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DAY 1	The Football Leaders Summit: 7th October 2009
08.30–09.30	Registration and networking
09.15 – 09.30	Welcome: Sir David Richards, Chairman, The Premier League
09.30–10.30	<p>The future of football: <i>A global perspective</i></p> <p>The football industry is changing at a breath-taking rate with new owners, technologies, ideas and regulations all contributing to a seismic shift in the way football is going to be organised and played. In this session we get into the mind of one of football's foremost powerbrokers and reveal the key issues under discussion at the very top of the football tree.</p> <p>Jack Warner, President, CONCACAF & FIFA Executive Member</p>
10.30 – 11.30	Networking break
11.30-12.30	<p>Managing the wealth gap: <i>Who are the winners and losers?</i></p> <p>With the Premier League in England pioneering the commercialisation of the professional elite, Leagues and Clubs all over the world have followed in their footsteps. This has created powerhouse nations such as England, Spain, Germany and Italy where the leagues and a handful of individual clubs dominate the world of football. In essence, football is no longer played on a level playing field and the gap between the rich and the poor is growing ever wider. In this session we explore this reality with a view from the Chairman of one of the world's most respected second tier professional leagues and from a panel of guests able to comment on how best to compete in an ever more challenging commercial environment.</p> <p>Lord Mawhinney, Chairman, The Football League Don Garber, Commissioner & CEO, Major League Soccer Harold Mayne-Nicholls, President, Chilean FA</p>
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12.30–14.00	Networking lunch
14.00–15.00	<p>Leadership on and off the field: <i>What can we learn from Managers and Coaches?</i></p> <p>Football Management is one of the most demanding professions around with team performance and results revealed on a weekly basis to the worlds most demanding customers. As a profession it has changed significantly with Managers now required to bond players from different cultural backgrounds, develop a winning mindset amongst the team, set the vision for the Club and understand the ever changing nature of tactics and technique. The one common theme that has not changed over this time is the importance of Leadership to the success of the team. But what is Leadership? What difference does it make? And why is it so important in football <i>and</i> business? These and many other questions will be answered during this insightful presentation by one of the world's most respected Coaches, Managers and Trainers.</p> <p>Andy Roxburgh, Technical Director, UEFA</p>
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15.00 – 16.00	Networking break
16.00–17.00	<p>The changing role of Management: <i>A view from the top</i></p> <p>Football Managers work under the most intense pressure in an environment where job security is non existent. The role is constantly changing and the Manager is now required to deal with a wide range of stakeholders in the game as well as prepare their team, manage budgets and buy and sell players. The emergence of Sporting Directors, Directors of Football, Performance Managers and Technical Directors has also raised the debate about where the lines of responsibility lie and who is best to set the long term strategy for the club. So what is it like to be a Manager? How has the role changed? What are the key issues facing the profession? And what are the plans for the future? In this session we have partnered the League Managers Association to find some answers from 2 of the most respected and straight talking Premier League Managers in the game</p> <p>Richard Bevan, CEO, League Managers Association Roy Hodgson, Manager, Fulham FC Mick McCarthy, Manager Wolverhampton Wanderers Howard Wilkinson, Chairman, League Managers Association Sven Goran Eriksson, Director of Football, Notts County FC</p>
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DAY 2	The Leaders Summit: 8th October 2009
08.30–09.30	Networking breakfast
09.00 – 09.30	<p>The Football Association as a force for change: <i>What next?</i> Since his election as the first Independent Chairman of The Football Association, Triesman has introduced a new 5 year strategy, consolidated The FA's finances, overseen the transition from appointment to management of Fabio Capello and Ian Watmore, and engendered a new confidence within The FA team. Last year Triesman voiced his concern over the future of Club finances at a time when the UK economy reached crisis point, and this year his keynote address will no doubt identify major challenges as he continues his role as custodian of the game. Keynote Address: Lord Triesman, Chairman, The Football Association</p>
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09.30–10.00	<p>Staging a World Cup: <i>The final straight</i> With the 2010 FIFA World Cup almost upon us and with South African host cities making their final preparations to welcome the world, Danny Jordaan, the man at the helm, will reflect on the bidding process, discuss the progress made to date, identify the challenges he has faced and the key success factors for the first World Cup held on African soil. Danny Jordaan, CEO, 2010 FIFA World Cup in South Africa</p>
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10.00-10.30	<p>England United. The World Invited. The current World Cup bidding process is the most competitive in FIFA's history. There are nine bidders for the tournament in 2018 with 11 competing for the right to become hosts in 2022. FIFA will make its decision on both tournaments in December next year and England 2018 CEO Andy Anson discusses the challenges that England's bid team must face in the next fifteen months if it is to win the privilege of hosting the biggest tournament in the world Andy Anson, CEO, England World Cup 2018 bid team</p>
Sponsored by UKTI	
10.30–11.30	Networking break
11.30-12.30	<p>Keynote speech: Football and the Middle East: <i>what next?</i> Middle East influence in the global game is accelerating at an unprecedented rate with many PL Clubs becoming takeover targets of powerful individuals and consortiums. But the Middle East is more than just about cash, and over the last 10 years the Emirates have used sport to drive significant economic growth. With the UAE now professionalising the football league, Dubai now established as a major sports hub and Qatar bidding to host the 2022 FIFA World Cup, the future growth of football is a key part of the plan and this session explores their key goals H.E. Mohammed bin Hamad bin Khalifa Al-Thani, Chairman, Qatar 2022 World Cup Bid</p>
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	<p>Panel discussion Hassan Al Thawadi, CEO, Qatar 2022 World Cup Bid Romy Gai, CEO, UAE Football League Dr Hafez Almedlej, Chairman, Saudi Professional League Commission</p>
12.30–14.00	Networking lunch
14.00–15.00	<p>Football in a global recession: <i>winner, losers and how to ride out the storm</i> This panel is not to be missed if you want to hear from two of the most distinguished leaders in US sport at a time of unprecedented change in the global financial markets. Sunil Gulati, a Professor of Economics at Columbia University in New York as well as being one of US Soccer's most influential figures, will unravel the financial crisis and identify the implications for professional football. Tim Leiweke, is one of the world's true leaders in the professional sports and entertainment industry and the man responsible for bringing Beckham to the LA Galaxy. He is responsible globally for all divisions of AEG from its partnerships division to its marketing and sports operations. It will be a masterclass in how to trade through the economic storm.</p>
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	<p>Sunil Gulati, President, United States Soccer Federation Tim Leiweke, President and CEO, AEG</p>
15.00–16.00	Networking break
16.00–17.00	<p>The Future of Sports Broadcasting: <i>friend or foe?</i> The broadcasting revolution has seen the emergence of new digital and satellite media organisations that have revolutionised the presentation of sport and ensured premium sports rights holders have derived maximum value from the product they sell. But what has the affect been on the political, administrative, technical and commercialisation of the game and what</p>

Leaders in Football[★]

does the future hold? These questions will be answered by the man at the helm of BSkyB, the broadcaster credited with delivering innovation and technical excellence in broadcasting sport

Jeremy Darroch, CEO, BSkyB