



# 12<sup>TH</sup> 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

## PROGRAM CO-CHAIRS

**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

## CONFERENCE PRESENTED BY



## CONFERENCE SPONSORED BY



### KEVIN ABRAMS

Assistant General Manager - New York Giants - New York

### MIKE ARMSTRONG

VP, Head of Marketing - OverActive Media Group - Toronto

### SUMIT ARORA

Senior Director, Strategy & Analytics - MLSE - Toronto

### MATT AFINEC

President & COO - Hamilton Tiger-Cats - Hamilton

### DAVE ANDREWS

President and CEO - AHL - Springfield

### TOM ANSELM

President, Business Ops & COO - Edmonton Oilers - Edmonton

### JEFF ATKINSON

President - Hondy Indy Toronto - Toronto

### MICHAEL BECKERMAN

President & CEO - MKTG Canada - Toronto

### JESSICA BERMAN

Deputy Commissioner - National Lacrosse League - New York

### GARY BETTMAN

Commissioner - National Hockey League - New York

### BRIAN BLAKE

Sr. Director, Diversity & Inclusion - NHL - New York

### DR. CHERI BRADISH

Director, Future of Sport Lab - Ryerson University - Toronto

### GRAHAM BROWN

President & CEO - U Sports - Ottawa

### BRIAN BURKE

Sportsnet Analyst & Former NHL VP & GM - Toronto

### CAROLINE CAMERON

Broadcaster - Sportsnet - Toronto

### KIM CARTER

Sr. Vice President, Human Resources - MLSE - Toronto

### MICHAEL 'PINBALL' CLEMONS

General Manager - Toronto Argonauts - Toronto

### SAM COSENTINO

Broadcaster - Sportsnet - Toronto

### BILL DALY

Deputy Commissioner - NHL - New York

### JAMIE DAWICK

President, Owner & GM - Toronto Rock - Toronto

### JEFF DELINE

Chief Revenue Officer - MLSE - Toronto

### MARIA DENNIS

Director, Player Health & Safety - NHLPA - Toronto

### MATT DEVLIN

Play By Play - Toronto Raptors - Toronto

### MARK DITMARS

VP, Corporate Partnerships - Toronto Blue Jays - Toronto

### JOHN DOIG

EVP, Retail Distribution - Scotiabank - Toronto

### DON FEHR

Executive Director - NHLPA - Toronto

### LISA Ferkul

Director, Hockey Sponsorship - Scotiabank - Toronto

### ANDREW FERENCE

Director, Social Impact & NHL Alumni - NHL - New York

### DARREN FERRIS

Managing Director, Certified NHLPA Agent - Quartexx Management - Toronto

### MARK FRANCIS

Sports Business Professor - UCLA - Los Angeles

### RON FRANCIS

General Manager - Seattle NHL Franchise - Seattle

### ELLIOTTE FRIEDMAN

Hockey Broadcaster - Sportsnet - Toronto

### JESSICA GELMAN

CEO - KAGR (New England Patriots, New England Revolution & Gillette Stadium) - Boston

### NEIL GLASBERG

President & CEO - PBI Sports & Entertainment - Toronto

### DAVID GOLDSTEIN

COO - Canadian Football League - Toronto

### DAN HANNIGAN-DALEY

Director, Sportsbook Product - DraftKings Inc. - Boston

### DAVE HOPKINSON

Global Head of Partnerships - Real Madrid C.F. - Madrid

### SHANNON HOSFORD

Chief Marketing Officer - MLSE - Toronto

### ROBERT HUNTER

CEO & Chairman - Toronto Wolfpack Rugby Club (RFL-Super League) - Toronto

### JEFF JACKSON

EVP, Hockey - Wasserman/Orr Hockey - Toronto

### AINKA JESS

Founder - She's4Sports - Toronto

### ERIC JOHNSON

Director - UCLA + Former EVP, Global Advertising - ESPN - Los Angeles

### ROB KNESAUREK

Group VP, Youth Development/Industry Growth - NHL - Toronto

### NICOLE LEE

Senior Director, Integrated Marketing - NHL - Toronto

### 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

### KYLE MCMANN

Group VP, Business Development/Global Partnerships - NHL - Toronto

### SCOTT MOORE

CEO - UNINTERRUPTED Canada - Toronto

### JEN MUELLER

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

### JEFFREY ORRIDGE

Chairman - Tidal Gaming Group - Toronto

### MIKE OUELLET

Senior Business & Association Counsel - NHLPA - Toronto

### SARAH-EVE PELLETIER

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

### SHAWN REDMOND

VP, TSN - Bell Media - 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

### MARNIE STARKMAN

SVP, Marketing + Business Operations - Toronto Blue Jays - Toronto

### JILLIAN SVENSSON

Executive Director - SheS - Toronto

### ANTON THUN

Certified NHL Player Agent - Quartexx Management - Toronto

### ANTHONY TRUONG

Founder - BEAT esports - Toronto

### MARYANN TURCKE

Chief Operating Officer - National Football League - New York

### TREVOR WHIFFEN

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 CFL Commissioner/Former Director - UFC Canada - Toronto

### BART YABSLEY

President - Sportsnet - Toronto

### ROB ZEPP

Manager of Special Projects - NHLPA - Toronto

**ENROLL TODAY!**

AGENDA AS OF NOVEMBER 11, 2019

**12<sup>th</sup> 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

**Scott Moore**  
Chief Executive Officer  
UNINTERRUPTED Canada

**Shawn Redmond**  
VP, Discovery Networks & TSN  
Bell Media

**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**

**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

**Kyle McMann**

Group Vice President of Business Development and Global Partnerships  
National Hockey League

**Jacqueline Ryan**

Chief Brand and Commercial Officer  
Canadian Olympic Committee

**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**

**1:15 Luncheon Panel Discussion: Many Roads Lead To Fandom**

Executives of the NHL & NHLPA take the stage for a conversation on growth initiatives taking place in the sport, with a focus on the environments and systems that attract, retain and develop multi-cultural audiences, participants and employees in the game. The panel will explore the role of the League and the Union – as separate organizations and as partners – in shaping a vision for the game with inclusion and equality at its core.

**Moderator: Brian Blake**  
Senior Director, Diversity and Inclusion  
National Hockey League

**Maria Dennis**  
Director of Player Health and Safety & Associate Counsel  
NHLPA

**Andrew Ference**  
Director of Social Impact and NHL Alumni  
National Hockey League

**Rob Knesaurek**  
Group Vice President of Youth Development and Industry Growth  
National Hockey League

**Rob Zepp**  
Manager of Special Projects  
NHLPA

**2:00 Creative Marketing Strategies & Alternative Revenue Streams**

**Moderator: Shannon Hosford**  
Chief Marketing Officer  
Maple Leaf Sports & Entertainment (MLSE)

**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

**Marnie Starkman**  
Senior Vice President, Marketing & Business Operations  
Toronto Blue Jays

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

**Moderator: Caroline Cameron**  
Sportscaster & Host of Hockey Central Tonight  
Sportsnet

**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**

**Moderator: Dr. Cheri Bradish**

Director of the Future of Sport Lab and Chair of Marketing Management  
Ryerson University

**Leah MacNab**

Managing Director  
NBA Canada

**Mike Ouellet**

Senior Business and Association Counsel  
National Hockey Players' Association

**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

**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 Hosted by Sports Management Worldwide**

**Moderator: Jen Mueller**

Television Broadcaster – Seattle Mariners  
Sideline Radio Reporter – Seattle Seahawks

**Ryan Beckford**

Senior Digital Sales Coordinator  
theScore Inc.

**Kim Carter**

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

**Taylor Coulis**

Director of Product, Programmatic  
CBS Interactive

**Colin Gratton**

Premium Services Representative  
True North Sports + Entertainment (Winnipeg Jets + Manitoba Moose)

**Mike Oke**

General Manager  
Peterborough Petes Hockey Club

**Shane Talbot**

Manager, eSports  
Maple Leaf Sports & Entertainment (MLSE)

**Amir Torabi**

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

**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

**Brian Burke**

Former National Hockey League Vice President & General Manager

Analyst - Sportsnet

**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**

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**

**1:15 Luncheon Interview with Matt Devlin - The Voice 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

**Dr. Dana Sinclair**  
Partner & Sport Psychologist  
Human Performance International

**Anton Thun**  
Certified NHLPA Agent  
Quartexx Management

**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

**Mike Armstrong**

Vice President, Head of Marketing  
OverActive Media Group

**Sumit Arora**

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

**Dan Hannigan-Daley**

Director, Sportsbook Product  
DraftKings Inc.

**Anthony Truong**

Founder  
BEAT esports

**5:00 Networking Reception in Support of You Can Play**

**6:00 The 12<sup>th</sup> 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](http://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](mailto:patricewhiffen@primetimesport.ca) prior to November 1, 2018.

CHARITABLE PARTNER:



ADDITIONAL SPONSORS INCLUDE:

