



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

TREVOR WHIFFEN

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

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Sports Business Instructor - University of Oregon - Eugene

RON FRANCIS

General Manager - Seattle Kraken - Seattle

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VP, Partnership Development & Strategy - MLSE - Toronto

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TERRI GIBERSON

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IAN GREENGROSS

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KATHERINE HENDERSON

President & Chief Executive Officer - Hockey Canada - Toronto

JOHN HERDMAN

Head Coach - Toronto FC - Toronto

SHANNON HOSFORD

Chief Marketing Officer - MLSE - Toronto

SCOTT HOWSON

President & CEO - American Hockey League - Springfield

TIM HUGHES

Senior Legal Counsel - MLSE - Toronto

GLEN JOHNSON

Chief Operating Officer - Canadian Premier League - Toronto

GINA KINGSBURY

General Manager - PWHL Toronto - Toronto

MARSHA-GAYE KNIGHT

Manager, Partnership Marketing - CBC Sports - Toronto

MARY LOBSON

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DAN MACKENZIE

President - Canadian Hockey League - Toronto

JEFF MAREK

Broadcaster - Sportsnet - Toronto

STEVE MCALLISTER

Vice President - Parhle Media Group - Toronto

DARRYL METCALF

Assistant General Manager, Hockey Research & Development - Toronto Maple Leafs - Toronto

MIKE MORREALE

Commissioner - Canadian Elite Basketball League - Toronto

JUDD MOLDAVER

Executive Vice President - Wasserman Hockey - Toronto

MIKE OUELLET

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

GEORGE PARROS

SVP, Department of Player Safety - National Hockey League - New York

DASHA PEREGOUDOVA

Partner - Aird & Berlis LLP - Toronto

DEVIN PLEULER

Senior Director, R & D - Team Operations - MLSE - Toronto

SHAWN REDMOND

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

JACQUELINE RYAN

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

MIKE SAMARDZIC

Partner - XMC - Toronto

GIL SCOTT

NFL Player Agent & President - Gil Scott Sports Management - Toronto

JEFF SCOTT

VP, Community Development - National Hockey League - Toronto

CHRIS SHEWELT

VP, Business Operations - Toronto FC & Argonauts - Toronto

CHRISTINE SIMPSON

Reporter - Sportsnet & Hockey Night In Canada - Toronto

MIKE TASEVSKI

VP, Global Sponsorship - Scotiabank - Toronto

AMIR TORABI

Director, Legal Counsel - Toronto Blue Jays - Toronto

CAMILLE QUENNEVILLE

CEO - Canadian Mental Health Association - Toronto

MARTY WALSH

Executive Director - National Hockey League Players' Association - 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

ANTON WIMMER

Vice President, Sports, Music & Premium Seating Sales - MLSE - Toronto

SCOTT WOODGATE

Country Manager - BetMGM - 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 PRESENTED BY TIXR
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 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

Mathieu Chamberland

Chief Operating Officer
Canada Soccer

Katherine Henderson

President and Chief Executive Officer
Hockey Canada

Jacqueline Ryan

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

9:30 Keynote Interview: Caroline Cameron of Sportsnet to Interview Ron Francis, Hockey Hall of Fame Inductee and General Manager of the Seattle Kraken

10:15 Developing Strong Corporate Partnerships**Moderator: Mike Samardzic**

Partner
XMC

Anthony Attard

Vice President, Sports Sales
Sportsnet

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: Brian Burke to Interview Marty Walsh, Executive Director of the National Hockey League Players' Association

11:30 Marketing and Fan Engagement Strategies

Moderator: Mark Francis

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

Vito De Filippis

Senior Vice President & Practice Leader
Environics Analytics

Shannon Hosford

Chief Marketing Officer
MLSE

Marsha-Gaye Knight

Manager, Partnership Marketing
CBC Sports

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

Shanna Alpert

Director, Licensing and Retail Development
NBA Canada

Galen Davies

Vice President, Brand & Commercial Strategy
MLSE

Shannon Ferguson

Co-Founder & Chief Executive Officer
FanSaves

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****Moderator: Jeff Atkinson**

President
Honda Indy Toronto

Brad Bogardis

Director, Business Development
Optimal Ticketing

Terri Giberson

Vice President of Business Operations
Toronto Rock Lacrosse Club

Chris Shewfelt

Vice President, Business Operations
Toronto FC & Toronto Argonauts

Anton Wimmer

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

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

Moderator: Trevor Whiffen

Partner, Dickinson Wright LLP
Governor, London Knight Hockey Club

John Gerba

Deputy General Counsel
National Hockey League Players' Association

Tim Hughes
Senior Legal Counsel
MLSE

Dasha Peregoudova
Partner
Aird & Berlis LLP

Amir Torabi
Director, Legal 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

Moderator: Mike Oke
Vice President of Operations - Peterborough Petes
Instructor - Sports Management Worldwide

Ryan Beckford
Account Executive
theScore Inc.

Nicole Demers
Vice President, Business Operations
Forge FC

Tiffany Lai
Senior Manager, Brand & Design
Canadian Football League

Jesse Prout
Specialist, Game Presentation
Toronto Maple Leafs

Elicia Stevens
Manager of Digital Operations
Canadian Hockey League

Cailey Theos
Specialist, Partnerships and Community Impact
Canada Basketball

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

7:30 Registration and Continental Breakfast

7:50 Welcome and Opening Remarks from Conference Co-Chairs Brian Burke, Shannon Hosford and Trevor Whiffen

7:55 Introduction by Conference Emcee – Caroline Cameron of Sportsnet

8:00 Keynote Interview: Brian Burke of PWHPA to Interview Gary Bettman, the Commissioner of the National Hockey League

8:30 Developments with Respect to League Operations

Moderator: Jeff Marek
Journalist
Sportsnet

Scott Howson
President and Chief Executive Officer
American Hockey League

Glen Johnson

Executive Vice President
Canadian Premier League

Dan MacKenzie

President
Canadian Hockey League

Michael Morreale

Co-Founder & Commissioner
Canadian Elite Basketball League

9:30 Keynote Interview: Caroline Cameron of Sportsnet to Interview John Herdman, Head Coach of the Toronto FC

10:15 Utilizing Analytics and Other Resources in Evaluating Players

Moderator: Sam Cosentino

NHL Draft Analyst and Panelist
Sportsnet

Brian Burke

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

Jamie Dawick

Owner and General Manager
Toronto Rock Lacrosse Club

Darryl Metcalf

Assistant General Manager, Hockey Research & Development
Toronto Maple Leafs

Devin Pleuler

Senior Director, R&D – Team Operations
MLSE

11:15 Negotiating Player Contracts

Moderator: Brian Burke

Executive Director

Professional Women's Hockey Players' Association (PWHPA)

Jamie Dawick

Owner and General Manager

Toronto Rock Lacrosse Club

Ian Greengross

NFL Player Agent & President

Greengross Athletic Management Enterprises

Gina Kingsbury

General Manager

PWHL Toronto

Judd Moldaver

Executive Vice President

Wasserman Hockey

Gil Scott

Certified NFL Player Agent & President

Gil Scott Sports Management

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

Moderator: Brian Burke

Executive Director

Professional Women's Hockey Players' Association (PWHPA)

David Branch

Commissioner

Ontario Hockey League

George Parros

Senior Vice President, Department of Player Safety
National Hockey League

Mary Lobson

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

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

Senior Advisor
Canadian Gaming Association

Nic Sulsky

Chief Commercial Officer
PointsBet Canada

Scott Woodgate

Country Manager
BetMGM

3:15 Utilizing eSports to Build Your Business

Moderator: Neil Duffy

Chief Revenue Officer
eFuse

Adam Adamou

Chief Executive Officer
OverActive Media Group

Kyle Chatterson

Director of Content and Partnerships, esports
theScore Inc.

Bryce Eldridge

Director, eSports
MLSE

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

Moderator: Kurt Weaver

Chief Operating Officer
You Can Play

Jeff Scott

Vice President, Community Development and Growth
National Hockey League

Shauna Bookal

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

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



REGISTRATION FORM

2023 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 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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