTS DEVELOPMENT |

Confirmed SpeakerHis Excellency Ashraf Sobhy,
Minister of Youth and Sports, Egypt**Egypt's role in international sport**

- Egypt's Minister of Sport outlines Egypt's vision and ambition for sport and the key events and strategies that are underway.

12.15 – 12.45

| LEADERSHIP |

Confirmed Speakers

TBC

Management view: How football is changing

- Join two managers with Premier League experience as they discuss how football is changing and what the future looks like.
- What are the most effective management and leadership styles in the modern game, and how is the skillset of the manager evolving?



Enquire to attend

12.45 – 14.00: LUNCH

14.00 – 14.40

| FAN EXPERIENCE AND SPONSORSHIP |

Confirmed Speakers

Navin Singh, Chief Commercial Officer,
United States Golf Association

Guy Kinnings, Deputy CEO, Ryder Cup
Director and Chief Commercial Officer,
European Tour

Tracking golf's future trajectory

- How global golf's major stakeholders are preparing to engage with the next generation and generate economic impact for host venues.
- New formats, new media and new rules under the microscope.

14.40 – 15.20

| FAN EXPERIENCE AND SPONSORSHIP |

Confirmed Speaker

Catherine Bond Muir, Chief
Executive Officer, W Series

Al Tareq Al Ameri, Chief
Executive Officer, Abu Dhabi
Motorsport Management

Keeping pace: Mapping the future of motorsport

- Hear from the world's leading motorsport series as they discuss the future direction of the sport.
- From sustainability to sponsorship, female drivers to the future fan experience.

END OF DAY ONE





Enquire to attend

START OF DAY TWO

9.45 – 10.15

| FAN EXPERIENCE |

Confirmed Speakers

Ilan Nolan, Global Head of
Content and MUTV,
Manchester UnitedMaite Ventura, Managing
Director, Middle East and
North Africa, LaLiga**Connection goals: How European football's elite are engaging fans far and wide**

- How European football's top clubs are building and delivering on multi-media strategies to engage fans.
- Keeping an international fanbase engaged and how to attract fans in new markets.

10.15 – 10.45

| FAN EXPERIENCE |

Confirmed Speaker

Sanjay Patel, Managing
Director, The Hundred,
England & Wales Cricket
Board**New formats for new audiences:
The Hundred**

- Why the England & Wales Cricket Board is creating a new format.
- How sports are rethinking rules and changing formats to meet changing fan and media demand.

10.45 – 11.30: BREAK

COMET product Showcase: Solving Football Federation Data Challenges

Join an exclusive introduction to COMET Competition Management Expert system, designed to revolutionise how football organisations aggregate business processes and data.

Brought to you by

analyticom

11.30 – 12.00

| FAN EXPERIENCE AND SPONSORSHIP |

Confirmed Speakers

Mohamed Al Khalifa, ICT Head
of Sector, Bahrain Economic
Development BoardRobbie Douek, Chief Executive
Officer, BLAST Pro SeriesChris Overholt, CEO, OverActive
Media**Game on: Growing esports in the GCC**

- How esports is developing across the Gulf region and what can tournaments, teams and events do to build profile and awareness.
- Identifying commercial opportunities and what great partner activation and integration looks like.

[Enquire to attend](#)

12.00 – 12.30

| SPONSORSHIP |

Confirmed Speakers

Jim Van Stone, President,
Business Ops,
Monumental Sports
& Entertainment

Yasser Al Yousuf,
Vice President for
Commercial Partnerships,
Etihad Airways

A Monumental investment: How Etihad's sponsorship took flight

- Inside Etihad's wide-ranging partnership with the Washington Capitals, Wizards and Mystics.
- How the partnership is laser-focused on promoting hockey in new markets.

12.30 – 14.00: LUNCH

14.00 – 14.40

| SPONSORSHIP |

Confirmed Speakers

Frederic De Melker, Managing
Director, RAKBANK

Fahad Bahdailah, Vice
President, Corporate
Communications, Saudia

Shrewd investment: How regional brands are activating on the international stage

- Inside RAKBANK's regional partnership with FC Barcelona.
- What regional brands are looking for in international sports sponsorships – and how they can work together with rights holders to activate effectively.

14.40 – 15.20

| GOVERNANCE AND PERFORMANCE |

Confirmed Speakers

Clare Briegal, Chief Executive,
International Netball Federation

Joe De Sena, Founder and CEO,
Spartan Race

Inspiration through participation: National visions for high performance sport

- Experts around the world discuss how sport can provide the inspiration for grassroots participation and healthy lifestyles.
- Exploring the links between elite sport and grassroots programmes, and how sports communities can be developed.

END OF DAY TWO

