



12TH ANNUAL SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing & Marketing the Business of Sport

NOV 17-19, 2019
SUN-MON-TUES

TORONTO, ON
WESTIN HARBOUR CASTLE

REGISTER ONLINE
PRIMETIMESPORT.CA

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BRIAN BURKE
Sportsnet Analyst & Former NHL President & GM

TREVOR WHIFFEN
Partner- Dickinson Wright LLP
& Governor - London Knights Hockey Club

SHANNON HOSFORD
Chief Marketing Officer - MLSE

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Senior Director, Integrated Marketing - NHL - Toronto

CHRIS LENCHESKI
CEO - Winning Streak Sports - New York

DAN MACKENZIE
President - Canadian Hockey League - Toronto

LEAH MACNAB
Managing Director - NBA Canada - Toronto

BILL MANNING
President - Toronto FC & Toronto Argonauts - Toronto

JEFF MAREK
NHL Host - Sportsnet - Toronto

SCOTT MOORE
CEO - UNINTERRUPTED Canada - Toronto

JEN MUELLER
Broadcaster - Seattle Mariners & Sideline Radio Reporter - Seattle Seahawks - Seattle

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Deputy General Counsel & Director, Business Affairs - Canadian Olympic Committee - Toronto

JACQUELINE RYAN
Chief Brand & Commercial Officer - COC - Toronto

NICK SAKIEWICZ
Commissioner - National Lacrosse League - New York

GIL SCOTT
NFL Player Agent - Gil Scott Sports Management - Toronto

DARYL SEIDMAN
Senior Manager - National Football League - Toronto

CHRISTINE SIMPSON
Broadcaster - Sportsnet & Hockey Night In Canada - Toronto

DR. DANA SINCLAIR
Sport Psychologist - Human Performance International - Toronto

TARA SLONE
Co-Host of Hometown Hockey - Sportsnet - Toronto

SAMI JO SMALL
Olympic Gold Medalist - Canadian Women's Team - Toronto

JILLIAN SVENSSON
Executive Director - She/IS - Toronto

ANTHONY TRUONG
Founder - BEAT esports - Toronto

MARYANN TURCKE
Chief Operating Officer - National Football League - New York

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Governor, London Knights & Partner, Dickinson Wright LLP - Toronto

HAYLEY WICKENHEISER
Olympic Gold Medalist, HHOF Inductee for 2019 - Toronto

CHRIS WILSON
Executive Director - CBC Sports & The Olympics - Toronto

TOM WRIGHT
Former Commissioner - CFL & Former Director of Operations - UFC Canada, Australia & New Zealand - Toronto

BART YABSLEY
President - Sportsnet - Toronto

12th ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE AND TRADE SHOW

**SUNDAY, NOVEMBER 17, 2019
WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**6:30 pm - Welcome Reception Sponsored by the Business of Hockey Institute:
Special Presentation to the Certified Hockey Professional Designation Recipients,
Gary Bettman, Commissioner of the National Hockey League and Bill Daly,
Deputy Commissioner of the National Hockey League**

**MONDAY, NOVEMBER 18, 2019
WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO**

7:00 Registration and Continental Breakfast

8:15 Welcome by Caroline Cameron of Sportsnet and Conference Chairs

Brian Burke
Sportsnet Analyst & Former NHL Vice
President and General Manager

Trevor Whiffen
Partner - Dickinson Wright LLP
Governor – London Knights

8:30 Developments & Innovations in Sports Media

Moderator: Christine Simpson
Reporter
Sportsnet & Hockey Night In Canada

Rick Horrow
Host - "Beyond the Scoreboard," SiriusXM & "Keeping Score," Reuters
CEO - Horrow Sports Ventures

Stewart Johnston (Invited)
President
TSN

Scott Moore
Chief Executive Officer
UNINTERRUPTED Canada

Chris Wilson
Executive Director
CBC Sports & Olympics

Bart Yabsley
President
Sportsnet

9:30 Keynote Interview: Brian Burke Interview with Gary Bettman, Commissioner of the National Hockey League, and Bill Daly, Deputy Commissioner of the National Hockey League

10:15 Corporate Partnerships: Maximizing Your R.O.I

Moderator: Dave Hopkinson
Global Head of Partnerships
Real Madrid C.F.

Jeff Deline
Chief Revenue Officer
Maple Leaf Sports & Entertainment (MLSE)

Mark Ditmars
Vice President, Corporate Partnerships
Toronto Blue Jays

John Doig
Executive Vice President, Head of Retail Distribution
Scotiabank

Nicole Lee
Senior Director, Integrated Marketing
National Hockey League

11:15 Using Business Data & Analytics To Build Your Sports Organization

Jessica Gelman

President and Chief Executive Officer
Kraft Analytics Group (New England Patriots/New England Revolution/Gillette Stadium)

Maryann Turcke

Chief Operating Officer
National Football League

12:00 Networking Luncheon: Keynote Interview with Kim Davis (Invited) – Executive Vice President, Social Impact, Growth Initiatives & Legislative Affairs – National Hockey League – “Promoting Diversity and Inclusion in Sports”

2:00 Creative Marketing Strategies & Alternative Revenue Streams

Michael Beckerman

President and Chief Executive Officer
MKTG Canada

Lisa Ferkul

Director, Hockey Sponsorship
Scotiabank

Eric Johnson

Director – UCLA Anderson Center for Media Entertainment & Sports
Former EVP, Global Advertising Revenue & Sales Operations – ESPN

Shannon Hosford

Chief Marketing Officer
Maple Leaf Sports & Entertainment (MLSE)

Marnie Starkman (Invited)

Senior Vice President, Marketing
Toronto Blue Jays

2:45 Building a Competitive Sports Business in a Crowded Marketplace

Moderator: Mark Francis

Sports Business Professor
UCLA Anderson Center for Media, Entertainment & Sports

Jeff Atkinson

President
Honda Indy

Jamie Dawick

President, Owner & General Manager
Toronto Rock Lacrosse Club (NLL)

Robert Hunter

Chief Executive Officer & Chairman
Toronto Wolfpack Rugby Club (RFL-Super League)

Bill Manning

President
Toronto FC (MLS) & Toronto Argonauts (CFL)

3:30 Building Your Brand Through Licensing & Merchandising**Chris Lencheski**

Chief Executive Officer
Winning Streak Sports

Leah MacNab

Managing Director
NBA Canada

Mike Ouellet

Senior Business and Association Counsel
National Hockey Players' Association

Jacqueline Ryan

Chief Brand and Commercial Officer
Canadian Olympic Committee

Daryl Seidman

Senior Manager
National Football League

4:15 Current Issues in Sports Law: Protecting Your Players, Teams and Leagues

Moderator: Trevor Whiffen
Partner – Dickinson Wright LLP
Governor – London Knights

David Goldstein
Chief Operating Officer
Canadian Football League

Jeff Jackson
Certified NHLPA Agent and Vice-President Hockey
Wasserman/ Orr Group

Sarah-Eve Pelletier
Deputy General Counsel and Director of Business Affairs
Canadian Olympic Committee

Matt Shuber (Invited)
Vice President, Legal and Government Affairs/General Counsel
Toronto Blue Jays

5:00 Hockey Arbitration Competition of Canada: Mock NHL Labour Arbitration

6:00 Networking Reception in Support of You Can Play

7:00 Careers in Sport Workshop: Networking & Building Your Brand

Moderator: Jen Mueller
Television Broadcaster – Seattle Mariners
Sideline Radio Reporter – Seattle Seahawks

Kim Carter
Senior Vice President, Human Resources
Maple Leaf Sports & Entertainment (MLSE)

Taylor Coulis
Director of Product, Programmatic
CBS Interactive

Shane Talbot
Manager, eSports
Maple Leaf Sports & Entertainment (MLSE)

Amir Torabi

Director, Legal & Government Affairs and Legal Counsel
Toronto Blue Jays

MORE SPEAKERS TO BE ANNOUNCED SOON

9:00 Day One of the Conference Concludes

**TUESDAY, NOVEMBER 19, 2019
WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

7:45 Registration and Continental Breakfast

8:15 Welcome by Caroline Cameron of Sportsnet & Conference Chairs

8:30 Developments in League Operations: Sharing Best Practices

Moderator: Tom Wright

Former Commissioner – Canadian Football League
Former Director of Operations, Australia, New Zealand and Canada – Ultimate Fighting
Championship

Dave Andrews

President and Chief Executive Officer
American Hockey League

Graham Brown

President and Chief Executive Officer
U Sports

Dan MacKenzie

President
Canadian Hockey League

Nick Sakiewicz

Commissioner
National Lacrosse League

9:30 Keynote Interview: Elliott Friedman of Sportsnet with Donald Fehr – Executive Director – National Hockey League Players’ Association

10:15 Keys To Building A Successful Sports Organization

Moderator: Jeff Marek

NHL Host
Sportsnet

Matt Afinec

President & Chief Operating Officer
Hamilton Tiger-Cats

Tom Anselmi

President of Business Operations & Chief Operating Officer
Edmonton Oilers & Oilers Entertainment Group

Michael Pinball Clemons (Invited)

General Manager
Toronto Argonauts

Ron Francis

General Manager
Seattle NHL Franchise

11:00 Keynote Interview: Brian Burke Interview with Hockey Hall of Fame Inductee and Olympic Gold Medalist, Hayley Wickenheiser

11:30 SheIS: Empowering Women In Sports

Moderator: Tara Slone

Co-Host Hometown Hockey
Sportsnet

Jessica Berman

Deputy Commissioner
National Lacrosse League

Ainka Jess

Founder
She’s4Sports

Sami Jo Small
Olympic Gold Medalist
Canadian Women's National Team

Jillian Svensson
Executive Director
SheIS

12:15 Networking Luncheon: Interview with Matt Devlin, The Voice of the Toronto Raptors and Masai Ujiri (Invited), President of the Toronto Raptors – The Championship Season

2:00 Developments in Player Evaluation Strategies

Moderator: Sam Cosentino
Broadcaster
Sportsnet

Kevin Abrams
Assistant General Manager
New York Giants

Brian Burke
Former National Hockey League Vice President & General Manager
Analyst - Sportsnet

Ned Colletti (Invited)
Former General Manager – Los Angeles Dodgers
Pro Scout – San Jose Sharks

Teresa Resch (Invited)
Assistant General Manager and Vice-President Player Personnel
Toronto Raptors

Dr. Dana Sinclair
Partner & Sport Psychologist
Human Performance International

3:00 Negotiating Athlete, Coaching and Endorsement Agreements

Moderator: Brian Burke

Former National Hockey League Vice President & General Manager
Analyst - Sportsnet

Kevin Abrams

Assistant General Manager
New York Giants

Darren Ferris

Managing Director, Certified NHLPA Agent
Quartexx Management

Neil Glasberg

President and Chief Executive Officer
PBI Sports and The Coaches Agency

Gil Scott

Certified NFL Agent and President
Gil Scott Sports Management

4:00 The Explosion of eSports & Fantasy Leagues

Moderator: Jeffrey Orridge

Chairman
Tiidal Gaming Group

Sumit Arora

Senior Director, Strategy and Analytics
Maple Leaf Sports & Entertainment (MLSE)

Dan Hannigan-Daley

Director, Sportsbook Product
DraftKings Inc.

Chris Overholt (Invited)

Chief Executive Officer
OverActive Media

Anthony Truong

Founder

BEAT esports

5:00 Networking Reception in Support of You Can Play

6:00 The 12th Annual PrimeTime Sports Management Conference & Trade Show Concludes



REGISTRATION FORM

2019 SPORTS MANAGEMENT CONFERENCE

PERSONAL INFORMATION

Name: _____ Title: _____

CONTACT INFORMATION

Company: _____

Street Address / Box Number: _____

City: _____ Province / State: _____

Postal Code / Zip Code: _____ Country: _____

Mailing Address: _____

Daytime Phone: _____ Cell Phone: _____ Fax Number: _____

Email Address: _____

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 * Valid student identification required at time of check-in.

3. Amateur Organizations: \$599.00 + HST (\$676.87) BOTH DAYS

4. All Regular Registrations: \$479.00 + HST (\$541.27) PER DAY or \$949.00 + HST (\$1,072.37) BOTH DAYS

5. Welcome Reception: \$75.00 + HST (\$84.75) *The welcome reception is included in all conference delegate passes. Individual Welcome Reception **ONLY** tickets can be purchased.*

PAYMENT INFORMATION

NOTE: All prices in Canadian Funds.

For Online Credit Card or PayPal Registrations, please visit our website www.primetimesport.ca/registration to register

Cheque enclosed payable to PrimeTime Sports & Entertainment Inc. Bill My Credit Card

Total Amount: _____ Payment Type: Visa Mastercard

Name On Card: _____

Credit Card Number: _____ Expiration (mm/yy) _____

I will be attending the conference on: Sunday, November 17th Monday, November 18th Tuesday, November 19th

Signature _____

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 call 1-888-627-8559

Group Code: PT3012 to reserve at the negotiated group rate.

Rate is valid for attendees only. Must show proof of conference registration.

The deadline to book your room at discounted rate is October 17, 2019

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, 2018.

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