



16TH ANNUAL SPORTS MANAGEMENT CONFERENCE

Leading Edge Strategies for Managing & Marketing the Business of Sport



NOV 12-14, 2023
SUN - MON - TUE



TORONTO, ON
WESTIN HARBOUR CASTLE



REGISTER ONLINE
PRIMETIMESPORT.CA

PROGRAM CO-CHAIRS

BRIAN BURKE

Executive Director - Professional Women's Hockey Players' Association (PWHPA)

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Chief Marketing Officer - MLSE

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Partner - Dickinson Wright LLP & Governor - London Knights Hockey Club

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Senior Sports Business Instructor - University of Oregon, Lundquist College of Business & Warsaw Sports Business Center - Eugene

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IAN GREENGROSS

NFL Player Agent & President - Greengross Athletic Management Enterprises - Chicago

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SHANNON HOSFORD

Chief Marketing Officer - MLSE - Toronto

SCOTT HOWSON

President & Chief Executive Officer - American Hockey League - Springfield

MARSHA-GAYE KNIGHT

Manager, Partnership Marketing - CBC Sports - Toronto

MARY LOBSON

Founder & Chief Executive Officer - REES (Respect, Educate, Empower Survivors) - Tampa

DAN MACKENZIE

President - Canadian Hockey League - Toronto

STEVE MCALLISTER

Editor-in-Chief - Gaming News Canada & Vice President - Parleh Media Group - Toronto

MIKE MORREALE

Commissioner & Co-Founder - Canadian Elite Basketball League (CEBL) - Toronto

MARK NOONAN

Commissioner - Canadian Premier League - Toronto

MIKE OUELLET

Senior Business and Association Counsel - National Hockey League Players' Association - Toronto

SHAWN REDMOND

Vice President - Bell Media Sports (TSN/RDS) - Toronto

JACQUELINE RYAN

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

MIKE SAMARDZIC

Partner - XMC - Toronto

CHRIS SHEWELT

Vice President, Business Operations - Toronto FC & Toronto Argonauts - Toronto

CHRISTINE SIMPSON

Reporter - Sportsnet & Hockey Night In Canada - Toronto

MIKE TASEVSKI

Vice President, Global Sponsorship - Scotiabank - Toronto

CAMILLE QUENNEVILLE

Chief Executive Officer - Canadian Mental Health Association Ontario Division - Toronto

KURT WEAVER

Chief Operating Officer - You Can Play - Denver

TREVOR WHIFFEN

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

ANGELA WHITE

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

CHRIS WILSON

Executive Director - CBC Sports - Toronto

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**16th ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE AND
TRADE SHOW PRESENTED BY MLSE**

**SUNDAY NOVEMBER 12, 2023
THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**6:30 - 9:00 PM PRIMETIME WELCOME RECEPTION
Regatta Room – The Westin Harbour Castle Hotel, Toronto**

**7:30 PM Hot Stove Discussion: The Arrival of the Professional Women's
Hockey League featuring Jayna Hefford, Kendall Coyne Schofield, Brianna
Jenner, Sarah Nurse and Brian Burke**

**MONDAY NOVEMBER 13, 2023
THE WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO**

7:30 Registration and Continental Breakfast

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

8:25 Introduction by Conference Emcee – Caroline Cameron of Sportsnet

8:30 Keys to Operating a Successful Sports Organization

Moderator: Christine Simpson
Reporter
Sportsnet & Hockey Night in Canada

Michael Bartlett
President & Chief Executive Officer
Basketball Canada

Kevin Blue
Chief Sport Officer
Golf Canada

Charmaine Crooks (Invited)
President
Canada Soccer

Hon. Hugh L. Fraser
Chair of the Board
Hockey Canada Board of Directors

Jacqueline Ryan
Chief Brand & Commercial Officer, Canadian Olympic Committee
Chief Executive Officer, Canadian Olympic Foundation

9:30 Keynote Interview TBA

10:15 Developing Strong Corporate Partnerships

Moderator: Mike Samardzic
Partner
XMC

Ashley Curran
Associate Vice President, Community Impact & Sport Partnerships
Canadian Tire Corporation

Mark Ditmars
Vice President, Corporate Partnerships
Toronto Blue Jays

Julian Franklin
Vice President, Partnership Development & Strategy
MLSE

Mike Tasevski

Vice President, Global Sponsorship
Scotiabank

11:00 Keynote Interview: Caroline Cameron of Sportsnet to Interview Gary Bettman, the Commissioner of the National Hockey League

11:30 Marketing and Fan Engagement Strategies

Moderator: Laurie Kepron (Invited)

Senior Vice President, Integrated Marketing
National Hockey League

Vito De Filippis

Senior Vice President & Practice Leader
Environics Analytics

Shannon Hosford

Chief Marketing Officer
MLSE

Marsha-Gaye Knight

Manager, Partnership Marketing
CBC Sports

Marnie Starkman (Invited)

Executive Vice President, Business Operations
Toronto Blue Jays

12:15 Licensing, Merchandising and Alternative Revenue Streams

Moderator: Mark Francis

Woodard Family Foundation Fellow & Senior Sports Business Instructor University of Oregon, Lundquist College of Business & Warsaw Sports Business Center

Galen Davies

Vice President, Brand & Commercial Strategy
MLSE

Shannon Ferguson

Co-Founder & Chief Executive Officer
FanSaves

Dave McCarthy (Invited)

Vice President, Consumer Products Marketing, e-Commerce
NHL Enterprises

Mike Ouellet

Senior Business and Association Counsel
National Hockey League Players' Association

1:15 Networking Luncheon**2:15 Dynamic Ticket Sales Strategies in a Competitive Marketplace****Jeff Atkinson**

President
Honda Indy Toronto

Brad Bogardis

Director, Business Development
Optimal Ticketing

Terri Giberson (Invited)

Vice President, Business Operations
Toronto Rock Lacrosse Club

Chris Shewfelt

Vice President, Business Operations
Toronto FC & Toronto Argonauts

Anton Wimmer (Invited)
Vice President, Ticket Sales
MLSE

3:15 Developments in Sports Media

Moderator: Caroline Cameron
Broadcaster
Sportsnet

Rob Corte
Vice President, Sportsnet and NHL Production
Sportsnet

Elliott Friedman (Invited)
Broadcaster & Co-Host, 32 Thoughts
Sportsnet

Shawn Redmond
Vice President
Bell Media Sports (TSN/RDS)

Chris Wilson
Executive Director
CBC Sports

4:15 Sports Law: Protecting Your Players, Team, League and Organization

Trevor Whiffen
Partner, Dickinson Wright LLP
Governor, London Knight Hockey Club

Darren Kirkwood (Invited)
Vice President, Deputy General Counsel
MLSE

Matt Shuber (Invited)

Senior Vice President, Legal and Government Affairs & General Counsel
Toronto Blue Jays

5:15 Hockey Arbitration Case Competition Final

6:00 Networking Reception in Support of You Can Play

7:00 Careers in Sport Workshop

**TUESDAY NOVEMBER 14, 2023
THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

7:30 Registration and Continental Breakfast

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

8:25 Introduction by Conference Emcee – Caroline Cameron of Sportsnet

8:30 Developments with Respect to League Operations

Moderator: Jeff Marek (Invited)

Journalist
Sportsnet

David Goldstein

Chief Operating Officer
Canadian Football League

Scott Howson

President and Chief Executive Officer
American Hockey League

Mark Noonan
Commissioner
Canadian Premier League

Dan MacKenzie
President
Canadian Hockey League

Michael Morreale
Co-Founder & Commissioner
Canadian Elite Basketball League (CEBL)

9:30 Keynote Interview TBA

10:15 Utilizing Analytics and Other Resources in Evaluating Players

Moderator: Sam Cosentino (Invited)
Analyst
Sportsnet

Brian Burke
Executive Director
Professional Women's Hockey Players' Association (PWHPA)

Jamie Dawick (Invited)
Owner & General Manager
Toronto Rock Lacrosse Club

Meghan Hunter (Invited)
Assistant General Manager, Hockey Operations
Chicago Blackhawks

Sean Tierney (Invited)
Director of Hockey Analytics
Ottawa Senators

11:15 Negotiating Player Contracts

Moderator: Brian Burke

Executive Director
Professional Women's Hockey Players' Association (PWHPA)

Ian Greengross

NFL Player Agent & President
Greengross Athletic Management Enterprises

Teresa Resch (Invited)

Vice President, Basketball Operations & Player Development
Toronto Raptors

Brad Treiving (Invited)

General Manager
Toronto Maple Leafs

12:15 Player Safety, Wellness, and Return to Play Issues

Moderator: Kevin Bieksa (Invited)

Hockey Analyst & Former NHL Player
Sportsnet

Patrick Burke (Invited)

Vice President, Player Safety
National Hockey League

Mary Lobson

Founder & Chief Executive Officer
REES (Respect, Educate, Empower Survivors)

Brian Ramsay (Invited)

Executive Director
Canadian Football League Players Association (CFLPA)

Camille Quenneville
Chief Executive Officer
Canadian Mental Health Association, Ontario Division

1:15 Networking Luncheon

2:15 Developments in Sports Betting

Moderator: Steve McAllister
Editor-In-Chief, Gaming News Canada
Vice President, Parleh Media Group

Amanda Brewer
Country Manager for Canada, Kindred Group
Senior Advisor, Canadian Gaming Association

Tom Mungham (Invited)
Chief Executive Officer
Alcohol and Gaming Commission of Ontario

Conor Murray (Invited)
Vice President, Marketing
FanDuel

Steven Salz (Invited)
Co-Founder & Chief Executive Officer
Rivalry

3:15 Utilizing eSports to Build Your Business

Moderator: Neil Duffy
Chief Revenue Officer
eFuse

Anne Belliveau
Chief Revenue & Marketing Officer
Tennis Canada

Bryce Eldridge
Director, eSports
MLSE

4:15 Equity, Diversity and Inclusivity Workshop in Support of You Can Play

Kim Davis (Invited)
Executive Vice President, Social Impact, Growth Initiatives & Legislative Affairs
National Hockey League

Shauna Bookal
Manager of EDI and Student Experience
Ontario University Athletics (OUA)

Kurt Weaver
Chief Operating Officer
You Can Play

Angela White
Senior Director, Equity, Diversity & Inclusion
MLSE

5:00 Closing Remarks from Conference Co-Chairs Brian Burke, Shannon Hosford and Trevor Whiffen

5:15 Networking Reception in Support of You Can Play

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 Monday, November 13th Tuesday, November 14th

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 12, 2023.

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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