

Leaders in Football [★]

7th & 8th October 2008, Chelsea FC

MARKETING AND COMMERCIAL WORKSHOPS AT LEADERS IN FOOTBALL

	MORNING – DAY 1	MORNING – DAY 2
08.30 – 09.30	Networking breakfast	
09.30 – 10.30		How to build and connect with a community of fans <ul style="list-style-type: none"> • What are the latest developments in the digital world • How to create deeper engagement with fans • How can you create and manage a 2 way communication Andrew Cocker, Head of UK Marketing, Yahoo! Europe
10.30 – 11.30	Understanding how football can deliver a return on objectives for Sponsors <ul style="list-style-type: none"> • The Global Football Consumer • Implications of global trends for brands & rights holders • MasterCard global sponsorship case study Paul Meulendijk, Head European Sponsorship, MasterCard Phil Carling, Global Head of Football, Octagon	Understanding the soccer revolution <ul style="list-style-type: none"> • How the US soccer market is changing • Key market opportunity for Clubs and football organisations • How to build a football presence in the US Doug Quinn, President, Soccer United Marketing Will Wilson, Executive Vice President, Soccer United Marketing
	Best practice in commercial hospitality services to football <ul style="list-style-type: none"> • How technology can support hospitality • The customer experience • How to win and retain clients Alison Plant, Head of Hospitality and Events, Aston Villa Richard Harris, IT project manager, Wembley	
11.30 – 12.30		Focus on India <ul style="list-style-type: none"> • The market opportunity for Clubs in India • Doing business in India : the do's and the don't's International brands using football to reach their consumers Kevin Costello, Managing Director, Haymarket Consumer Media Prashant Singh, Business Development Director, Octagon, India Arunava Chaudhuri, Founder, Indianfootball.com
13.00 – 14.00	Networking lunches	

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	AFTERNOON – DAY 1	AFTERNOON – DAY 2
14.00 – 15.00		<p>What can football learn from F1's commercial programme?</p> <ul style="list-style-type: none"> • The William's team approach to creating partnerships • How Williams F1 retains their sponsors for the long term • How to attract global sponsors irrespective of performance <p>Tom Potter, Commercial Alliances, Williams F1 Mark Alexander, Commercial Alliances, Williams F1</p>
15.00 – 16.00	<p>Keeping the past for the future: A Bundesliga case study</p> <ul style="list-style-type: none"> • Digitising the content – live and archive material • Making content available across all platforms • New business opportunities with sponsors and fans <p>Martin Burkhalter, Chief Commercial Officer, Vizrt</p>	<p>Sports Social Networks: The Market opportunity; Carling.com</p> <ul style="list-style-type: none"> • The Social Network Market • Future growth and opportunities in Niche Networks • Case study: Carling.com <p>Rob Salmon, Marketing Communications Partner, Carling Mike Flynn, CEO, FastWebMedia</p>
	<p>Building a commercially successful National Stadium The premium seat concept; running a sponsorship programme; attracting new sports and entertainment properties Commercial and Marketing Strategy of Dubai Sports City Strategy for attracting sports events; Commercial model to create sustainability; Partnership opportunities</p> <p>Jonathan Gregory, Commercial & Marketing Director, Wembley National Stadium Malcolm Thorpe, Commercial & Marketing Director, Dubai Sports City</p>	<p>The changing face of media consumption</p> <ul style="list-style-type: none"> • Where are fans looking for content? • How to generate new exposure for your brand • Embracing the new media revolution <p>Anthony Zameczkowski, Strategic Partner Development Manager, YouTube EMEA</p>
16.00 – 17.00		

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