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 LEGAL EDUCATION**  
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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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**BRIAN BURKE**  
 President of Hockey Operations  
 Calgary Flames

**TREVOR WHIFFEN**  
 Partner, Dickinson Wright LLP  
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 and Entertainment - Sunrise

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 VP, Ticket Sales & Service  
 Maple Leaf Sports & Entertainment - Toronto

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 Manager, Consumer Products - NFL Canada - Toronto

**JOHN SHANNON**  
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**MARK SILVER**  
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**CHRISTINE SIMPSON**  
 Reporter - Sportsnet  
 & Hockey Night in Canada - Toronto

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 Human Performance International - Toronto

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 Vice President, Business Intelligence  
 San Jose Sharks - San Jose

**PATTI-ANNE TARLTON**  
 COO - Ticketmaster Canada - Toronto

**TOM WHALEY**  
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 St. Paul Saints Baseball - St. Paul

**TREVOR WHIFFEN**  
 Partner - Dickinson Wright LLP - Toronto  
 Governor - London Knights - London

**ENROLL TODAY:** contact Patrice Whiffen - 519.868.2399 email: patricewhiffen@primetimesport.ca

Register online at: [www.primetimesport.ca](http://www.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.

### Payment Information

For Online Credit Card or PayPal Registrations, please visit our website [www.primetimesport.ca](http://www.primetimesport.ca) to register

Cheque enclosed payable to PrimeTime Sports and Entertainment Inc.

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

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, please email

[emile.mansour@westin.com](mailto: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](mailto:patricewhiffen@primetimesport.ca) prior to November 1, 2017.

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**10<sup>th</sup> 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 (Invited)**  
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

**Ned Colletti**  
Senior Advisor to the President and CEO  
Los Angeles Dodgers

**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 Agent  
President, Bainbridge Sports

**Bret Kanis**  
Certified NBA Player Agent  
Hightower Law Firm

**Dr. Lynn Lashbrook**  
Certified NFL Player Agent  
Sports Management Worldwide

**Mike Liut (Invited)**  
Certified NHL Player Agent  
Octagon Hockey

**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

**David Branch (Invited)**  
President - Canadian Hockey League  
Commissioner - Ontario Hockey League

**Graham Brown**  
Chief Executive Officer  
U Sports

**Sandra Gage**  
Chief Marketing Officer  
Canada Soccer

**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

**Peter Miller (Invited)**

Chief Legal & Development Officer  
Maple Leaf Sports & Entertainment

**Matthew Shuber (Invited)**

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 and Social Media Strategist  
Tonic Global

**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

**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

**Tom Anselmi**  
President & Chief Executive Officer  
Ottawa Senators

**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 (Invited)**  
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

**Brian Burke**

President of Hockey Operations

Calgary Flames

**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

**Pat McEleney (Invited)**

Vice President, Partnerships and Events  
Canadian Tire Corporation

**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

**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 10<sup>th</sup> Annual PrimeTime Sports Management Conference & Trade Show Concludes**