



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

Leading Edge Strategies for Managing & Marketing the Business of Sport

**NOV 10-12, 2024**  
SUN - MON - TUE

**TORONTO, ON**  
WESTIN HARBOUR CASTLE

**REGISTER ONLINE**  
PRIMETIMESPORT.CA

## PROGRAM CO-CHAIRS

- BRIAN BURKE**  
Executive Director - Professional Women's Hockey League Players Association
- SHANNON HOSFORD**  
Chief Marketing Officer - MLSE
- TREVOR WHIFFEN**  
Partner - Dickinson Wright LLP & Governor - London Knights Hockey Club

## CONFERENCE PRESENTED BY



## CONFERENCE SPONSORED BY



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**ENROLL TODAY!**

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President - Ontario Honda Dealers Indy Toronto - Toronto

**ANTHONY ATTARD**  
Vice President, Sports Sales - Sportsnet - Toronto

**MICHAEL BARTLETT**  
President & Chief Executive Officer - Basketball Canada - Toronto

**WHITNEY BELL**  
Chief Marketing Officer - WNBA Toronto - Toronto

**GARY BETTMAN**  
Commissioner - National Hockey League - New York

**KEVIN BLUE**  
General Secretary/Chief Executive Officer - Canada Soccer - Toronto

**BRAD BOGARDIS**  
Director, Business Development - Optimal Ticketing - Boca Raton

**BRUCE BOUDREAU**  
Analyst & Former NHL Head Coach - NHL Network - St. Catharines

**JUSTIN BOURNE**  
NHL Analyst - Sportsnet - Toronto

**RJ BROADHEAD**  
Voice of the Hamilton Tiger-Cats - Ticits Audio Network - Hamilton

**HEIDI BROWNING**  
Chief Marketing Officer - National Hockey League - New York

**TOM BURDAKIN**  
Senior Director, Multi-Product Strategy - FanDuel - Toronto

**BRIAN BURKE**  
Executive Director - Professional Women's Hockey League Players Association - Toronto

**CHRIS BURKETT**  
Vice President, League Operations & Compliance - Professional Women's Hockey League - Toronto

**CAROLINE CAMERON**  
Broadcaster - Sportsnet - Toronto

**DANIEL CAULFIELD**  
Head of Business Development & Partnerships - Woodbine Entertainment - Etobicoke

**ROB CORTE**  
Vice President, Sportsnet & NHL Production - Sportsnet - Toronto

**SAM COSENTINO**  
Broadcaster - Sportsnet - Toronto

**ASHLEY CURRAN**  
Associate Vice President, Sport Partnerships & Community Impact - Canadian Tire - Toronto

**DEIDRA DIONNE**  
Vice President - DAZN Canada - Toronto

**MARK DITMARS**  
Vice President, Corporate Partnerships - Toronto Blue Jays - Toronto

**LISA FERKUL**  
Chief Revenue Officer - WNBA Toronto - Toronto

**JULIAN FRANKLIN**  
Vice President, Partnership Development & Strategy - MLSE - Toronto

**ELLIOTTE FRIEDMAN**  
Broadcaster and Host, 32 Thoughts - Sportsnet - Toronto

**IAN GREENGROSS**  
NFL Player Agent & President - Greengross Athletic Management Enterprises - Chicago

**JAYNA HEFFORD**  
Senior Vice President, Hockey Operations - Professional Women's Hockey League - Toronto

**KATHERINE HENDERSON**  
President & Chief Executive Officer - Hockey Canada - Toronto

**JASON HERNANDEZ**  
General Manager - Toronto FC - Toronto

**SHANNON HOSFORD**  
Chief Marketing Officer - MLSE - Toronto

**SCOTT HOWSON**  
President - American Hockey League - Springfield

**JONATHAN HUFNAGEL**  
Founder - DASH - Plano

**MEGHAN HUNTER**  
Assistant General Manager - Chicago Blackhawks - Chicago

**JEFF JACKSON**  
Chief Executive Officer, Hockey Operations & Alternate Governor - Edmonton Oilers

**ANGELA JAMES**  
Hockey Hall of Fame Inductee & IIHF World Champion - Team Canada

**GLEN JOHNSON**  
Executive Vice President - Canadian Premier League - Toronto

**ROB KNEASUREK**  
Senior Vice President, Youth Development & Industry Growth - National Hockey League - Toronto

**NELSON LANZA**  
Director, International Sponsorship Marketing - Scotiabank - Toronto

**EDDIE LEE**  
Director, Growth Marketing & Content - Tennis Canada - Toronto

**NATE LIBERMAN**  
Vice President, Sports - Tixr - Los Angeles

**HON. NEIL LUMSDEN**  
Minister of Sport - Legislative Assembly of Ontario - Toronto

**DAN MACKENZIE**  
President - Canadian Hockey League - Toronto

**DIANA MATHESON**  
Founder - Northern Super League, Co-Founder & Chief Executive Officer - Project 8 - Toronto

**RYAN MCCALLUM**  
President - Canadian Sport Marketing - Toronto

**TOM MCDONALD**  
Senior Vice President, Ticket Sales & Service - MLSE - Toronto

**SCOTT MITCHELL**  
Governor - CFL Board of Governors - Hamilton

**MIKE MORREALE**  
Commissioner & Chief Executive Officer - Canadian Elite Basketball League - Toronto

**DAN NEAR**  
Commissioner - Western Hockey League - Calgary

**MATT O'BRIEN**  
Vice President, Ticketing and Team Business Operations - Professional Women's Hockey League

**SUZANNE PAULINS**  
Acting Chief Executive Officer - Swimming Canada - Toronto

**KEITH PELLEY**  
President & Chief Executive Officer - MLSE - Toronto

**DASHA PEREGOUDOVA**  
Partner - Aird & Berlis LLP - Toronto

**TYLER PULEY**  
Director, Marketing Communications & Brand Experience - OLG - Toronto

**CAROL PURCER**  
President - Rowing Canada - St. Catharines

**MIKE SAMARDZIC**  
Partner - XMC - Toronto

**DARYL SEIDMAN**  
Director, Licensing & Retail Operations - Canadian Premier League - Toronto

**MICHELLE SENIUK**  
Vice President, Fan Experience & Concessions - Toronto Blue Jays - Toronto

**MARK SILVER**  
Chief Executive Officer & Co-Founder - Parleh Media Group - Toronto

**CHRISTINE SIMPSON**  
Sports Broadcaster & Television Host - Toronto

**DR. DANA SINCLAIR**  
Sports Psychologist - Human Performance International - Toronto

**AMIR TORABI**  
Director, Legal Affairs & Legal Counsel - Toronto Blue Jays - Toronto

**BRAD TRELIVING**  
General Manager - Toronto Maple Leafs - Toronto

**MICHAEL VILLANI**  
National Director of Sales - Carlsberg - Toronto

**KURT WEAVER**  
Operations & Programs - You Can Play - Denver

**PATRICE WHIFFEN**  
Sideline Reporter & Floor Director - Hamilton Tiger-Cats - Hamilton

**TREVOR WHIFFEN**  
Governor - London Knights & Partner - Dickinson Wright LLP - Toronto

**ANGELA WHITE**  
Senior Director, Equity, Diversity & Inclusion - MLSE - Toronto

**CHRIS WILSON**  
General Manager - Olympics - CBC/Radio-Canada - Toronto

**MICHAEL ZITNEY**  
Director, Brand & Content - Entain - Toronto

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

**SUNDAY NOVEMBER 10, 2024  
THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**12:00 PM Business Case Competition Begins**

**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 Rise of Professional Women's Sports**

**Moderator: Brian Burke**

Executive Director

Professional Women's Hockey League Players Association

**Lisa Ferkul**

Chief Revenue Officer

WNBA Toronto

**Angela James**

Hockey Hall of Fame Inductee

IIHF World Champion for Team Canada

**Diana Matheson**

Founder, Northern Super League

Co-Founder & Chief Executive Officer, Project 8

**MONDAY NOVEMBER 11, 2024  
THE WESTIN HARBOUR CASTLE HOTEL  
TORONTO, ONTARIO**

**7:30 AM Registration and Continental Breakfast**

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

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

**8:30 AM** Keys to Operating a Successful Sports Organization

**Moderator: Christine Simpson**

Sports Broadcaster  
Television Host

**Michael Bartlett**

President & Chief Executive Officer  
Basketball Canada

**Kevin Blue**

General Secretary and Chief Executive Officer  
Canada Soccer

**Katherine Henderson**

President and Chief Executive Officer  
Hockey Canada

**Suzanne Paulins**

Acting Chief Executive Officer  
Swimming Canada

**Carol Purcer**

President  
Rowing Canada

**9:30 AM** Keynote Interview: Caroline Cameron to Interview Keith Pelley, President & CEO of MLSE

**10:00 AM** Developing Strong Corporate Partnerships

**Moderator: Mike Samardzic**

Partner  
XMC

**Anthony Attard**

Vice President, Sales  
Rogers Sports & Media

**Mark Ditmars**

Vice President, Corporate Partnerships  
Toronto Blue Jays

**Julian Franklin**

Vice President, Partnership Development & Strategy  
Maple Leaf Sports & Entertainment (MLSE)

**Nelson Lanza**

Director and Head, International Sponsorship Marketing  
Scotiabank

**11:00 AM Creative Marketing Strategies**

**Moderator: Shannon Hosford**

Chief Marketing Officer  
Maple Leaf Sports & Entertainment (MLSE)

**Whitney Bell**

Chief Marketing Officer  
WNBA Toronto

**Heidi Browning**

Chief Marketing Officer  
National Hockey League

**Eddie Lee**  
Director of Growth Marketing and Content  
Tennis Canada

**Michael Villani**  
National Director of Sales  
Carlsberg

**12:00 PM    Dynamic Ticket Sales Strategies**

**Moderator: Brad Bogardis**  
Director, Business Development  
Optimal Ticketing

**Nate Liberman**  
Vice President, Sports  
Tixr

**Tom McDonald**  
Senior Vice President, Ticket Sales & Services  
Maple Leaf Sports & Entertainment (MLSE)

**Matt O'Brien**  
Vice President, Ticketing and Team Business Operations  
Professional Women's Hockey League

**12:45 PM    Networking Luncheon**

**1:45 PM    Keynote Interview: Brian Burke to Interview Brad Treliving – General Manager  
of the Toronto Maple Leafs**

**2:15 PM    Licensing, Merchandising & Alternative Revenue Streams**

**Moderator: Mike Ouellet (Invited)**  
Chief of Business Affairs  
National Hockey League Players' Association

**Jonathan Hufnagel**  
Founder  
DASH

**Ryan McCallum**  
President  
Canada Sport Marketing

**Leah MacNab (Invited)**  
Managing Director  
NBA Canada

**Daryl Seidman**  
Director, Licensing and Retail Operations  
Canadian Premier League

**3:15 PM Integrating EDI Into Your Sports Organization**

**Moderator: Kurt Weaver**  
Chief Operating Officer  
You Can Play

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

**Rob Knesaurek**  
Senior Vice President, Youth Development & Industry Growth  
National Hockey League

**Angela White**

Senior Director, Equity, Diversity & Inclusion  
Maple Leaf Sports & Entertainment (MLSE)

**4:15 PM Fan Engagement: Attracting and Retaining Loyal Fans**

**Moderator: Patrice Whiffen**

Sideline Reporter & Floor Director  
Hamilton Tiger-Cats

**Matt Afinec**

President & Chief Operating Officer, Business Operations  
Hamilton Tiger-Cats & Forge FC

**Jeff Atkinson**

President  
Ontario Honda Dealers Indy Toronto

**Michelle Seniuk**

Vice President, Fan Experience & Concessions  
Toronto Blue Jays

**5:00 PM Networking Reception**

**7:00 PM Careers in Sport Workshop**

**Moderator: Mike Oke**

General Manager  
Peterborough Petes Hockey Club

**Ryan Beckford (Invited)**

Account Executive  
theScore Inc.

**Will Kay**

Vice President, Ticketing & Hospitality  
Hamilton Tiger-Cats

**Shelbi Kilcollins (Invited)**

Senior Manager, Marketing & Business Development  
Quartexx Management

**Michael Kosciesza (Invited)**

Membership Sales  
Toronto Blue Jays

**Madeline Rawson (Invited)**

Senior Manager, Partnership Services  
Professional Women's Hockey League

**Abbey Steeneveld**

Partnerships, Merchandise & Community Coordinator  
Kitchener Rangers Hockey Club

**Rebecca Vellianis**

Account Executive, BMO Field Event Sales  
Toronto FC & Toronto Argonauts

**TUESDAY NOVEMBER 12, 2024**  
**THE WESTIN HARBOUR CASTLE HOTEL – TORONTO, ONTARIO**

**7:30 AM Registration and Continental Breakfast**

**8:00 AM Welcome and Opening Remarks from Conference Co-Chairs Brian Burke,  
Shannon Hosford and Trevor Whiffen**

**8:10 AM Introduction by Conference Emcee – Caroline Cameron of Sportsnet**

**8:15 AM League Operations: Competing With The Giants**



**Moderator: Dan Near**  
Commissioner  
Western Hockey League

**Jayna Hefford**  
Senior Vice President, Hockey Operations  
Professional Women's Hockey League

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

**Dan MacKenzie**  
President  
Canadian Hockey League

**Scott Mitchell**  
Governor  
Canadian Football League – Board of Governors

**Michael Morreale**  
Co-Founder & Commissioner  
Canadian Elite Basketball League

**9:15 AM The Future of Sport Media**

**Moderator: Caroline Cameron**  
Broadcaster  
Sportsnet

**Rob Corte**  
Vice President, Sportsnet and NHL Production  
Sportsnet

**Deidra Dionne**

Vice President  
DAZN Canada

**Elliote Friedman**

Broadcaster and Host, 32 Thoughts  
Sportsnet

**Shawn Redmond (Invited)**

Vice President & General Manager  
Bell Media Sports (TSN)

**Chris Wilson**

Executive Director – CBC Sports  
General Manager – Olympics CBC/Radio-Canada

**10:00 AM Keynote Interview: Brian Burke to Interview Gary Bettman, Commissioner of the National Hockey League**

**10:30 AM Networking Break**

**11:00 AM Developments in Sports Betting**

**Moderator: Mark Silver**

Chief Executive Officer & Co-Founder  
Parleh Media Group

**Tom Burdakin**

Vice President of Marketing, Canada  
FanDuel

**Daniel Caulfield**

Head of Business Development and Partnerships  
Woodbine Entertainment

**Tyler Puley**

Director, Marketing Communications & Brand Experience  
OLG

**Michael Zitney**

Director, Brand & Content  
Entain Group

**12:00 PM Legal Issues in Sport: Protecting Your Players, Team, & League****Moderator: Trevor Whiffen**

Partner, Dickinson Wright LLP  
Governor, London Knights Hockey Club

**Chris Burkett**

Vice President League Operations and Compliance  
Professional Women's Hockey League

**Dasha Peregoudova**

Partner  
Aird & Berlis LLP

**Amir Torabi**

Director, Legal Affairs & Legal Counsel  
Toronto Blue Jays

**12:45 PM Networking Luncheon****1:45 PM Keynote Interview: Brian Burke to Interview Hon. Neil Lumsden, Minister of Sport - Legislative Assembly of Ontario****2:15 PM Player Evaluation Strategies**

**Moderator: Sam Cosentino**

Broadcaster  
Sportsnet

**Bruce Boudreau**

Analyst and Former NHL Head Coach  
NHL Network

**Brian Burke**

Executive Director  
Professional Women's Hockey League Players Association

**Jason Hernandez**

General Manager  
Toronto FC

**Meghan Hunter**

Assistant General Manager  
Chicago Blackhawks

**3:00 PM Keys to Negotiating Player Contracts**

**Moderator: RJ Broadhead**

The Voice of the Hamilton Tiger-Cats  
Ticats Audio Network

**Brian Burke**

Executive Director  
Professional Women's Hockey League Players Association

**Jamie Dawick (Invited)**

Owner & President  
Toronto Rock Lacrosse Club

**Ian Greengross**  
NFL Player Agent & President  
Greengross Athletic Management Enterprises

**Scott Howson**  
President - American Hockey League  
Former General Manager – Columbus Blue Jackets

**3:45 PM Coaching and Managing the Elite Athlete**

**Moderator: Justin Bourne**  
NHL Analyst  
Sportsnet

**Bruce Boudreau**  
Analyst and Former NHL Head Coach  
NHL Network

**Brian Burke**  
Executive Director  
Professional Women's Hockey League Players Association

**Jeff Jackson**  
Chief Executive Officer, Hockey Operations & Alternate Governor  
Edmonton Oilers

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

**4:30 PM Closing Remarks from Conference Co-Chairs Brian Burke, Shannon Hosford and Trevor Whiffen**

**4:45 PM Networking Reception in Support of You Can Play**



# REGISTRATION FORM

## 2024 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

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Name On Card: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration (mm/yy) \_\_\_\_\_

I will be attending the conference on:  Both Days  Monday, November 11th  Tuesday, 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: PT1 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 10, 2024.

#### 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)

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