



CONFERENCE PRESENTED BY

MLSE

THE 16TH ANNUAL SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing & Marketing the Business of Sport



November 12-14, 2023



The Westin Harbour Castle Hotel
Toronto



REGISTER ONLINE - PRIMETIMESPORT.CA

SUNDAY NOVEMBER 12, 2023

12 PM - Business Case Competition Begins

7 PM - Welcome Reception Presented by Tixr & Hot Stove Discussion:
The Arrival of the Professional Women's Hockey League

MONDAY NOVEMBER 13, 2023

7:30 AM - Registration & Continental Breakfast

8:15 AM - Welcome & Opening Remarks from Conference Co-Chairs Brian
Burke, Shannon Hosford & Trevor Whiffen

8:30 AM - The Keys to Operating a Successful Sports Organization

9:30 AM - Keynote Interview with Ron Francis of the Seattle Kraken

10:15 AM - Developing Strong Corporate Partnerships

11:00 AM - Keynote Interview with Marty Walsh of the NHLPA

11:30 AM - Marketing & Fan Engagement Strategies

12:15 PM - Licensing, Merchandising, and Alternative Revenue Streams

1:15 PM - Networking Luncheon

2:15 PM - Dynamic Ticket Sales Strategies in a Competitive Marketplace

3:15 PM – Developments in Sports Media

4:15 PM – Sports Law: Protecting your Players, Team, League & Organization

5:15 PM – Hockey Arbitration Competition of Canada Final

6:00 PM – Networking Reception & Careers in Sport Workshop

TUESDAY NOVEMBER 14, 2023

7:30 AM - Registration & Continental Breakfast

7:50 AM - Welcome & Opening Remarks from Conference Co-Chairs

8:00 AM - Keynote Interview with Gary Bettman of the NHL

8:30 AM - Developments With Respect to League Operations

9:30 AM - Keynote Interview with John Herdman of the Toronto FC

10:15 AM - Utilizing Analytics & Other Resources in Evaluating Players

11:15 AM - Negotiating Player Contracts

12:15 PM - Player Safety, Wellness, and Return to Play Issues

1:15 PM - Networking Luncheon

2:15 PM - Developments in Sports Betting

3:15 PM - Utilizing eSports to Build Your Business

4:15 - Equity, Diversity & Inclusivity Workshop

5:00 PM - Closing Remarks from Conference Co-Chairs Brian Burke, Shannon Hosford & Trevor Whiffen

5:15 PM - Networking Reception