



# 15<sup>TH</sup> ANNUAL SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing & Marketing the Business of Sport

**NOV 10-12, 2022**  
THURS - FRI - SAT

**TORONTO, ON**  
WESTIN HARBOUR CASTLE

**REGISTER ONLINE**  
PRIMETIMESPORT.CA

## PROGRAM CO-CHAIRS

- BRIAN BURKE**  
President of Hockey Operations - Pittsburgh Penguins
- SHANNON HOSFORD**  
Chief Marketing Officer - MLSE
- TREVOR WHIFFEN**  
Partner- Dickinson Wright LLP  
& Governor - London Knights Hockey Club

## CONFERENCE PRESENTED BY



## CONFERENCE SPONSORED BY



CHARITABLE PARTNER:

**ENROLL TODAY!**

- KEVIN ABRAMS**  
SVP, Football Operations - New York Giants - New York
- MATT AFINEC**  
President & COO- Hamilton Tiger-Cats/Forge FC - Hamilton
- RANDY AMBROSIE**  
Commissioner - Canadian Football League - Toronto
- BRENDA ANDRESS**  
President & Founder - Shels - Toronto
- JEFF ATKINSON**  
President - Honda Indy Toronto - Toronto
- KADEEM BANDALI**  
Manager, Game Presentation & Fan Experience - Toronto FC - Toronto
- JESSICA BERMAN**  
Commissioner - National Women's Soccer League - New York
- BRIAN BLAKE**  
Senior Director, Diversity & Inclusion - NHL - New York
- SHAUNA BOOKAL**  
Manager, EDI & Student Experience - OUA - Toronto
- DAVID BRANCH**  
Commissioner - Ontario Hockey League - Toronto
- AMANDA BREWER**  
Country Manager, Canada - Kindred Group - Toronto
- ANASTASIA BUCSIS**  
Sports Host - CBC & 2 x Canadian Olympian - Toronto
- BRIAN BURKE**  
President of Hockey Operations - Pittsburgh Penguins - Pittsburgh
- CAROLINE CAMERON**  
Broadcaster - Sportsnet - Toronto
- MELISSA CARUSO**  
Vice President, Hockey Operations & Governance - American Hockey League - Springfield
- KYLE CHATTERSON**  
Director, Content & Partnerships, esports - theScore - Toronto
- MICHAEL COPELAND**  
President, Commercial - Woodbine Entertainment - Etobicoke
- ROB CORTE**  
VP, Sportsnet & NHL Production - Sportsnet - Toronto
- SAM COSENTINO**  
Broadcaster - Sportsnet - Toronto
- JAMIE DAWICK**  
President - Toronto Rock Lacrosse Club - Hamilton
- TAYLOR DEAN**  
Director, Game Presentation - Toronto Maple Leafs & Toronto Marlies - Toronto
- CYNTHIA DEVINE**  
Interim President, CEO & CFO - MLSE - Toronto

- MARK DITMARS**  
VP, Corporate Partnerships - Toronto Blue Jays - Toronto
- NEIL DUFFY**  
Chief Revenue Officer - eFUSE - Toronto
- CHANTÉ EASTMOND**  
Administrative Director - Hockey Equality - Toronto
- JENNIFER EKELEME**  
VP, Multicultural Integration & Engagement - National Hockey League - New York
- BILL ELAFROS**  
Managing Director - MLSE Foundation - Toronto
- BRYCE ELDRIDGE**  
Director, Esports - MLSE - Toronto
- BRIDGETTE ESTRELA**  
Managing Director - MLSE Foundation - Toronto
- LISA FERKUL**  
Chief Marketing Officer - Golf Canada - Oakville
- MARK FRANCIS**  
Professor - UCLA & Director, Sport Management Program - Concordia University Irvine - Los Angeles
- SAM GALANIS**  
Director, Revenue Gaming - Rogers Sports - Toronto
- JULIA GARCIA SJÖGRIM**  
Senior Director, Partnerships - CDC - Toronto
- DAVID GOLDSTEIN**  
COO - Canadian Football League - Toronto
- IAN GREENGROSS**  
NFL Player Agent - PowerPlay Management - Chicago
- SCOTT HOWSON**  
President & CEO - American Hockey League - Springfield
- GLEN JOHNSON**  
EVP - Canadian Premier League - Toronto
- MARSHA-GAYE KNIGHT**  
Partnership & Marketing Executive - CBC Sports - Toronto
- SHERON LAU**  
Chief Executive Officer - Jump Thru Hoops - Toronto
- DAN MACKENZIE**  
President - Canadian Hockey League - Toronto
- BILL MANNING**  
President - Toronto FC & Toronto Argonauts - Toronto
- ERIN MATHANY**  
SVP, Marketing - Vancouver Whitecaps FC - Vancouver
- JEFF MAREK**  
Author - Sportsnet - Toronto
- STEVE MCALLISTER**  
Editor-in-Chief - The Parleh - Toronto
- BRYANT MCBRIDE**  
Co-Chair - The Carnegie Initiative - New York
- WYNN MOODY**  
VP, Fan Experience - Vancouver Canucks - Vancouver

- SCOTT MOORE**  
CEO - UNINTERRUPTED Canada - Toronto
- DEREK O'HARA**  
Special Projects Director, Planning & Development - Los Angeles Dodgers - Los Angeles
- DANIELLA ORSI**  
Former Manager, Game Presentation - Toronto Raptors & Senior Account Executive - Power Play Productions - Toronto
- RICO PHILLIPS**  
Director, Cultural Diversity & Inclusion - Ontario Hockey League - Toronto
- JACQUELINE RYAN**  
Chief Brand & Commercial Officer - Canadian Olympic Committee and CEO - Canadian Olympic Foundation - Toronto
- JAMIE SAULL**  
Director, Sports Strategy & Partnerships - TSN - Toronto
- DANIEL SEDIN**  
Hockey Hall of Fame Inductee 2022 - Toronto
- HENRIK SEDIN**  
Hockey Hall of Fame Inductee 2022 - Toronto
- JOHN SHANNON**  
Broadcast Executive & Author - Toronto
- CHRISTINE SIMPSON**  
Reporter - Sportsnet & Hockey Night In Canada - Toronto
- DR. DANA SINCLAIR**  
Partner - Human Performance International - Toronto
- NITSA STAIKOS**  
VP, Retention, Membership & VIP Hospitality - MLSE - Toronto
- JILLIAN SVENSSON**  
Marketing & Promotions - U of T Varsity Blues - Toronto
- ANTON THUN**  
Certified NHL Player Agent - Quartexx Management - Toronto
- DENIS VACHON**  
Former Partnerships Manager, Canada - You Can Play - Toronto
- JORDAN VADER**  
Senior Vice President, Corporate Partnerships - MLSE - Toronto
- DAVID VIVENES**  
VP, Marketing, Communications & Customer Experience - Woodbine Entertainment - Etobicoke
- BILL WEBB**  
Owner - Toronto Arrows Major League Rugby - Toronto
- PATRICE WHIFFEN**  
Manager, Game Operations - Kitchener Rangers - Kitchener
- TREVOR WHIFFEN**  
Governor - London Knights/Partner - Dickinson Wright LLP - Toronto
- ANGELA WHITE**  
Senior Director, Equity, Diversity & Inclusion - MLSE - Toronto
- STEFANIE WRIGHT**  
Director, Game Entertainment - Toronto Blue Jays - Toronto
- ARON YEOMANSON**  
Managing Editor, NHL - The Athletic - Toronto

**15<sup>th</sup> ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE AND  
TRADE SHOW PRESENTED BY MLSE**

**THURSDAY NOVEMBER 10, 2022  
THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**6:30 - 9:00 PM PRIMETIME WELCOME RECEPTION PRESENTED BY MLSE  
Harbour Ballroom – The Westin Harbour Castle Hotel, Toronto**

**7:30 PM Hot Stove Interview: Brian Burke, President of Hockey Operations  
for the Pittsburgh Penguins to Interview Jessica Berman, Commissioner of  
the National Women's Soccer League**

**FRIDAY NOVEMBER 11, 2022  
THE WESTIN HARBOUR CASTLE HOTEL  
TORONTO, ONTARIO**

**7:00 Registration and Continental Breakfast**

**8:15 Welcome by Caroline Cameron of Sportsnet and Cynthia Devine of  
MLSE, along with Conference Co-Chairs**

**Brian Burke**  
President of Hockey Operations  
Pittsburgh Penguins

**Trevor Whiffen**  
Partner - Dickinson Wright LLP  
Governor – London Knights

**8:30 The Greatest Comeback in Sports: Overcoming COVID-19 to Host the  
Big Event**

**Moderator: Christine Simpson**  
Reporter  
Sportsnet & Hockey Night in Canada

**Matt Afinec**

President & Chief Operating Officer, Business Operations – Hamilton Sports Group  
(Hamilton Tiger-Cats, Hamilton Forge FC and Tim Hortons Field Events)  
Hamilton Tiger Cats + Forge FC / 108th Grey Cup

**Jeff Atkinson**

President  
Honda Indy Toronto / Honda Indy

**Lisa Ferkul**

Chief Marketing Officer  
Golf Canada / Canadian Open

**Dan MacKenzie**

President  
Canadian Hockey League / Memorial Cup

**David Vivenes**

Vice President, Marketing, Communications & Customer Experience  
Woodbine Entertainment / Queen's Plate

**9:30 Keynote Interview: Caroline Cameron of Sportsnet Interview with Randy Ambrosie, Commissioner of the Canadian Football League**

**10:15 Creative Marketing Strategies in a Crowded Marketplace**

**Moderator: Lisa Ferkul**

Chief Marketing Officer  
Golf Canada

**Jamie Dawick**

President  
Toronto Rock

**Marsha-Gaye Knight**

Partnership and Marketing Executive  
CBC Sports & Black in Sports Business Association

**Erin Mathany**

Senior Vice President of Marketing  
Vancouver Whitecaps FC

**Nitsa Staikos**

Vice President Retention, Membership & VIP Hospitality  
MLSE

**11:15 Corporate Partnerships: Maximizing the Relationship**

**Moderator: Mark Francis**

Professor - UCLA  
Director, Sport Management Program, Faculty Athletics Representative  
Concordia University Irvine

**Mark Ditmars**

Vice President, Corporate Partnerships  
Toronto Blue Jays

**John Doig (Invited)**

Executive Vice President, Head of Retail Distribution  
Scotiabank

**Julie Garcia Sjögrim**

Director, Partnerships, Business Development and Commercial Affairs  
Canadian Olympic Committee

**Bill Manning**

President  
Toronto Argonauts and Toronto FC

**Jordan Vader**

Senior Vice President, Global Partnerships  
MLSE

**12:15 Networking Luncheon**

**1:30 Keynote Interview: If You Build it, They Will Come: The Transformation of Dodger Stadium in Los Angeles – Mark Francis of UCLA and Concordia University Irvine Interview with Derek O’Hara, Special Projects Director, Planning & Development for the Los Angeles Dodgers**

**2:15 Equality, Diversity, and Inclusion in Sport**

**Moderator: Brian Blake**

Senior Director, Diversity & Inclusion  
National Hockey League

**Shauna Bookal**

Manager of EDI and Student Experience  
OUA

**Jennifer Ekeleme**

Vice President, Multicultural Integration & Engagement  
National Hockey League

**Bryant McBride**

Co-Chair  
The Carnegie Initiative

**Rico Phillips**

Director of Cultural Diversity and Inclusion  
Ontario Hockey League

**Angela White**  
Senior Director, Equity, Diversity and Inclusion  
MLSE

**3:15 Charitable Initiatives and Social Impact in Sport**

**Moderator: Jillian Svensson**  
Marketing, Promotions & Outreach  
University of Toronto Varsity Blues

**Chanté Eastmond**  
Administrative Director  
Hockey Equality

**Bridgette Estrela**  
Managing Director  
MLSE Foundation

**Sheron Lau**  
CEO & Founder - Jump Thru Hoops  
Chairperson - Canada Basketball Foundation

**Denis Vachon**  
Former Partnerships Manager, Canada  
You Can Play

**4:00 Game ChangeHERS and Trailblazers: Women of Influence in Sports**

**Moderator: Caroline Cameron**  
Sportscaster  
Sportsnet

**Brenda Andress**  
President & Founder - Shels  
Former Commissioner – Canadian Women’s Hockey League (CWHL)

**Melissa Caruso**

Vice President, Hockey Operations and Governance  
American Hockey League

**Cynthia Devine**

Interim President, Chief Executive Officer + Chief Financial Officer  
MLSE

**Jacqueline Ryan**

Chief Brand & Commercial Officer - Canadian Olympic Committee  
Chief Executive Officer - Canadian Olympic Foundation

**Maryann Turcke (Invited)**

Former Chief Operating Officer - National Football League  
Senior Advisor - Brookfield Infrastructure Partners

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

**7:00 Careers in Sport Workshop**

**Host: Mike Oke**

General Manager - Peterborough Petes - Ontario Hockey League  
Instructor – Sports Management Worldwide

**Ryan Beckford**

Account Executive  
theScore

**Shauna Bookal**

Manager of EDI and Student Experience  
OUA

**Lyndsay Boyd**

Director, Premium Sales & Stadium Events  
The Hamilton Tiger-Cats Football Club

**Tanya Phillips**

Toronto Board of Director  
WISE (Women in Sports & Events)

**Kelly Tyson**

Director of Marketing, Events & Experience  
Woodbine Entertainment

**SATURDAY NOVEMBER 12, 2022**  
**THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**7:00 Registration and Continental Breakfast**

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

**8:30 Developments in League Operations: Sharing Best Practices**

**Moderator: Jeff Marek**

Author – Sportsnet  
Co-Host – 32 Thoughts Podcast

**David Branch**

Commissioner  
Ontario Hockey League

**David Goldstein**

Chief Operating Officer  
Canadian Football League

**Scott Howson**

President & Chief Executive Officer  
American Hockey League



**Glen Johnson**  
Executive Vice President  
Canadian Premier League

**Bill Webb**  
Owner  
Toronto Arrows – Major League Rugby

**9:30 Keynote Interview: Caroline Cameron, Sportscaster for Sportsnet  
Interview with Don Fehr, Executive Director of the National Hockey League  
Players' Association**

**10:15 Game Presentation and Enhancing the Fan Experience**

**Moderator: Patrice Whiffen**  
Manager, Game Operations - Kitchener Rangers Hockey Club  
Game Operations - Toronto Maple Leafs & Hamilton Tiger-Cats

**Kadeem Bandali**  
Manager, Game Presentation and Fan Experience  
Toronto FC

**Taylor Dean**  
Director, Game Presentation  
Toronto Maple Leafs & Toronto Marlies Hockey Club

**Wynn Moody**  
Vice President, Fan Experience  
Vancouver Canucks

**Daniella Orsi**  
Former Manager, Game Presentation & Talent Acquisition – Toronto Raptors  
Senior Account Manager – Power Play Productions

**Stefanie Wright**

Director, Game Entertainment and Production  
Toronto Blue Jays

**11:00 Developments in Sports Media: The Changing Ways in Which Sports are Consumed**

**Moderator: John Shannon**

Broadcast Executive  
Author

**Anastasia Bucsis**

Sports Host – CBC  
2 Time Canadian Olympic Speed Skater

**Rob Corte**

Vice President  
Sportsnet and NHL Production

**Scott Moore**

Chief Executive Officer & Partner  
UNINTERRUPTED Canada

**Aron Yeomanson**

Managing Editor, NHL  
The Athletic

**12:00 Keynote Interview: Brian Burke, President of Hockey Operations for the Pittsburgh Penguins Interview with Hockey Hall of Fame Inductees, Daniel Sedin and Henrik Sedin**

**12:30 Networking Luncheon**

**1:45 The Legalization of Sports Betting in Canada**

**Moderator: Steve McAllister**

Editor-in-Chief

The Parleh Sports Betting Newsletter – The Toronto Star

**Amanda Brewer**

Country Manager – Canada for Kindred Group

Senior Advisor – Canadian Gaming Association

**Michael Copeland**

President, Commercial

Woodbine Entertainment / Queen's Plate

**Sam Galanis**

Director, Revenue Gaming

Rogers Sports & Media

**Jamie Saull**

Director, Sports Strategy & Partnerships

Bell Media (TSN)

**2:30 Scouting Prospects and Player Evaluations**

**Moderator: Sam Cosentino**

Broadcaster

Sportsnet

**Kevin Abrams**

Senior Vice President, Football Operations & Strategy

New York Giants

**Brian Burke**

President of Hockey Operations

Pittsburgh Penguins

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

**3:15 The Art of the Deal: Negotiating Player Contracts**

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

**Kevin Abrams**  
Senior Vice President, Football Operations & Strategy  
New York Giants

**Brian Burke**  
President of Hockey Operations  
Pittsburgh Penguins

**Ian Greengross**  
Partner – PowerPlay Management  
Certified NFL Player Agent

**Anton Thun**  
Certified NHL Player Agent and Co-Managing Director  
MFIVE Sports and Quartexx Management

**4:00 Developments in eSports**

**Moderator: Neil Duffy**  
Chief Revenue Officer  
eFuse

**Kyle Chatterson**  
Director of Content and Partnerships, esports  
theScore

**Bill Elafros**  
Founder  
BEAT esports

**Bryce Eldridge**  
Director, Esports  
MLSE

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



# REGISTRATION FORM

## 2022 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 \*ADDITIONAL REGISTRATION OPTIONS AVAILABLE ONLINE

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:  Both Days  Friday, November 11th  Saturday, November 12th

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: PTSE Group 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 11, 2022.

#### 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)

CHARITABLE PARTNER:



ADDITIONAL SPONSORS INCLUDE:

