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## **DAY 1** Monday 27 June

SESSION 1 – OPENING KEYNOTE – *To be confirmed*

SESSION 2 – INNOVATION KEYNOTE – *Jack Elkins, Director of Innovation, Orlando Magic (NBA)*

SESSION 3 – MARKETING KEYNOTE – *Ted Johnson, CMO & SVP, Minnesota Timberwolves (NBA) & Minnesota Lynx (WNBA)*

SESSION 4 – Speed Networking function, Stadium Tours, Private Meetings

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## **DAY 2** Tuesday 28 June

SESSION 1 – EVENTS KEYNOTE – *Paul Turner, Director of Event Operations & Security, AT&T Stadium & Dallas Cowboys (NFL)*

SESSION 2 – BRANDING KEYNOTE – *Peter Sorckoff, CCO & SVP, Atlanta Hawks (NBA)*

SESSION 3 – VENUES KEYNOTE – *Ethan Casson, Chief Revenue Officer, Levi's Stadium & San Francisco 49ers (NFL)*

SESSION 4 – Breakouts

SESSION 5 – SOCIAL MEDIA KEYNOTE – *To be confirmed*

SESSION 6 – DIGITAL KEYNOTE – *George Scott, VP Club Sites, NFL Digital*

SESSION 7 – Breakouts

SESSION 8 – FAN ENGAGEMENT KEYNOTE – *To be confirmed*

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## **DAY 3** Wednesday 29 June

SESSION 1 – COMMERCIAL KEYNOTE – *Ethan Casson, Chief Revenue Officer, Levi's Stadium & San Francisco 49ers (NFL)*

SESSION 2 – Breakouts

SESSION 3 – TICKETING & MEMBERSHIP KEYNOTE – *To be confirmed*

SESSION 4 – SPONSORSHIP KEYNOTE – *J.W. Cannon, Senior Project Lead – Sponsorships, UPS*

SESSION 5 – CRM & ANALYTICS KEYNOTE – *To be confirmed*

SESSION 6 – Breakouts

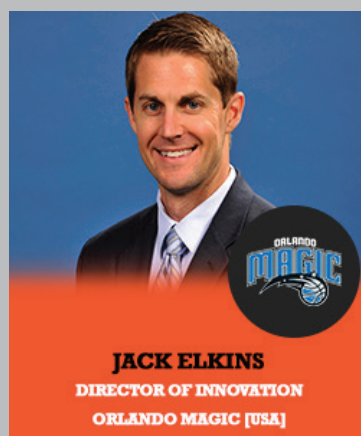
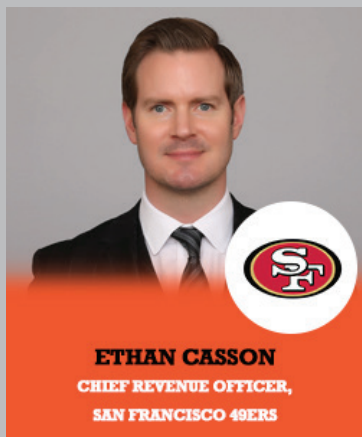
SESSION 7 – PARTNERSHIPS KEYNOTE – *Darren Birch, GM Commercial Operations, AFL*

Sport Research Group reserves the right to alter the programme and/or substitute speakers without notice. Information current as at 30 November 2015

<http://www.sportsfansummit.com>

**REGISTER BY 11 DECEMBER, 2015  
& PAY ONLY \$1095 PER DELEGATE**

## 2016 INTERNATIONAL SPEAKERS



## FEEDBACK FROM ATTENDEES

THE SPORTS FAN SUMMIT IS THE SOUTHERN HEMISPHERE'S PREMIER SPORT MARKETING EVENT  
AUSTIN LALLY, THEN CEO OF GLOBAL BRAUN, GENEVA, SWITZERLAND

THE SPORTS FAN SUMMIT HAS BY FAR THE BEST AND MOST ORIGINAL CONTENT OF ALL  
THE CONFERENCES I ATTEND GLOBALLY EVERY YEAR

AJ MAESTAS, PRESIDENT, NAVIGATE RESEARCH, CHICAGO

IT'S BEEN GREAT. THE CONFERENCE CONTINUES TO GROW YEAR ON YEAR

SHAUN MIELEKAMP, CEO, CENTRAL COAST MARINERS

WHAT I LOVE IS ABOUT THIS CONFERENCE IS YOU CAN TAKE WHAT IS DONE IN THE NBA AND NFL  
WITH AMAZING BUDGETS AND STILL TRANSLATE THINGS DOWN TO PRACTICAL APPLICATIONS FOR  
YOUR OWN SPORT

KATE AGNEW, HEAD OF EVENTS & INTERNATIONAL, NETBALL NEW ZEALAND

THE DIVERSITY OF SPEAKERS AT THE SPORT FAN SUMMIT IS VERY COMPELLING. LISTENING TO  
OTHER PEOPLE'S EXPERIENCES IN DIFFERENT MARKETS ALWAYS TRIGGERS THOUGHTS IN YOUR  
OWN MIND. THE OPPORTUNITY TO NETWORK WITH THOSE FROM OTHER CODES AND OTHER  
COUNTRIES IS FANTASTIC.

LYALL GORMAN, GROUP CEO, CRONULLA SHARKS