



Sportaccord Denver 2009

DAY ONE

Wednesday 25th March 2009

10:30-11:00 Opening of conference and introductions

John Hickenlooper, Mayor of Denver

Sportaccord MC: Linda Cohn, *SportCenter Anchor*, ESPN

11:00-12:30 WORLD AGENDA: Sport & Philanthropy - The Value Of Giving Back

Sports organizations and athletes have engaged in philanthropy perhaps as long as there have been organized sports. Is philanthropy becoming more important in the world and business of sport? Why and how do sports organizations and athletes get involved in philanthropy? When corporations support and involve themselves in sports philanthropy, what benefits are they seeking and how do they evaluate potential opportunities? When a sports organization gets involved, how important is athlete involvement? How can collaboration make sports philanthropy more successful for all who are involved? Is there a reason to connect major sports events with philanthropy? How can that connection benefit the rights holder, the participants in the event, the local organizing committee, and the city that hosts the event? Athletes for Hope (AFH), a non-profit organization dedicated to enhancing philanthropy through the power of sports, has helped us assemble a panel of experts to discuss the opportunities available and challenge us all.

Moderator: Peter Roby, *Director of Athletics & Recreation*, Northeastern University

Andre Agassi, *former No. 1 professional tennis player, 8-time Grand Slam & Olympic Gold medal winner, Founding Athlete*, Athletes For Hope; *Chairman & President*, Andre Agassi Charitable Foundation

Kathleen Behrens, *Executive Vice President, Social Responsibility and Player Programs*, NBA

Andrea Jaeger, *former No 2 professional tennis player, Founding Athlete*, Athletes For Hope; *Founder*, Little Star Foundation

Suzanne Muchin, *Principal*, ROI* Ventures LLC

Chris Waddell, *Paralympian 5-time gold medallist, Founder & Consultant*, One Revolution Foundation

12:30-13:45 Lunch in the Exhibition Area

13:45-14:30 INTERVIEW OF THE DAY: The Network Is The Message...Sport As Mainstream Entertainment

Sports as premium entertainment. Will all sports move inevitably from mainstream channels to specialist channels and men's channels? What do sports event need to remain relevant for the mainstream audience and generalist networks? Is today's market all about multi-platform reach or does the traditional mass audience still have its own distinct significance? Are there pressures on sports to provide more entertainment? Are sports just a way to tell human interest stories – or do they have their own value? Is the door closed on new sports? Will young people outgrow youth sports and, if so, what will they move on to? How can broadcasters use sport to deliver more value for advertisers? Dick Ebersol, long-time head of NBC Sports & Olympics, shares his perspective on the state of television today.

Dick Ebersol, *Chairman*, NBC Universal Sports & Olympics, interviewed by **Susie Wargin**, *Sports Anchor*, KUSA*TV/9News (Denver NBC Affiliate)

14:30-15:00 CASE STUDY: Global Sports Ownership In The 21st Century

Is there really a global sports market or are certain sports truly regional in nature? Do North American sports values

and practices apply overseas? What are the biggest challenges an owner faces in different cultures? What are the values of big traditional brands that must be protected and how can they be optimized in a global market? Are all sports exportable, and do they all need to grow internationally in order to be successful in the longer term? What challenges are on the horizon for professional teams and federations? What changes in sport, sponsorship, media dynamics, player development and compensation are necessary in the future? Owner of multiple professional teams – George Gillett – offers a unique view from an owner's perspective

George N. Gillett Jr., *Businessman and Team Owner*, Montreal Canadians (NHL), Liverpool FC (English Premier League), Richard Petty Motorsports (NASCAR)

15:00-16:30 TREND WATCH: 2020 & Beyond - How Will Sport Change As The World Changes?

Technology is transforming the world of entertainment and sport. What are the implications of new digital media for consumer habits and the shape of commercial opportunity? What lessons can be learned from other sectors such as music? What will the consumers of the future expect and demand of sports entertainment? How does live sport fit into the new global entertainment market? How can sports competition be shaped to respond to changing tastes and demand? How is sport becoming a form of interactive entertainment and what are the implications for participation in traditional modes?

Presentation: **David Card**, *Vice President & Principal Analyst*, Forrester

Observation and analysis from:

Don Garber, *Commissioner*, Major League Soccer

Timothy J. Leiweke, *President & CEO*, AEG

Peter Moore, *President*, EA Sports

John Skipper, *Executive VP Content*, ESPN

Moderator: **Linda Cohn**, *SportCenter Anchor*, ESPN

16:30-17:30 Sportaccord Networking Drinks Reception

18:00 NHL Hockey Game (Colorado Avalanche v Anaheim Mighty Ducks)

DAY TWO

Thursday 26th March 2009

10:00-10:45 INTERVIEW OF THE DAY: Sports & Business – A Combustible Mix

What sort of an impact does sport have on business – to the bottom line, as a commercial platform, and in a bigger, social sense? To what extent can one control one's own destiny within the sports world and set your own agenda and to what extent must you go along with the prevailing business trends? What are the pros and cons to sport being integrated within a larger media group? Whether in billboard advertisement, cable television, sports team ownership, sailing, environmental initiatives or philanthropy – Ted Turner's vision, determination, generosity and forthrightness have consistently given the world reason to take notice. He shares some of his insight and experience with our audience.

Ted Turner, *Chairman*, Turner Enterprises, Inc. interviewed by **Gregg Moss**, *Anchor*, KUSA*TV/9News (Denver NBC Affiliate)

10:45-12:00 PLENARY PANEL SESSION: Big Leagues & Federations - How Professional Sport And International Governing Bodies Can Improve Collaboration

As governing bodies and commercial operators international federations and the North American professional leagues have many similarities – and many points of difference. Has the globalizing trend of the market sharpened the challenges of cooperation? What does the possible expansion of American leagues into Europe mean? How do the leagues and federations work together on international competitions, including the Olympic Games? What is the state of play on player movement and compensation for national federations? How can the battle against doping be fought effectively together?

Moderator: Paul Tagliabue, *Senior of Counsel*, Covington & Burling LLP and *Former Commissioner*, National Football League

Patrick Baumann, *Secretary General*, International Basketball Federation (FIBA)

Gary Bettman, *Commissioner*, National Hockey League (NHL)

René Fasel, *President*, International Ice Hockey Federation (IIHF)

Adam Silver, *Deputy Commissioner & COO*, National Basketball Association (NBA)

12:00–13:00 **Lunch in the Exhibition Area**

13:00-14:20 **CASE STUDY & DISCUSSION: Youth Olympic Games - Engaging The Youth Of The World**

The Youth Olympic Games' (YOG) vision is to inspire young people around the world to participate in sport and adopt and live by the Olympic values. As such they are not just an event balancing sport, culture and education but also a catalyst within the Olympic Movement for initiatives targeting youth. Since their creation by the IOC in 2007 under the leadership of President Jacques Rogge, the YOG have developed steadily as a project shifting from concept to product. Singapore 2010's organising committee is in full preparations to host a historical first summer edition in now less than 18 months and Innsbruck 2012 has recently been elected to follow through with the first winter edition. What are the YOG? What are the youth looking for? What have been the challenges to date in planning and shaping the event? Beyond the event and young athletes, how is the IOC looking at reaching out and engaging at large with the youth of the World? What should be the role of digital media to succeed? Here, some of the key players share their insights and discuss this new and exciting Olympic project.

Gilbert Felli, *Olympic Games Executive Director*, IOC

Frank Fredericks, *2-time Olympic Silver Medalist, Chairman of IOC Athletes' Commission and Member of 2010 YOG Coordination Commission*, IOC

Ser Miang Ng, *IOC Executive Board Member and Chairman*, Singapore Youth Olympic Games Organising Committee (SYOGOC)

Daniel Wadia, *Director of Global Clients & Business Development*, UNITED (a WPP Company)

14:20-14:35 **2010 Sportaccord Host City Presentation: Dubai**

14:35-14:40 **Close of conference: Hein Verbruggen**, *Chairman*, Sportaccord

15:00-17:00 **2016 Candidate City Presentations**

15:00 Chicago

15:30 Tokyo

16:00 Rio de Janeiro

16:30 Madrid

17:00-18:30 **Sportaccord Networking Reception**