

Leaders in Football [★]

7th & 8th October 2008, Chelsea FC

THE INTERNATIONAL CONFERENCE FOR LEADERS IN FOOTBALL

Day 1		Day 2	
08.30–09.30	Registration and networking	08.30–09.00	Networking breakfast
09.30–10.30	Keynote address: Governing the game <ul style="list-style-type: none"> How football's governing bodies plan to lead the game. Some of the key challenges facing governing bodies Building a sustainable future for football Lord Triesman, Chairman of The Football Association	09.00–10.00	Keynote address: Governance in Europe <ul style="list-style-type: none"> Improvements in the Governance of European Football Case study of club licensing David Taylor, General Secretary of UEFA
10.30–11.30	Networking break	10.00–10.30	Networking break
11.30–12.30	Building a League in a competitive sports market <ul style="list-style-type: none"> How to kick start a new League brand The MLS structure and development MLS vision for the future of soccer in the USA and beyond Ivan Gazidis, Deputy Commissioner, MLS Joe Roth, owner of new MLS franchise, Seattle Sounders Kevin Payne, Founder and CEO, DC United	10.30–11.30	The development of professional football around the world The challenges faced by professional organising bodies in different parts of the world will be covered in this fascinating panel discussion Dr Irvin Khoza, Chairman, South African Premier Soccer League Ben Buckley, CEO, Football Federation Australia Frédéric Thiriez, President, Ligue de Football Professionne
12.30–14.00	Networking lunch	11.30–12.00	Networking break
14.00–15.00	Keynote address; Building a global League <ul style="list-style-type: none"> Key success factors of The Premier League International expansion strategy of the Premier League Key legal, media, and regulatory challenges facing The PL Richard Scudamore, CEO, The Premier League	12.00–13.00	Association of European Professional Football Leagues (EPFL) strategy <ul style="list-style-type: none"> History of the EPFL, its values and mission Achievements to date and plans for development Vision for the future of Professional Football Emanuel Macedo de Medeiros, CEO of EPFL
15.00–16.00	Networking break	13.00–14.00	Networking lunch
16.00–17.00	Successful marketing strategies in the USA <ul style="list-style-type: none"> Creating an excitement in the brand The most effective ticket sales strategies Building and servicing corporate partnerships Scott O'Neil, President, Madison Square Garden Sports,	14.00–15.00	Buying in the best players and developing the best talent <ul style="list-style-type: none"> The global competition for players Developing talent versus buying in stars Creating a winning environment for players Bruce Buck, Chairman, & Frank Arnesen, Sporting Director, Chelsea FC
		15.00–16.00	Networking break
		16.00–17.00	Keynote address: Vision Asia <ul style="list-style-type: none"> The impact of professional football in Asia Leading a regional strategy in a global world AFC's vision for the future of football Mohamed bin Hammam, President, AFC

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