



15TH 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



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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 - National Hockey League - New York

SHAUNA BOOKAL

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DAVID BRANCH

Commissioner - Ontario Hockey League - Toronto

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ANASTASIA BUCSIS

Sports Host - CBC & 2 x Canadian Olympian - Toronto

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CAROLINE CAMERON

Broadcaster - Sportsnet - Toronto

MELISSA CARUSO

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Vice President, Sportsnet & NHL Production - Sportsnet - Toronto

SAM COSENTINO

Broadcaster - Sportsnet - Toronto

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President - Toronto Rock Lacrosse Club - Hamilton

TAYLOR DEAN

Manager, Game Presentation - Toronto Maple Leafs & Toronto Marlies - Toronto

CYNTHIA DEVINE

Interim President, CEO & CFO - MLSE - Toronto

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VP, Corporate Partnerships - Toronto Blue Jays - Toronto

CHANTÉ EASTMOND

Administrative Director - Hockey Equality - Toronto

JENNIFER EKELEME

Vice President, Multicultural Integration & Engagement - National Hockey League - New York

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Managing Director - MLSE Foundation - Toronto

BRIDGETTE ESTRELA

Managing Director - MLSE Foundation - Toronto

LISA FERKUL

Chief Marketing Officer - Golf Canada - Oakville

MARK FRANCIS

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

SAM GALANIS

Director, Revenue Gaming - Rogers Sports - Toronto

JULIA GARCIA SJÖGRIM

Senior Director, Partnerships, Business Development & Commercial Affairs - Canadian Olympic Committee - Toronto

DAVID GOLDSTEIN

COO - Canadian Football League - Toronto

IAN GREENGROSS

Certified NFL Player Agent & Partner - PowerPlay Management - Chicago

SCOTT HOWSON

President & CEO - American Hockey League - Springfield

GLEN JOHNSON

EVP - Canadian Premier League - Toronto

BRIAN KITTS

Director & Co-Founder - You Can Play - Toronto

MARSHA-GAYE KNIGHT

Partnership & Marketing Executive - CBC Sports & Black in Sports Business Association - Toronto

DR. LYNN LASHBROOK

President - Sports Management Worldwide - Portland

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

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

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 & Sports Psychologist - Human Performance International - Toronto

JILLIAN SVENSSON

Marketing, Promotions & Outreach - University of Toronto Varsity Blues - Toronto

JORDAN VADER

Senior Vice President, Corporate Partnerships - MLSE - Toronto

DAVID VIVENES

VP, Marketing, Communications & Customer Experience - Woodbine Entertainment - Etobicoke

TREVOR WHIFFEN

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

ANGELA WHITE

Senior Director, Equity, Diversity & Inclusion - MLSE - Toronto

STEFANIE WRIGHT

Director, Game Entertainment & Production - Toronto Blue Jays - Toronto

ARON YEOMANSON

Managing Editor, NHL - The Athletic - Toronto

**15th 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

Laurence Applebaum (Invited)

Chief Executive Officer
Golf Canada / RBC Canadian Open

Jeff Atkinson

President
Honda Indy Toronto / Honda Indy

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

Jamie Dawick

President
Toronto Rock

Lisa Ferkul

Chief Marketing Officer
Golf Canada

Marsha-Gaye Knight

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

Erin Mathany

Senior Vice President of Marketing
Vancouver Whitecaps FC

Marnie Starkman (Invited)

Executive Vice President, Business Operations
Toronto Blue Jays

11:15 Corporate Partnerships: Maximizing the Relationship

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

Brian Kitts
Co-Founder & Director
You Can Play

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

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

Moderator: Caroline Cameron
Sportscaster
Sportsnet

Brenda Andress
President & Founder
ShelS

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: Dr. Lynn Lashbrook

President
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

Katrina Galas (Invited)

Founder & Principal Consultant - Sport, Brand & Purpose Strategy
In Common Consulting

Mike Oke
General Manager
Peterborough Petes - Ontario Hockey League

Alykhan Khamisa Ravjani (Invited)
Social Media Manager
Toronto Blue Jays

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 (Invited)
Author
Sportsnet

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

9:30 Keynote Interview: Brian Burke of the Pittsburgh Penguins Interview with Don Fehr, Executive Director of the National Hockey League Players' Association

10:15 Game Presentation and Enhancing the Fan Experience

Moderator: Mark Francis
Professor - UCLA
Director, Sport Management Program, Faculty Athletics Representative
Concordia University Irvine

Kadeem Bandali
Manager, Game Presentation and Fan Experience
Toronto FC

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

Russell Kovshoff (Invited)
Manager, Game Presentation
Los Angeles Clippers

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 x Canadian Olympic Speed Skater

Rob Corte

Vice President
Sportsnet and NHL Production

Elliott Friedman (Invited)

Author
Sportsnet

Scott Moore

Chief Executive Officer & Partner
UNINTERRUPTED Canada

Shawn Redmond (Invited)

Vice President
TSN

Aron Yeomanson

Managing Editor, NHL
The Athletic

12:00 Keynote Interview: Caroline Cameron of Sportsnet Interview with Hockey Hall of Fame Inductees, Daniel Sedin and Henrik Sedin

12:30 Networking Luncheon

1:45 Sports Betting: It Has Finally Arrived

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

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

Cammi Granato (Invited)
Assistant General Manager
Vancouver Canucks

Dr. Dana Sinclair
Partner & Sports Psychologist
Human Performance International

3:15 Negotiating Player Contracts

Moderator: Brian Burke
President of Hockey Operations
Pittsburgh Penguins

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

Ian Greengross
Partner – PowerPlay Management
Certified NFL Player Agent

4:00 Developments in eSports

Bill Elafros
Founder
BEAT esports

Shane Talbot (Invited)
Director of eSports
MLSE

Sean Tepper (Invited)

Manager eSports Content and Operations
theScore

Amy Williams (Invited)

Director, Global Partnerships
OverActive Media Group

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 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

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