

Brand Leaders Summit: 7th October 2009	
08.30	Registration and networking
09.00-10.30	Private “Brands only” discussion forum: The Future of sponsorship
Sponsored by IFM SMS	This brand and sponsor only forum brings together over 40 senior Brand and Sponsorship Directors for a private 90 minute session to share current challenges and new strategies for addressing the increasing pressure on marketing budgets. No suppliers or agencies allowed
	40 Brand, Marketing and Sponsorship Directors
10.45–11.30	The game happens here: <i>how the NBA is embracing the digital future</i>
	The NBA is one of the most respected sports marketing organisations on the planet. It thinks long term, takes a strategic view, invests heavily to build its business and continually thinks outside the box. If you want to know where the future of sport and technology is heading, think NBA. If you want to understand how they are connecting with fans around the world, think NBA. And if you are keen to learn how to build a digital business on the back of your rights, look no further than the NBA. They are truly cutting edge and this will be a master-class in how to build a brand
	Adam Silver, Deputy Commissioner & COO, NBA
11.30-12.00	Networking break
12.00-13.00	UEFA Champions League: <i>The Benchmark</i>
Hosted by The Works	The Champions League is now an iconic global brand with a crystal clear identity and a powerful personality. It has been carefully nurtured over the last 10 years, a process that has been driven by UEFA in partnership with its brand and broadcasting partners. This session will track this amazing story from start to present focussing on the key success factors along the way and what we can expect in future years from Europe’s most respected competition and brand.
	Philippe Le Floc’h, Marketing Director, UEFA Hans Erik Tuijt, Global Manager, Heineken Brand Activation Jonathan Rogers, Commercial Director, ITV Graeme Le Saux, former Champions League player and UEFA adviser
13.00–14.00	Networking lunch
14.00-14.45	Brand Leaders: <i>How to connect with consumers</i>
Sponsored by IFM SMS	Traditionally brands have bought into sports rights holders properties and played to the piper’s tune throughout the length of sponsorship contracts. That is all changing now with the reality of the global economic downturn, the squeezing of marketing budgets and the increased competition for sponsorship funding amongst properties. But brands are taking it one step further and developing their own ideas, concepts, and properties to ensure a clearer connection with the fans and a better return on investment. We talk to three major sponsors about how to truly connect with customers once the sponsorship has been negotiated with the rights holder
	Des Johnson, Castrol Global Brand Director Steve Cumming, Global Category Director, Sponsorship, PR & Events, Diageo Andy Scott, CEO, 188BET
14.45-15.15	Coffee break
15.15-16.00	Building sponsorship value and the customer experience
Sponsored by NixonPeabody	How can rights holders maximise sponsorship revenue at a time when brands hold the power? And, when competition is so hot for the entertainment dollar, what cutting edge techniques are driving consumer loyalty in US sport. These questions and more besides will be answered by Brett Yormark, one of America’s most impressive commercial operators and current CEO of the NBA franchise the NJ Nets. Under his direction, the Nets have experienced their most successful years, with unprecedented growth in customer service being the key. Known for his innovative approach to commercial best practice, this is a must attend session.
	Brett Yormark, CEO, NJ Nets and Brooklyn Sports & Entertainment
16.00-16.30	Coffee break
16.30-17.30	The changing relationship between brands, technology and the media: <i>What next?</i>
	New media and new technologies are now recognised as being the catalyst for a deeper relationship with the next generation of sports fans. If you want to truly connect with this complex and diverse consumer group you need to understand their lifestyle choices and the new consumer technologies they are using. Moore will unravel the myriad of factors to consider and provide a fascinating insight into how best to interact as a brand with the next generation. One of <i>Sports Business Journal</i> ’s Most Influential People in Sports in 2007 and 2008, Moore has more than 25 years of leadership experience in gaming, entertainment and consumer products. Since taking over as President of EA SPORTS in September of 2007, Moore has revitalized one of the most recognized brands in sports and entertainment
	Peter Moore, President, EA sports