5 October
09:15 - 09:55
****A New Chapter For CONCACAF: Positive Leadership And Strong Governance****

Elected in Spring 2016 on a reform manifesto, President Victor Montagliani has set about transforming CONCACAF through better governance, investment in football and positive leadership. He’s also had a front row seat for the changes at FIFA, where he sits on the Reform Committee. In this exclusive keynote interview he will reveal his vision for the confederation, plans for major international and club tournaments, and the governance of world football.

Speaker

President Victor Montagliani
President CONCACAF
and
Vice President FIFA

Sponsored by

5 October
09:55 - 10:25
****The European Game: What’s Next For Club Football?****

With 55 member associations, the world’s most watched leagues and the most prestigious clubs, Europe is home to a complex mix of powerful football forces. This 1-on-1 with the Chairman of the European Professional Football Leagues will address some of the big issues facing the European game and the future of club competition covering season schedules, competition formats, relationships between clubs and governing bodies, and, of course, the distribution of revenues.

Speaker

Lars-Christer Olsson
Chairman
European Professional Football Leagues

Sponsored by
Ownership and the Business of Running a Team: Motives, Plans and Growth

Club owners face the ultimate challenge. Win games, build a business and balance the books. But add to the mix the fervent supporter scrutiny, intense competition and just how hard it is to make an operating profit. We speak with leaders from some of the world’s best known sports teams about plans to develop their brands globally, future investments, stadium ambitions and, ultimately, the business principles that underpin a successful team.

Evolving the Atlanta Falcons and Building Atlanta United

Opening next year in downtown Atlanta will be one of world sport’s best new stadiums. With an iconic design and cutting-edge technology the Mercedes Benz Stadium will be home to the NFL’s Atlanta Falcons and MLS’s newest team, Atlanta United. Sharing the stage in this exclusive talk will be the two men responsible for leading the teams into a new era. They’ll discuss commercial innovations across the businesses, differences in fan culture across MLS and EPL, future growth for the NFL and building brands, teams and fan bases.

The Age of Discovery: The World’s Number One Story-Teller Comes to Sport

Until recently, Discovery Communications was known more for Shark Week than sports. The network was built on crafting incredible stories across nature, popular science, technology and reality TV. With the acquisition of Eurosport and a buying spree of sports rights, however, Discovery are set to bring their story-telling expertise to European soccer, tennis and the Olympic Games. So what will they do differently and how will they stand-out? What are their ambitions in sport? Join Discovery’s International President to find out.

All Eyes To The East: European Football Making Its Mark In Asia, And Asia Making Its Mark In European Football

With summer tours, credit card partnerships and big TV contracts, European football has been making inroads into the Asian market for years. Over recent years, however, the global game has seen a series of major investments from Asian businesses and especially from China. So what does all this mean European clubs? With three major clubs with strong links and fan-bases in Asia, this panel will look at what the future holds for them in the region and identifies the biggest challenges to making a mark.
Two Brothers, Six Months, Five Teams and One Specially Prepared Talk: Avant Garde Thinking in Sports

For this exclusive at Leaders, two of US sport’s best known executives have argued, fought, bargained and dreamt up a unique presentation to share with the industry. Over six months and multiple family get-togethers, they captured their latest creative ideas and avant-garde thinking, married with rigorous commercial best practice, and boiled it down into 45 minutes. Come be inspired and be entertained.

Doing Well by Doing Good: How The Cleveland Cavaliers’ 2016 NBA Finals Win is About More Than Basketball

On the 22 June 2016, one million people filled the streets of Cleveland around the Quicken Loans Arena. This was not just a celebration for a winning basketball team, or an outpouring of emotion for home town hero LeBron James. This was a celebration for a resurgent city. In this specially prepared talk for the Leaders conference, Cavs President Len Komoroski shares the story of a sports team that offered more than just entertainment, and how a philosophy of doing well by doing good reaped rewards on and off court.

Gold Medal Sponsorships: The Evolution of Olympic Marketing

Big bucks, high stakes, intense competition. The Olympics is just as challenging off the field as it is on. Partners need to find creative ways to be heard and be credible, and to deliver ROI. In this session, two of the Olympic movement’s key global partners will outline how their marketing has evolved alongside technology, new ways to activate from Rio 2016, how the sponsor’s and broadcaster’s roles are changing, and what happens next with the next 3 games in Asia.

A Full Court Press with the NBA: Cutting Edge Marketing in Sport

Until July 2014, the NBA hadn’t had a Chief Marketing Officer for 20 years. In that time the league experienced massive domestic and international growth and now boasts millions of fans and lucrative TV contracts across the world. There remains massive scope for growth however, both in the US and in new markets. So how does NBA CMO, Pam El, plan to tackle this challenge? In this 1-on-1 interview she’ll discuss the league’s latest campaign ‘This Is Why We Play’, how the NBA continues to grow the game around the world, and different ways to engage avid and casual fans. She’ll also explain the NBA’s approach to story-telling, working with brand partners to tell those stories and the latest efforts to increase overall consumption of NBA content globally.
5 October
16:00 - 16:45
Speaker

Sweat the Small Stuff: Behavioural Economics, Neuromarketing and How Small Changes in Sport Have Huge Effects
Rory Sutherland is one of advertising’s leading lights, regularly looked to for inspiration, innovation and insight in the creative industries. In this exclusive keynote talk at Leaders, he’s set to bridge the worlds of sport, consumer behaviour, marketing and neuroscience to shed new light on the sports and entertainment industries and why some decisions we take might not be as wise as originally thought. Regarded as one of the leading creative minds of our generation, this Keynote will be a highlight of Leaders 2016.

6 October
10:15 - 10:55
Speakers

Future Sponsorship Trends: How Does Sport Fit Into a Cutting Edge Marketing Mix?
All brands share a desire to be noticed, to be distinctive in crowded and competitive product categories, to touch and improve people’s lives, and reach them every day. Sport can help to deliver this, but getting it right is not simple. Here we explore how sport fits into the marketing mix of the future, covering new trends in sponsorship and challenging the established rules.

6 October
11:55 - 12:40
Speakers

Bring The Noise: How Sports and Brands Can Use Music to Connect With Fans in New Ways
Sport and music are the two biggest passion points on the planet. They’re defined by the same intense levels of emotion, devotion and engagement. Used together they can also turbo-charge the relationship that sports have with their fans and music is being used by forward thinking rights-holders to create increasingly sophisticated strategies for building and deepening fan relationships driving new audiences, partner benefits and improving sports presentation. Today’s panel will look at some of the most innovative and dynamic ways music is being woven into sport and how brands and rights holders are using music to be heard above the competition.

6 October
14:40 - 15:10
Speaker

One For The Road: Inside Uber’s Experiential Marketing Engine
With partnerships spanning music and sports, and a commitment to creating experiences for fans, Uber have ambitious marketing plans to support their international growth. So how do they view sport, what innovations have they brought to experiential marketing and how does it all fit with the Uber brand? In this one-on-one with Uber’s marketing strategist, find out how one of the world’s most iconic business disruptors can bring that spirit to sport.
The media landscape has changed, again. Athletes no longer only communicate with their fans direct through social channels, they now own the media businesses and decide the narrative themselves. At the forefront is UNINTERRUPTED, a new digital media company created by Maverick Carter and LeBron James through which stars such as Ronda Rousey, Rob Gronkowski, Serena Williams, Draymond Green and LeBron himself create the content and share their story. In an exclusive for Leaders, Maverick will be flying in to talk about UNINTERRUPTED and how athletes are taking control of their own message.

Uninterrupted: Athletes are the New Media Businesses

Brandon Gayle
Head of Global Sports Partnerships
Instagram

From its humble beginnings as a fan blog to becoming the 2nd biggest digital sport site on the planet, Bleacher Report has come a long way in a short time. Experimentation with sports content creation and distribution is at the heart of what they do and in this talk the Bleacher Report President will outline what he thinks makes them successful. From personalised experiences, creating real time moments and socialising them, and finding the story angles that fans are really interested in, this will be a lesson in building a loyal audience following.

From Blog to Brand: Experimentation With Sports Content and Distribution at Bleacher Report

Rory Brown
President
Bleacher Report

5 October
10:35 - 11:05
Speaker
Maverick Carter
CEO
UNINTERRUPTED and
Springhill Entertainment
Sponsored by
OMNIGON

5 October
11:15 - 11:45
Speaker
Brandon Gayle
Head of Global Sports Partnerships
Instagram

An Image Tells a Thousand Words: Instagram’s Vision for Storytelling in Sports

Quality content is key for sports organisations, broadcasters and brands. When the right content is delivered to the right audience, the results can positively impact any sports business. With a highly engaged global community of half a billion users, Instagram is redefining the way stories are told. Join Instagram’s head of sports for an insightful discussion on visual story-telling and audience development; drawing on examples across sport, entertainment and brand marketing – and showing how fans are becoming the story themselves.

6 October
10:20 - 10:45
Speaker
Rory Brown
President
Bleacher Report

From Blog to Brand: Experimentation With Sports Content and Distribution at Bleacher Report

From its humble beginnings as a fan blog to becoming the 2nd biggest digital sport site on the planet, Bleacher Report has come a long way in a short time. Experimentation with sports content creation and distribution is at the heart of what they do and in this talk the Bleacher Report President will outline what he thinks makes them successful. From personalised experiences, creating real time moments and socialising them, and finding the story angles that fans are really interested in, this will be a lesson in building a loyal audience following.

From Blog to Brand: Experimentation With Sports Content and Distribution at Bleacher Report

Rory Brown
President
Bleacher Report

6 October
10:20 - 10:45
Speaker
Under the Influence: YouTube Stars and Social Influencer Marketing

With millions of views eclipsing mainstream television, YouTube is home to a new breed of TV star. These are independent content creators capturing the time and attention of younger millennial audiences, and big brand advertising budgets too. So what goes into creating compelling, authentic video content and what cuts through to really connect with people? Find out from the YouTube stars themselves.

Seeing is Believing: Augmented Reality is Going to Change Sports. Find Out How.

Not to be missed at Leaders 2016... a look at the very latest Augmented Reality technology. Showcasing incredible new content developed with the PGA Tour and Real Madrid, this specially chosen innovation session shows how whole rooms and furniture are transformed with 3D holograms. Come, be amazed and stretch your imagination.

The Making of eSports: What 20 Years in the Industry Teaches About its Future

Blizzard Entertainment is one of eSports’ founding fathers, an established name in an industry that’s only recently reached broad, public consciousness. Esports’ origins and evolution are vastly different than those of traditional sports yet at its core, eSports is still about audience-drawing competition at an incredibly high skill level. What do these community-driven beginnings mean for eSports’ future? Do traditional sports models and structures apply here, or will eSports be completely disruptive? Drawing on a diverse career in technology, online media and gaming, Gio Hunt is one of Blizzard’s senior leaders responsible for crafting the company’s eSports strategy. Join a discussion on the lessons Blizzard has learned growing alongside the industry it helped begin, and their impact on eSports’ future.

The New World Sport: How Fnatic is Building an eSports Empire

Few other sports can boast the global popularity of eSports, and few teams can claim the success of Fnatic. From humble beginnings sending a team to a competition in Las Vegas using the proceeds of a sold car in 2004, Sam Matthews has built the team into one of the most recognisable brands in the movement with merchandise, apparel and Fnatic Gear, the gaming hardware brand recently launched by Fnatic. Join one of eSports’ visionaries for this talk on the business dynamics of the eSports ecosystem and his ambitions to move into the mainstream and create a break-out star.
The ELeague: How Turner and WME | IMG Are Bringing eSports to the Masses

In what represented a major milestone, two of sport’s biggest players formed a new eSports league earlier this year. Named ELeague, it was the first on a fully distributed national television channel in the US. But is eSports, having grown organically online, ready to go mainstream? Did Turner and WME | IMG succeed where others haven’t? This session tells the story of Seasons 1 and 2 covering everything from the commercial strategy and sponsor activation in eSports, to content creation and distribution. And, of course, the numbers too.

The Art Of Competition: EA Harnessing Community Power to Drive Engagement

Electronic Arts is the latest games publisher to refocus its attention on the eSports opportunity, with the creation of a new Competitive Gaming Division. The new division has 3 aims: to create highly-engaging competitive experiences with their games; to connect and grow their community of players across all levels of expertise; and to develop live events and broadcasting that will bring the spectacle of live competition to millions of people around the world. Peter Moore is the man charged with making this vision a reality. Hear how his first 6 months in the role have gone and his plans for the future of the division in this Keynote talk.

In The Crystal Ball: eSports in 2020

The major games titles have huge followings and eSports tournaments are viewed online and live by millions of passionate fans. The expectations for eSports are high in the coming years. Standing in the way of this great opportunity however, are some significant challenges and a rapidly changing landscape. This panel is tasked with evaluating what can happen in the business of eSports in the next four years and the steps to growing competitive gaming globally.

Taking Ownership: Building a Winning Team and a Winning Business in eSports

2015 heralded the arrival of big business and established figures from the traditional pro-sports and tech industries into eSports. Many teams now have access to significant outside investment and can build all-star rosters with impressive back-office infrastructures. The whole landscape is changing and significant growth is expected, yet teams still face the same real-world commercial realities as any other sports team. This panel of team owners discuss what opportunities attracted them to the eSports market, the need to deliver results on the screen and on the balance sheet, and the most promising prospects for growth.
Cookie Session Ids. When the SessionFeature is enabled, a Global RequestFilter is added to ServiceStack to ensure that all requests have a Temporary ss-id and a Permanent ss-pid session cookies set. These Session Cookies contain a unique Random Base64-encoded Id. The ss-opt cookie stores the users preference on whether they want their current session to be temporary (ss-opt=temp) or permanent (ss-opt=perm) - i.e. to RememberMe or not - The Default is Temporary. Permanent and Temporary Session Ids. A session is a way to store information (in variables) to be used across multiple pages. Unlike a cookie, the information is not stored on the users computer. What is a PHP Session? When you work with an application, you open it, do some changes, and then you close it. This is much like a Session. The computer knows who you are. It knows when you start the application and when you end. Cookie Session Ids. When the SessionFeature is enabled, a Global RequestFilter is added to ServiceStack to ensure that all requests have a Temporary ss-id and a Permanent ss-pid session cookies set. These Session Cookies contain a unique Random Base64-encoded Id. The ss-opt cookie stores the users preference on whether they want their current session to be temporary (ss-opt=temp) or permanent (ss-opt=perm) - i.e. to RememberMe or not - The Default is Temporary. Permanent and Temporary Session Ids.