

April 25 - 26, 2012

Ciragan Palace Kempinski Istanbul
Istanbul, Turkey

Critical analysis of commercial opportunities for sports leaders and investors

Speakers include:



Bruce Buck
Chairman
Chelsea F.C.



Jin-Sun Kim
President & CEO
Organizing
Committee for
PyeongChang 2018
Winter Games



Ronald Noble
Secretary General
INTERPOL



**Anders-Sundt
Jensen**
Vice President
Mercedes-Benz Cars



Richard Ayers
Digital Playmaker
Manchester City F.C.

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About the conference

The International Herald Tribune Sports Business Summit brings together some of the most influential and successful names from the business side of global sports for two days of intense conversation on new commercial opportunities for sports leaders and investors. The conference will provide strategic thinking and analysis on the impact of new technologies on sports revenue streams, the evolution of

sponsorship and sports branding, and insight into the most exciting and lucrative new markets.

With ambitious plans to position itself as a leading sporting nation on the world stage, and in the run up to the 2020 Summer Games bid, Turkey is an ideal location for the event, framing discussions on the new business of bidding, opportunities in sports infrastructure and sustainable event legacies.

This is your opportunity to hear an incredible variety of perspectives and thoughts on the business of sports, all of which can be translated back to your own business. From learning how Manchester City F.C. is innovating in social media to deepen relationships with its fans, to hearing the commercial aims for the PyeongChang 2018 Winter Olympics, the IHT Sports Business Summit provides both strategic and practical learning and business development opportunities.

International Herald Tribune journalists at the IHT Sports Business Summit

The IHT sits apart from its competitors with the daily sports coverage from a team of some of the most experienced sports journalists and commentators around the globe. Our writers consistently look at the emergence of sport as a worldwide phenomenon that builds global brands and national identities, impacts politics, sells products on a greater scale than ever before, moves stock markets and makes global mega stars overnight.



Christopher Clarey
 Chief Sports Correspondent



Rob Hughes
 Sports Writer



Brad Spurgeon
 Auto Racing Correspondent



Emma Stoney
 Sports Writer

Confirmed speakers



Killick Datta
 CEO and President
 International
 Brand
 Partners



Haroon Lorgat
 Chief Executive
 Officer
 International
 Cricket
 Council



Dmitry Chernyshenko
 President
 Sochi 2014
 Organizing
 Committee



Kyi Hla Han
 Executive
 Chairman
 Asian Tour



Randy Bernard
 CEO
 IndyCar



Poul Hansen
 Head of Office
 United Nations
 Office on
 Sport for
 Development
 and Peace



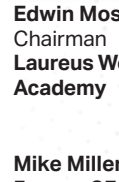
Jim Small
 Vice President
 Asia Major
 League
 Baseball



Ser Miang Ng
 Vice President
 International
 Olympic
 Committee



Ram Reddy
 Owner
 Deccan
 Chargers



Edwin Moses
 Chairman
 Laureus World Sports
 Academy



Victor Cui
 CEO and
 Owner
 ONE Fighting
 Championship



Marcus John
 Global Head
 of Sports
 MediaCom



Richard Worth
 Chairman and
 CEO
 America's Cup
 Event
 Authority



Joel F. Finlay
 Global Lead –
 Major Sport
 Events; Global
 Infrastructure
 Projects Group
 KPMG



Mike Miller
 Former CEO
 International Rugby Board

Francesco Calvo
 Commercial & Marketing
 Director
 Juventus F.C.

Why is this different?

There are many sports conferences. **But this is different.**

Discussions will be led by the IHT's sports writers, columnists and editors, bringing essential context and insight into how the continued globalization of sports is changing business models, building nations and shifting the balance of commercial power.

Everyday, the IHT's sports writers capture the excitement, drama and action from each of the world's most important sporting events. From Formula One to the World Cup, the Olympics to the Grand Slam, the IHT's journalists cover what's

happening both on the field and in the boardroom. And for the first time ever, at the IHT Sports Business Summit, they will be in revealing conversation with the men and women behind the key properties that together generate an estimated US\$500Bn+ in annual revenues.

By attending you will learn:

- Which are the most lucrative new sports markets
- How sports owners are reaching the emerging market sports fan
- How to mitigate the effects of corruption and foul play
- The key elements that make up the new business of bidding

Sponsorship and Exhibition Opportunities Available

Please contact
 Brenda Erdmann Hagerty,
 Sponsorship Development
 Manager, for more details:

bhagerty@iht.com or
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Who should attend

- Sports property owners and rights holders
- Investors and financiers
- Government representatives
- Bidding and organizing committees
- Sports sponsors
- Sports consumer brands
- Architectural, engineering and infrastructure firms
- Stadium owners and operators
- Professional services and consultancies
- Marketing and sponsorship agencies

Key speakers



Bruce Buck
 Chairman
 Chelsea F.C.

The Chairman

Right-hand man to Roman Abramovich, Mr. Buck will be sharing his views on the impact of globalization on sports business models, and Chelsea F.C.'s international fanbase.



Jin-Sun Kim
 President & CEO
 Organizing
 Committee for
 PyeongChang 2018
 Winter Games

The Megahost

Widely credited as the architect of PyeongChang's winning bid for the 2018 Winter Olympics, Mr. Kim will be outlining how the sporting event bidding process has evolved – and the implications for the industry, as well as his aims and ambitions for the games themselves.



Ronald Noble
 Secretary General
 INTERPOL

The Corruption Fighter

Holding strong and sometimes controversial views on the risks and dangers of corruption in sports, Mr. Noble is on a mission to stamp out foul play. At the conference, he'll be in conversation with soccer writer Rob Hughes on the breakdown of sports, ethics and business.



Anders-Sundt Jensen
 Vice President
 Mercedes-Benz Cars

The Sponsor

As Vice President for Brand Communications, Mr. Jensen oversees all of Mercedes-Benz Cars' activity in the sports field. He'll be sharing his views on how the business of sponsorship is evolving, and where he sees greatest potential to reach new consumer markets.



Richard Ayers
 Digital Playmaker
 Manchester City F.C.

The Digital Visionary

Acknowledged as one of the sports industry's new media and technology pioneers, Mr. Ayers is the driving force behind Manchester City's innovative use of social media to connect and deepen relationships with fans.



"I am delighted to be taking part in the IHT Sports Business Summit, and look forward to two days of high-level discussion about commercial opportunities - and threats - in the sports industry" -
Anders-Sundt Jensen, Vice President, Mercedes-Benz Cars

Day One: Wednesday, April 25, 2012

08.00 Registration and morning refreshments

Opening remarks: Welcome to Istanbul, European Capital of Sport 2012

At the crossroads of Asia and Europe, Turkey is one of the world's most dynamic nations, representing economic opportunity, cultural richness and sporting diversity. Learn about Turkey's plans to grow and develop its sports culture, and find out about upcoming opportunities.

Globalization: Where are the opportunities and what are the threats?

IHT keynote interview: How is globalization accelerating changes in sports business models?

- What are the costs and rewards of building a global fanbase?
- How does a global fanbase impact a sports team?

Bruce Buck, Chairman, **Chelsea F.C.**
Rob Hughes, Sports Writer, **International Herald Tribune**

Sports investor perspectives

A major sports industry investor, Ram Reddy will discuss why he invests in sports, his investment criteria, what returns he gets out of it, and how he sees the global sports market developing.

Ram Reddy, Owner, **Deccan Chargers**
Christopher Clarey, Chief Sports Correspondent, **International Herald Tribune**

10.10 Morning refreshments

Panel: Where is the next wave of sports fans coming from, and how can they be targeted?

- Who is the new sports fan? How is the millennial generation impacting the business of sports?
- What is the growth opportunity and how much is it worth?
- How does emerging market interest in sports impact the make up of teams?
- Which sports are especially likely to enjoy further growth in emerging markets, and why?

Jim Small, Vice President Asia, **Major League Baseball**
Haroon Lorgat, Chief Executive, **International Cricket Council**
Kyi Hla Han, Executive Chairman, **Asian Tour**
Brad Spurgeon, Sports Writer, **International Herald Tribune**

Rugby going global

While international sports properties seek out newly - affluent fanbases, what is the outlook for the internationalization of sports such as rugby? How is the rugby world using previously-untapped channels to reach new audiences?

Mike Miller, Former Chief Executive, **International Rugby Board**

12.25 Lunch

Investment opportunities and risks

The value of sports

- Who is the sports investor? How do expectations, motives and models change depending on investor profile?
- What is the outlook for investment in sports - where is the next wave of activity going to come from?
- What are the anticipated returns from the business of sport?

IHT interview: What are the risks of corruption in sports?

- Balancing sports, ethics and business: where are the pressure points?
- The breakdown of scandal: what are the financial consequences of foul play?
- How can investors in sport protect themselves and mitigate against reputational and financial risk?

Ronald Noble, Secretary General, **INTERPOL**
Rob Hughes, Sports Writer, **International Herald Tribune**

15.45 Afternoon refreshments

Bidding, hosting and infrastructure

Sports, cities and legacies

- What is the rationale for hosting a large sporting event?
- What are the different business models, benefits and risks?
- What is the case for societal and sustainable legacies? How are bidding and organizing committees incorporating societal and environmental considerations into their plans?
- How will large sporting events evolve?

Poul Hansen, Head of Office, **United Nations Office on Sport for Development and Peace**

The business of bidding

- How has the bidding process evolved over the past 20 years and what are the implications for host cities, business interests and franchise owners?

- As the world's booming economies start to host the largest sports properties, what does this mean for the wider sports industry, and what does this mean for the nations themselves?
- What are the sustainable returns – both financial and other?

Jin-Sun Kim, President and CEO, **The PyeongChang Organizing Committee for the 2018 Olympic and Paralympic Winter Games**

Dmitry Chernyshenko, President, **Sochi 2014 Organizing Committee**

Ser Miang Ng, Vice President, **International Olympic Committee**

Christopher Clarey, Chief Sports Correspondent, **International Herald Tribune**

17.15 Close of day one, followed by drinks reception

Day Two: Thursday, April 26, 2012

08.00 Morning refreshments

09.00 Opening remarks and recap of day one

Technology: Accelerating change, creating new opportunities and growing sports business

How is innovation in media and technology changing the way fans consume sports?

- Looking at the evolving relationship between fans and sports properties, and the growth of new revenue streams
- What does the new business model between rights owner, broadcaster and the fan now look like?
- How is the sports industry commercializing social media?

Richard Ayers, Digital Playmaker, **Manchester City F.C.**

Marcus John, Global Head of Sports, **MediaCom**

How is technology changing the sporting landscape?

Technology is creating new potential sports franchises and properties; which sports are likely to benefit most from this, and what are the commercial opportunities?

Richard Worth, Chairman and CEO, **America's Cup Event Authority**

11.00 Morning refreshments

Building relationships with the consumer through sponsorship, properties and merchandising

Examining sports infrastructure needs and commercial opportunities

- What are the new revenue streams for sports infrastructure, and how are these divided?
- How are sports infrastructure needs changing?
- Which markets and global regions show greatest demand and potential for new sports infrastructure?

Joel F. Finlay, Global Lead - Major Sport Events; Global Infrastructure Projects Group, **KPMG**

Commercializing sports infrastructure

- How can sports teams maximize commercial returns from investment in infrastructure?
- What are the keys to using sports infrastructure to better connect with and deepen relationships with sports fans, sponsors and consumers?

Francesco Calvo, Commercial and Marketing Director, **Juventus F.C.**

The business rationale for aligning brands with sports

- How are brands using sports properties to reach key audiences?
- How are the metrics of success changing?
- What does the ideal partnership of sports and sponsor look like?
- Is ROI measurement the holy grail?

Anders-Sundt Jensen, Vice President, **Mercedes-Benz Cars**

The next generation

- What does the industry need to do now to nurture and create the sports people of tomorrow? And what role can brands and sponsors play?

Edwin Moses, Chairman, **Laureus World Sports Academy**

14.00 Lunch

Opportunities in emerging sports

How are mid-sized, niche and emerging sports providing opportunities to tap into new fanbases and build revenue – and how are changes in technology helping enable this? What convergence is there between new sports and entertainment?

Victor Cui, CEO and Owner, **ONE Fighting Championship**

Randy Bernard, CEO, **IndyCar**

Sports, merchandising and new markets

What opportunities exist for sports and leisure brands to target new markets and aspirational consumers?

Killick Datta, Chief Executive Officer and President, **International Brand Partners**

16.10 Close of conference

How to register

Visit ihtsportssummit.com
Call +44 (0)20 7061 3524
Email asmart@iht.com
Fax +44 (0)20 7061 3518
Mail IHT Sports Business Summit Registration,
 International Herald Tribune, 1 New Oxford Street,
 London WC1A 1NU, United Kingdom

Registration fees

Conference Delegate Registration –
 Early Bird Rate (Register by
 March 9, 2012 and SAVE £200) **£1195**

Standard Conference Delegate Registration **£1395**

Group Booking Discounts Available

Please note group booking discounts are available. For more information on group bookings for 3 or more people please contact Sheryl Paul at spaul@iht.com or call +44 (0)20 7061 3514

Substitution and Cancellation Policy

Cancellations received on/before Monday, March 26, will be subject to a £400 cancellation fee. Cancellations received after Monday, March 26 are subject to the full fee and no refunds will be issued. Kindly note, substitutions can be made at any time at no additional cost. All cancellations must be submitted in writing to Ellie Tole at etole@iht.com

Venue – Ciragan Palace Kempinski Istanbul

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 www.kempinski.com/en/Istanbul/Pages/Welcome.aspx

A special room rate is available for registered conference delegates. Details will be sent to you with your registration confirmation.

Payment

Prices may be subject to change. All fees are charged in GBP (United Kingdom Pounds). Delegates can process their payment online via credit card or request an invoice to pay by bank transfer. All invoices are payable within 30 days of the registration date. Delegates must pay all bank charges. If registering 30 days or fewer from the event start date, full payment is due immediately. All payments must be received in advance of the event start date. When making a bank transfer, please quote the reference number listed on the invoice.

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