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2017 SPORTS MANAGEMENT CONFERENCE

**10th
 Annual**

Leading Edge Strategies for Managing and Marketing the Business of Sport

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President of Hockey Operations
 Calgary Flames

TREVOR WHIFFEN

Partner, Dickinson Wright LLP
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 Maple Leaf Sports & Entertainment - Toronto

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 National Lacrosse League - New York

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 Manager, Consumer Products - NFL Canada - Toronto

JOHN SHANNON
 Broadcaster - Sportsnet - Toronto

MATTHEW SHUBER
 VP, Business Affairs & Legal - Toronto Blue Jays - Toronto

MARK SILVER
 President - Stadium Digital - Toronto

CHRISTINE SIMPSON
 Reporter - Sportsnet
 & Hockey Night in Canada - Toronto

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 Human Performance International - Toronto

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 San Jose Sharks - San Jose

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 Partner - Dickinson Wright LLP - Toronto
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ENROLL TODAY: contact Patrice Whiffen - 519.868.2399 email: patricewhiffen@primetimesport.ca

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Fee Per Delegate - Fees include attendance, program materials, continental breakfasts, lunches, and break refreshments.

Registration fees are as follows:

1. EARLY BIRD SPECIAL DISCOUNT:

Available for the first 30 regular registrations received and paid in full: \$795.00 + HST (\$898.35)

2. *University and College Students: \$249.00 + HST (\$281.37) PER DAY

3. Amateur Organizations: \$599 + HST (\$676.87) BOTH DAYS

4. All Regular Registrations: \$479 + HST (\$541.27) PER DAY or \$949.00 + HST (\$1,072.37) BOTH DAYS

NOTE: All prices in Canadian Funds. * Valid student identification required at time of check-in.

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I will be attending the conference on: November 13, 2017 November 14, 2017 November 13 & 14, 2017

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Thank you for your order.

Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. Delegates acknowledge that there will be no partial or full refunds as a result of any such changes.

Location:

Westin Harbour Castle Hotel - 1 Harbour Square
Toronto, Ontario - M5J 1A6

Hotel Rooms:

PrimeTime Sports and Entertainment has secured a number of rooms for delegates at the Westin Harbour Castle Hotel at a preferred rate.

To reserve your room, please email

emile.mansour@westin.com

Reservations must be made by **October 15, 2017** in order to receive the preferred rate. Reservations are based on hotel availability.

Cancellation and Substitutions

Please note that all sales are final. Substitutions are allowed, but must be emailed to Patrice Whiffen patricewhiffen@primetimesport.ca prior to November 1, 2017.

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10th ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE AND TRADE SHOW

**SUNDAY, NOVEMBER 12, 2017
WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**7:00 pm - Welcome Reception Sponsored by the Business of Hockey Institute:
Peter Luukko, Executive Chairman of The Florida Panthers Hockey Club and
Sunrise Sports & Entertainment to be honoured with the Certified Hockey
Professional Designation**

**MONDAY, NOVEMBER 13, 2017
WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO**

7:00 Registration and Continental Breakfast

8:15 Welcome by Gord Miller of The Sports Network and Conference Chairs

Brian Burke
President of Hockey Operations
Calgary Flames

Trevor Whiffen
Partner - Dickinson Wright LLP
Governor – London Knights

8:30 League Operations: Sharing Best Practices

Moderator: Gord Miller
Play By Play Announcer
The Sports Network (TSN)

Randy Ambrosie
Commissioner
Canadian Football League

Brenda Andress
Commissioner
Canadian Women's Hockey League

Dave Andrews
President & Chief Executive Officer
American Hockey League

Bill Daly
Deputy Commissioner
National Hockey League

Nick Sakiewicz
Commissioner
National Lacrosse League

9:30 Key Considerations in Player Evaluations

Moderator: Dave Poulin
Former Vice President -Toronto Maple Leafs
Broadcaster - The Sports Network (TSN)

Tim Bezbatchenko
General Manager
Toronto FC

Brian Burke
President of Hockey Operations
Calgary Flames

Meghan Chayka
Co-Founder
Stathletes

Dr. Dana Sinclair
Partner
Human Performance International

10:30 Networking Break

10:45 Keynote Interview: Gord Miller Interview with Gary Bettman, Commissioner of the National Hockey League

11:15 Representing Athletes in Contract Negotiations

Moderator: Angela LaChica
President & Chief Executive Officer
LaChica Sports

Chaka Bainbridge

Certified NLL/Extreme Sports Agent
President, Bainbridge Sports

Bret Kanis

Certified NBA Player Agent
Hightower Law Firm

Dr. Lynn Lashbrook

Certified NFL Player Agent
Sports Management Worldwide

Ritch Winter

Certified NHL Player Agent
Wintersports Ltd.

12:15 Networking Luncheon and Keynote Interview: Gord Miller Interview with Peter Luukko, Executive Chairman of the Florida Panthers Hockey Club and Sunrise Sports & Entertainment

2:00 Developments and Challenges in Amateur Sport

Moderator: John Shannon

Broadcaster
Sportsnet

Graham Brown

Chief Executive Officer
U Sports

Earl Cochrane

Chief Strategic Development Officer
Canada Soccer

Bill Cooper

Chief Executive Officer
Canada Sevens Rugby Team

Michele O'Keefe

President & Chief Executive Officer
Canada Basketball

2:45 Sports and the Courts: Protecting Your Players, Teams and League

Moderator: Trevor Whiffen

Partner, Dickinson Wright LLP
Governor, London Knights Hockey Club

Patrick Burke

Director of Player Safety
National Hockey League

Eric Macramalla

Legal Analyst
The Sports Network (TSN) & Forbes Magazine

Matthew Shuber

Vice President, Business Affairs and Legal Counsel
Toronto Blue Jays

3:45 Networking Break

4:00 Keynote Interview: Gord Miller Interview with Rene Fasel, President of the International Ice Hockey Federation

4:30 Hockey Arbitration Competition of Canada: Mock NHL Labour Arbitration

5:30 Networking Reception in Support of You Can Play

7:00 Workshop: Careers in Sport and the Power of Networking, Hosted by Sports Management Worldwide

Moderator: Dr. Lynn Lashbrook

Certified NFL Player Agent
Sports Management Worldwide

Fiona Birch

Chief Digital Strategist
Pro Athlete Online

Meghan Chayka

Co-Founder
Stathletes

Joelle Elfassy
Business Development Manager
Stadium Digital

Josh Hamilton
Manager, Membership Services & Events
Greater Toronto Hockey League

Dave Harris
Executive Director
Oakville Soccer Club

Will Kay
Director, Business Development
Hamilton Tiger-Cats

Dr. Tim Rindlisbacher
Director of Sports Health
Cleveland Clinic

Jillian Svensson
Vice President, Business Development & Operations
You Can Play

9:00 Day One of the Conference Concludes

TUESDAY, NOVEMBER 14, 2017
WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO

7:45 Registration and Continental Breakfast

8:15 Welcome by Gord Miller of The Sports Network (TSN)

8:30 Team Business Operations: Sharing Best Practices

Moderator: Gord Miller
Play-By-Play
The Sports Network (TSN)

Kevin Abrams
Assistant General Manager
New York Giants

Brian Burke
President of Hockey Operations
Calgary Flames

Bill Manning
President
Toronto FC

Eric Perez
President
Toronto Wolfpack Rugby Team

Bruce Popko
Chief Operating Officer
Buffalo Bills, Buffalo Sabres, Buffalo Bandits

9:30 Scotiabank Arena: Inside the Biggest Naming Rights Deal in History

Moderator: Dr. Cheri Bradish
Associate Professor, Marketing Management, Ted Rogers School of Business
Management – Ryerson University

Brian Cooper
President and CEO
MKTG Canada

John Doig
Executive Vice President & Chief Marketing Officer
Scotiabank

Dave Hopkinson
Chief Commercial Officer
Maple Leaf Sports & Entertainment

10:15 Networking Break

10:30 Utilizing Analytics in a Sports Business

Moderator: Mark Francis
Sports Marketing Professor
UCLA Anderson School of Management

Jessica Gelman
Chief Executive Officer
Kraft Analytics Group (New England Patriots/New England Revolution/Gillette Stadium)

Neda Tabatabaie
Vice-President, Business Intelligence
San Jose Sharks

11:15 The Future of Sports Media

Moderator: Gord Miller
Play-By-Play Announcer
The Sports Network (TSN)

Rick Horrow
CEO – Horrow Sports Ventures & Host – “Power of Sports” Presented by Group One
Thousand One on FOX Sports Regional Networks and Reuters’ “Keeping Score”

Mark Milliere
Senior Vice President & General Manager
The Sports Network (TSN)

Scott Moore
President of Sportsnet & NHL Properties
Rogers Communications

**12:15 Networking Luncheon and Hot Stove Discussion: The Great Debate -
Should Tax Payer Funds be Used to Build Sporting Facilities?**

Moderator: Gord Miller
Play-By-Play Announcer
The Sports Network

Rick Horrow

CEO – Horrow Sports Ventures & Host – “Power of Sports” Presented by Group One
Thousand One on FOX Sports Regional Networks and Reuters’ “Keeping Score”

Jim Lawson

Chairman, Board of Governors
Canadian Football League

Richard Peddie

Former President & Chief Executive Officer
Maple Leaf Sports & Entertainment

2:00 Corporate Partnerships and Alternative Revenue Streams**Moderator: Brad Robins**

Brand Ventures
LEGACY Global Sports

Mark Ditmars

Vice President, Corporate Partnerships & Luxury Suites
Toronto Blue Jays

Chris Lencheski

Global Commercial Partnerships Director
MP & Silva

Daryl Seidman

Manager, Consumer Products
National Football League Canada

2:45 Creative Ticket Sales Strategies**Moderator: Tom Whaley**

Executive Vice President
St. Paul Saints Baseball Club

Bill Guertin

Founder and CEO
Stadium Gorilla

Tom Pistore

Vice President, Ticket Sales & Service
Maple Leaf Sports & Entertainment

Patti-Anne Tarlton

Chief Operating Officer
Ticketmaster Canada

3:30 Networking Break**3:45 Organizing and Hosting Major Sporting Events****Moderator: Christine Simpson**

Hockey Reporter
Sportsnet

Laurence Applebaum

Chief Executive Officer
Golf Canada/ RBC Canadian Open

Jeff Atkinson

President
Honda Indy

Michael Burns

Chief Executive Officer
The Invictus Games Toronto 2017

Michael Copeland

President & Chief Executive Officer
Toronto Argonauts/2016 Grey Cup Festival

4:30 Let's Get Digital: Enhancing the Fan Experience**Moderator: Mark Silver**

President
Stadium Digital

Heidi Browning

Chief Marketing Officer
National Hockey League

Taylor Coulis

Director, Programmatic
theScore Inc.

Jeff Hunt

Director – Fandom Sports Media
President – OSEG Sports (Ottawa Redblacks, Ottawa 67s, Ottawa Fury)

Derek Kent

Chief Marketing Officer
Canadian Olympic Committee

5:15 Networking Reception in Support of You Can Play

6:30 The 10th Annual PrimeTime Sports Management Conference & Trade Show Concludes