



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](http://PRIMETIMESPORT.CA)

## SUNDAY NOVEMBER 12, 2023

1 PM - Business Case Competition Begins

7 PM - Welcome Reception & Keynote Interview TBA. All speakers, sponsors, delegates and trade show vendors are welcome to attend.

## 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 TBA

10:15 AM - Developing Strong Corporate Partnerships

11:15 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**

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

**8:30 AM - Developments With Respect to League Operations**

**9:30 AM - Keynote Interview TBA**

**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**