

ISC INTERNATIONAL SPORTS CONVENTION SHOWGUIDE

GENEVA **2018**

DECEMBER 5-6, 2018

PALEXPO, GENEVA, SWITZERLAND

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ISC INTERNATIONAL SPORTS CONVENTION

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Dear Sports Colleague,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – GENEVA 2018**.

Our goal has always been to have the entire international sports industry under one roof and we are moving much closer towards this, with exciting plans to further extend the next **ISC** in 2020.

We strongly believe that having everyone connected to the business world of sport under one roof is the key driver to providing value to all attendees. Hosting a variety of sport sectors, industries, supply chains, sports and company presidents right through to recent sport management graduates makes our event inclusive not exclusive, as we strongly believe this is essential to creating an open business market and learning environment for **EVERYONE** to do **BUSINESS, NETWORK** and **LEARN**.

Our ongoing research and analysis with many clients tells us that time is their most precious commodity in today's business, as well as a desire to reach new contacts and markets. Through the extensive and action packed two days we want to ensure that your goals are achieved. Whether generating direct business or forging new relationships for the future, the networking opportunities, socialising with business colleagues and/or learning from the extensive Conference Programme will facilitate this.

The Sports Conferences and Seminars will deliver excellent content through the course of the two days, aimed at inspiring you and encouraging discussion and debate surrounding the key issues in sport. The live social media engagement will also be an important platform for you to have your say – get involved using **#ISCGENEVA**.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving and has extended in size, diversity and quality. Most importantly, it's your feedback that will drive how we develop the **ISC 2020** agenda and programming and for every event we embark on a two year planning cycle of meticulous detail to deliver the requirements of our audience. Some exciting new developments have already commenced.

I would like to thank all of our Conference Supporters, Institutional Partners, Event Partners and all the Staff at Palexpo for their continuous support and expertise in delivering the event with us. I would also like thank our Conference Speakers, who have committed their valuable time and expertise to discuss and debate some of the key developments and challenges in the world of sport. Thank you also to YOU – All Exhibitors, Delegates in the continued faith you show in **ISC**.

I look forward to hopefully meeting you all in the course of the next two days and hope that you enjoy the networking and learning experience here in Geneva for the **INTERNATIONAL SPORTS CONVENTION 2018**.

Yours in Sport,



Nigel Fletcher
Chief Executive



As an international and sports city, we are very happy to see the sport world gather in Geneva for the third time. For two days, thousands of sport stakeholders will discuss, share, build and challenge themselves. Thousands of devoted people who invest their skills, whatever they may be, to support professional and non-professional athletes.

Geneva is proudly being recognised today as a welcoming hub for such prestigious competitions as the Laver Cup or the Geneva Open, the International Horse Show Jumping Competition, the Marathon and many other events. Because sport is about coming together, sharing and inspiring.

Thus I warmly thank the organisers of the Convention and the managers of Palexpo to give us the opportunity to promote Geneva worldwide. And I hope that over these two days everyone, participants and visitors, will experience a renewed enthusiasm for sport and sport lovers.

En tant que ville internationale et ville de sport, Genève est très heureuse de voir la planète sport s'y rassembler pour la 3e fois. Durant deux jours, des milliers de personnes engagées au service du sport en général vont y discuter, échanger, construire, se challenger.

Des milliers de personnes qui mettent leurs compétences, quelque soient ces compétences, au service des athlètes professionnel-le-s ou non.

Genève est fière d'être aujourd'hui reconnue comme un lieu accueillant pour des compétitions prestigieuses tous sports confondus – la prochaine Laver Cup ou le Geneva Open pour le tennis, le Concours hippique international, le marathon et bien d'autres manifestations. Car le sport rassemble, favorise le partage, sert d'exemple et de moteur.

Je remercie donc les organisateurs de la convention et les responsables de Palexpo d'offrir à notre ville cette opportunité de la faire rayonner dans le monde entier. Et je souhaite aux participant-e-s comme aux visiteurs et aux visiteuses de ressortir de ces deux journées pleins d'un nouvel enthousiasme à mettre au service de toutes celles et tous ceux qui pratiquent ou se passionnent pour le sport.

Sami Kanaan
Maire de Genève

INTERNATIONAL SPORTS CONVENTION
BRINGING THE WORLD OF SPORT TOGETHER



KEY INFORMATION



GENERAL OPENING TIMES

December 5, 2018: 9.00am to 8.00pm
December 6, 2018: 9.00am to 5.30pm



EXHIBITION TIMINGS

December 5, 2018: 9.00am – 5.30pm
December 6, 2018: 9.00am – 3.30pm



CONFERENCE TIMINGS

Please check the Mobile Networking App for exact starts and finish.



CATERING

For all **ISC** participants, there are paid catering and beverage outlets on the Exhibition Area and in Room A.



MOBILE NETWORKING APP

For 4 weeks prior to the event, we have been live with the Mobile Networking Application. If you pre-registered your participation online (as an Exhibitor, Conference Delegate, Speaker, etc.) – login instructions and password were sent to you via e-mail.

Should you still need assistance with the Mobile Networking Application please go to the Mobile Networking Application Desk in the Registration Area.

Our exclusive Mobile Networking Application supplier is **plazz AG**.



DRINKS RECEPTION

ISC 2018 Drinks Reception will be held on December 5, 2018 from 5.00pm to 8.00pm in the Exhibition Area. This is being kindly provided by the Canton Geneva. This will be a good time for further networking and great way to finish day 1. Artisan pies will be served with the beer, wine and soft drinks. Enjoy!

From 6.00pm some light DJ Music will be supplied by **mycujoo**.



SOCIAL AND DIGITAL MEDIA

Engage with **#ISCGENEVA**. Be involved in the conversation, discussion, debate. Share and like on **Twitter** and **Linkedin**.



CONFERENCE PROGRAMME OVERVIEW

DAY 1 CONFERENCE OVERVIEW WEDNESDAY – DECEMBER 5, 2018



DAY 2 CONFERENCE OVERVIEW THURSDAY – DECEMBER 6, 2018





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Ainhoa Sanchez/Volvo Ocean Race



WE BELIEVE IN THE POWER OF SPORT TO IGNITE POSITIVE CHANGE

Sport fans around the world bridge the gap between cultures, languages, gender, race, and social classes. Much like brands use sport to market their products, we see this arena as a unique opportunity to gather large crowds around environmental issues. Sailing, which relies on the ocean, is a natural fit for discussing what can be done to restore the health of our oceans.

Charlie Enright, skipper of Vestas 11th Hour Racing, recently finished sailing around the world with his team on an epic 45,000 nautical mile race, facing some of the harshest conditions on Earth, overcoming many adversities and #Leading Sustainability along the way. Featuring extreme competition, the Volvo Ocean Race has always been a test of athletic endurance, but now this ocean track is facing its own test of endurance, and plastic pollution is damaging our oceans and threatening marine species.

“As sailors, we have a direct connection to the ocean. It’s our office, our playground, and our livelihood; ultimately we are responsible for taking care of it. Circumnavigating the globe opened our eyes to the tremendous amount of pollution that exists and has motivated us to do something about it.”

- Charlie Enright, Skipper Vestas 11th Hour Racing



Charlie Enright driving Vestas 11th Hour Racing at the start of the Volvo Ocean Race. James Blake/Volvo Ocean Race

This was the first time a comprehensive approach was taken to integrate sustainability as a core element of the Volvo Ocean Race. At 11th Hour Racing, we are proud of the legacy we created through our involvement as a team and a race partner. Vestas 11th Hour Racing’s goal was to achieve exemplary results in sport and sustainability. They proved that racing for two very different trophies united the team with a common ethos, without hindering performance, and fostered powerful partnerships across stakeholders - ultimately helping them face adversity with perseverance and great determination.

At each of the 12 race stopovers, the team supported a local organization with a grant awarded by 11th Hour Racing – and a total of \$120,000 was awarded to promote sustainability-focused projects as a lasting legacy. The team was the first one in the history of the race to track to calculate and report their emitted carbon, water, and waste footprints, which were compensated for with a blue carbon offset program and a ghost fishnet recovery initiative.



Meeting with the Environmental Monitoring Group, the team’s grantee in Cape Town, South Africa. The organization works on a broad range of issues that protect the natural environment and resources that sustain life. Atila Madrona/Vestas 11th Hour Racing



New Zealand commits to the UN Environment Clean Seas pledge. Left to right, Sefanaia Nawadra, UN Head of Environment Pacific Region, Bianca Cook, New Zealand sailor aboard Turn the Tide on Plastic, Hon Eugenie Sage, Minister of Conservation, New Zealand. Jesus Renedo/Volvo Ocean Race

The 2017-18 Volvo Ocean Race implemented a pioneering and far-reaching sustainability program, which included a breakthrough science program, which included a breakthrough science program implemented by the teams collecting data related to ocean health and climate change; an interactive educational program which reached over 100,000 children in 40 countries; and a series of 7 ocean summits attended by over 2,000 experts and influencers. More than 3 million people visited the race villages in 12 stopover cities, and more than 20,000 individuals and 3 countries signed the United Nations Environment #CleanSeas pledge.

Through these powerful partnerships, we have created a template that other sporting organizations can now replicate, adapt to their needs and use. As much as we are all part of the global problems affecting our planet, we realize that we are also part of the solution - and that is an exciting place to be.



11TH HOUR RACING

SPEAKERS' BIOGRAPHIES



Marco Aloï
Marketing and Sponsorship Director, The LBA

Marco Aloï, since January 2018 is the Marketing & Sponsorship Director of the LBA, the Italian Division I Basketball League. He started to work as agent on the track & field. After some experiences on companies, he became Commercial & Marketing Director of basketball teams in Naples, Avellino, Biella and Pesaro, with a stint on the swimming world with the ADN Swim Project.



Dr Rimla Akhtar MBE
Independent Director, Sports Ground Safety Authority,
Independent Director & Trustee, Kick It Out and
Council Member, Institute of Chartered Accountants of Scotland

Dr Rimla Akhtar MBE is that rare individual who has lived global business and elite sport. In 2014, she became the first Muslim and Asian woman on the FA Council in addition to her role on the Inclusion Advisory Board at the FA and in 2015 was awarded an MBE for her contribution to equality and diversity in sport. Her strategic and boardroom roles extend to her recent appointment as an Independent Director of the Sports Ground Safety Authority, Independent Director and Trustee of Kick It Out, and Council member of the Institute of Chartered Accountants of Scotland.

She is a developer, communicator and strategist best known for her work as an Inclusion and Diversity specialist in sport, which led to her being ranked 14th in the 2018 Forbes global list of the Most Powerful Women in Sport. Rimla has over 18 years' experience in the sports industry across the UK, Middle East and Asia as well as a number of accolades to her name.

Whilst carving out a successful career in the city at leading global professional services firm Pricewaterhouse Coopers, Rimla also captained Britain in Futsal competitions. She is Founder of the leading global sport development consultancy, RimJhim Consulting, and, as Chair of the Muslim Women's Sport Foundation, she has led the organisation to one with a distinct reputation nationally and internationally for its extensive work in the field of women's sport.

As a unique individual within the sports industry, she now shares her time between writing, speaking, mentoring, practical and strategic consultancy and campaigns. She independently advises and leads projects with governments, advocacy organisations, national and international sports bodies and community groups. Rimla is a sought-after speaker and commentator who communicates with quiet humility, practicality and passion.



David Bailey
Senior Digital Research Manager, Formula 1

David currently works for Formula 1, as a senior digital research manager, working across areas including the F1 website & app relaunch, as well as the launch of the brand new OTT service 'F1 TV'. The research team at F1 has only been in existence for little over a year, but the fan insights they've captured have been pivotal in further developing a much loved international sport both online and offline.



Murray Barnett
Director of Sponsorship and Commercial Partnerships, Formula 1

Murray is a Sports Marketing professional with over 20 years' experience in Media, Marketing & Sponsorship worldwide. He has uniquely worked for sports leagues, governing bodies, TV/media companies and sports marketing agencies.

Starting out in Italy and Hungary with Orbit and Nethold respectively, Murray worked on two international TV start-ups in marketing, sales and programming capacities.

Upon leaving Hungary, he was employed by NBA Europe to manage marketing partnerships & programme development with NBA Broadcast partners. From there he was headhunted by ISL to manage TV accounts for FIBA basketball and Fina swimming.

Amongst ISL TV's sales portfolio were also IAAF, FIFA and ATP Tennis which Murray sold across a number of European territories. From there, he was asked to join ESPN to launch their European TV Sales operations which included 3 channel brands and over 10,000 hours of content sales. Murray was also part of the launch team for ESPN UK which broadcast English Premier League, Rugby and US Sports for four seasons.

After 11 years at ESPN, Murray was recruited for the role of Chief Commercial Officer at World Rugby, the governing body for the sport. His many responsibilities include all TV sales, content development, sponsorship & commercial agreements, licensing and hospitality.

Following the change of ownership at F1, Murray was asked to join the management team as Director of Global Sponsorship & Commercial Partnerships tasked with developing and growing commercial opportunities for partners within F1.



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**Paolo Bedin**
General Manager, Lega Serie B

Paolo Bedin was in charge of communications for Vicenza Calcio, from 1994 to 2000, he, then, transferred to AC Venezia to pursue the New Tessera Stadium project, in his capacity of Marketing Manager of the company, Marco Polo, subsequently, returning to Vicenza Calcio (www.vicenzacalcio.com) in October 2004 to cover the position of Marketing and Communications Manager.

From 2006 al 2009, he held the office of Management Director of the Company, the corporate figure appointed to conduct relations with sports authorities, institutions and territorial associations and the administrative areas concerning marketing, trade and communications.

In December 2009, he left Vicenza Calcio to transfer to the Lega Calcio to pursue the separation process concerning the leagues and the birth of the Lega Nazionale Professionisti Serie B, in which, during August 2010, he undertook the office of General Manager. He is a member of the "Competition Committee" and the "Marketing Committee" of the EPFL, the European Professional Football Leagues Association.

**Egidio Bianchi**
President, LBA (Lega Basket A)

Egidio Bianchi, since April 2016, has been the President of LBA (Lega Basket A), the Division I Italian Basketball League. He was before executive of Virtus Siena, the basketball second team of the city, and also consultant of the LBA. He was also liquidator of the Montepaschi Mens Sana Basket Siena Spa, the Div. I team. Graduated in Economics and Banking Sciences, he is consultant of the some top national and international companies on the field of the utilities, food and beverage, media and communication. He was also on the board of revision and audit of private and public companies.

He is member of the Order of the Chartered Accounts, Accounting Expert and Auditor.

**Stefano Blanco**
CEO, Village

Stefano Blanco has been developing his career in management of International Organizations. Since 2008, he has acted as General Director of Fondazione Collegio delle Università Milanesi and, from 2016, as CEO of Village.

His areas of competence include highly complex accommodation systems, global events such as Expo, education, sport and HR management. He is always in search of smart, creative approaches to designing and implementing innovative services in international events.

His view of sports business is always cutting-edge but he never forgets the values of sports practice in the younger generations. He loves travelling around the world and discovering new places, cultures and people.

Stefano Blanco is also a columnist for Corriere della Sera, the leading Italian daily newspaper.

**Justin Bredeman**
CEO, Soccer Shots

Justin is the CEO of Soccer Shots, the largest Sports Education Franchise in the USA and consistently recognised by 'Entrepreneur Magazine' as the Number 1 Children's Fitness Franchise. In 2017, more than 335,000 children participated at Soccer Shots Franchises in 190 territories in the USA and Canada. The programme has a high focus on Early Learning and Character Development and is endorsed by The US Youth Soccer Association as it's Official Program for 2- 5 year olds.

**Nico Briskorn**
Head of the Corporate Social Responsibility Department, VfL Wolfsburg

Nico Briskorn, is the head of the Corporate Social Responsibility department of the VfL Wolfsburg Soccer Corporation. In this role he is dedicated to improving the club in the fields of society and ecology. His core functions include the further development and strategic implementation of the CSR-Initiative "Moving together" as well as the preparation and publication of VfL Wolfsburg's sustainability report. Nico Briskorn is a member of various committees and working groups, including the Working Group for Corporate Social Responsibility of the Bundesliga Foundation and the CSR Task Force of the European Club Association (ECA).

**Martin Brock**
Founder and Developer, The Junior Premier League

Martin founded and developed the 'Junior Premier League' to be the largest Grassroots Football League in England with over 14,000 players aged 8- 17 years and the first FA Standard Charter National League to be accredited. The League sits underneath the English Academy System and has not only high levels of retention but also provides an average of 10% of it's players movement into the Academy System per year.

AFTER THE FINAL WHISTLE



Volker Kirsch, director of sales and stage technology at Bosch Rexroth, explains how a new removable pitch system can help stadia maximise revenues.

In the past, the need to protect the pitch has prevented sports stadia from staging other revenue-making events. But not anymore.

The winning goal is scored, the final whistle is blown and the fans go home. What happens to a major sports stadium then?

Generally, the ground stands empty and silent. Not only is this a shame, it's also a missed opportunity, as a major city sports stadium has many of the prerequisites for other kinds of crowd event.

It can hold tens of thousands of people; it has on-site facilities to match this capacity; it is necessarily compliant with health and safety requirements; and it has good transport links. In spite of all this, for hundreds of days a year it sees no activity and earns no income, because no one can risk damage to the all-important turf which needs time to recover after each game.

Of course, stadia with either real or artificial grass have many potential uses. One obvious one is music concerts. Another is transformation into a venue for another sport, such as car events, speedway or even monster truck festivals.

All of these events are highly attractive to stadium owners as they have the potential to sell thousands of tickets while also gaining revenue from car parking, on-site catering and other merchandise.

SMART BUT NATURAL

Technology in which **Bosch Rexroth** is playing an active role aims to help create a seamless changeover for other events to take place.



StadiaPitch is a joint initiative between **Nutcracker Solutions**, **STRI**, **sapa** (now part of **Hydro**) and Bosch Rexroth that allows the pitch surface to be removed between fixtures, revealing a concrete sub-surface on which other events can safely take place.

The pitch is divided into 192 trays of real turf. When they're in use, the pitch is seamless: no one can see or feel the joins, not even those in action on its surface.

When the 4.5m x 9m turf trays aren't in use, they're then stored in climate controlled growth chambers, where they're given the light, temperatures, ventilation, humidity and irrigation they need to keep the grass in optimum health.

The growth chambers can be located anywhere, e.g. in an extra building close to the arena or below the grandstand.

As you might expect, we're heavily focussed on the hydraulics and controls that govern the automated systems that assemble the playing surface, as well as in the overall R&D, and in the provision of a global sales infrastructure for the project.

As part of StadiaPitch we're particularly focused on maximising the benefits of

the storage chamber approach, as well as on what happens at the edges of each turf module – because these are of course crucial.

It's not just that they must create imperceptible connections: they also need to be sufficiently strong and flexible to withstand whatever action or weather comes their way.

Based on extensive experience in the control and movement of heavy loads, the Rexroth team also proposed the use of autonomous, fully automated lifting vehicles to move the trays between the stadium and the growth chambers via the main access to the playing area.

Equipped with an extensive range of state-of-the-art sensors and drive and control technologies, these vehicles can each lift up to 40 tonnes and move in any direction at speeds of up to 3 m/s without the risk of collisions with stadium walls, people or vehicles moving nearby, or each other. Most importantly they can reposition the modules to accuracies of $\pm 2\text{mm}$.

While we continue to fine-tune our R&D, we've been talking to stadium owners worldwide who see the potential of a perfect and natural playing surface that can be removed at will to create new revenue-making opportunities. ■

Boost your stadium potential with



After 5 years of grass research, pitch testing and product development, we are proud to present the StadiaPitch – the world's first automated pitch changeover system that reduces the changeover time between sports and concerts from weeks to hours. At the push of a button, the stadium operator can switch between a natural hybrid grass sports pitch, that meets the highest playing quality standards, and a concrete floor suitable for events. It can be installed in most new and existing stadiums.

A StadiaPitch will turn your sports stadium into a multipurpose stadium. It will boost your stadium potential by making all non-match days bookable. A StadiaPitch also gives you the ability to manage better and more easily many aspects of playing surface quality. It will be a commercial game-changer for your stadium!

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THE COMPANY

CCGrass, the largest manufacturer of artificial grass in the world, is dedicated to providing the best artificial turf for both athletic and landscape purposes. CCGrass products have served clients from multiple regions with varying needs, including professional football clubs, government bodies, schools, and countless households around the world.

THE QUALITY

CCGrass has an ongoing commitment to quality. Based on more than 15 years of product development and manufacturing experience, our products meet the highest standards of leading sports organizations, such as FIFA, FIH, World Rugby, GAA and ITF. CCGrass chooses the very best raw materials with strong UV stability to make sure our artificial grass stays fresh & green over many years. CCGrass's artificial turf contains no lead, no heavy metals or any other harmful chemicals according to the highest safety standards, such as DIN, REACH, RoHS.

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THE NEW EUROPEAN OFFICE

CCGrass is one of four global companies that has achieved Preferred Status with FIFA, FIH and World Rugby, which means we are able to offer products that meet the highest sports standards, with superb, proven and consistent quality, every time.

Our state of the art production facilities, where we control the whole turf manufacturing process, from yarn extrusion to the finished tufted surface, is driven by quality and efficiency. This allows us to offer the best value in a full and unrivalled range of sports products.

Based at Frankfurt Airport, the new CCGrass Europe Office promotes our sports range in the Benelux, Scandinavia, Switzerland, Germany and the UK.



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THE YEAR CCGRASS
WAS LAUNCHED

2002

THE SIZE OF
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PRODUCTION
FACILITIES
500,000m²



THE AMOUNT OF T
URF PRODUCED IN 2017

35,000,000m²



COUNTRIES CCGRASS
SELLS TO

100+

100+

MANUFACTURING
EQUIPMENTS



THE SIZE OF
OUR WORK FORCE

2000+



THE YEAR OUR EUROPEAN OFFICE
OPENED **NOVEMBER 2017**

FIFA
PREFERRED
PRODUCER

2013



2017
FIH
PREFERRED SUPPLIER



2018
WORLD RUGBY PREFERRED
TURF PRODUCER

(14%)

GLOBAL SHARE (AMI)

85

YEARS OF COMBINED EXPERIENCE
IN EUROPEAN OFFICE



60

TESTED SPORTS
SYSTEMS



50+

LANDSCAPE
PRODUCT SERIES



20+

NUMBER OF
UNIQUE YARN SHAPES

18

EXHIBITIONS
ATTENDED IN 2018



**Keith Bruce**
President, F1 Experiences & President, Quintevents International

Keith was named President of QuintEvents International in July, 2017. He also serves as President of F1 Experiences, a business venture formed last year between QuintEvents, an industry-leading sports travel/event/experience company based in the US, and Formula One Management. Keith was formerly the CEO & President of the Super Bowl 50 Host Committee in San Francisco.

A well-respected industry veteran, Keith has over 25 years of global sports marketing and event management experience, managing significant commercial interests in major global sport, including the Olympic Games, FIFA World Cup, NFL Super Bowl, America's Cup and Formula 1. Keith is based in London, England.

**Cédric Cherhal**
Business Service Manager, UEFA

Cédric has a versatile career at UEFA working on both business side where he managed broadcasting operations related to the UEFA Champions League and IT side (current position) where Cedric took over as Business Service Manager building various B2B digital services.

With 14 years of experience in the digital field, Cedric has previously worked in various domain such Industry (Nestlé), Finance (Thomson – Reuters) and communication.

**Pietro Chiabrera**
Football Operations Manager, UEFA

Pietro is an Italian citizen with a strong background and experience at international level in the sport and event management industry.

During his twenty years of experience, he led large teams through the organization of a Winter Olympic Game - Torino 2006; managed the sport side organisation of major events in the alpine skiing and athletic sports fields, such as the FIS Alpine Skiing World Cup and the New York City Marathon and overseen large hospitality events on behalf of UEFA in the occasion of the UEFA Champions League and the UEFA Super Cup Finals.

Pietro currently holds the position of Football Operations Manager, within the Football division at UEFA. He is in charge of the stadium approval and categorisation process for the stadiums used in all UEFA competitions, to ensure that the UEFA stadium infrastructure requirements are respected by the UEFA members (National Associations) and Clubs.

Amongst other projects he leads, Pietro is in charge of the Pitch Quality and the Goal Line Technology projects for the UEFA Club Competitions Seasons and Finals, the Nations League and European Qualifiers campaigns as well as the EURO 2020 Final Tournament.

Pietro studied architecture at the Politecnico university in Torino (ITA). He is a qualified international ski coach and ski instructor and an active sport passionate, and currently lives in Lausanne (SUI) with his girlfriend, a son and a daughter.

**David Chikvaide**
Director-General, United Nations Office at Geneva

David Chikvaide has worked for thirty years in the foreign, government and international civil services. He is currently serving his third Director-General of the United Nations Office at Geneva (UNOG) as Chef de Cabinet. He served as Director of the United Nations Library in Geneva and Chairman of the Cultural Activities Committee of UNOG. Immediately before becoming Chef de Cabinet for the first time in October 2006, he served the Director-General of UNOG as acting Senior Political Adviser. Prior to that, in 2003-2005, D. Chikvaide served as Senior Adviser to the UN High Commissioner for Human Rights, Chief of the Communications and NGO Partnerships Section at OHCHR in Geneva, as well as spokesman for the 61st session of the Commission on Human Rights, the Human Rights Committee and other Human Rights Treaty Bodies.

At UN Headquarters in New York and on field missions in 1993-2003, D. Chikvaide performed a variety of politically sensitive and complex duties, working at different times in the Executive Office of the Secretary-General, the Office for the Coordination of Humanitarian Affairs, the Office of the Special Representative of the Secretary-General for Children and Armed Conflict, the Office of the UN Coordinator of International Cooperation on Chernobyl, and with the Personal Envoy of the Secretary-General for Western Sahara.

D. Chikvaide holds a Ph.D (1984) in political science and is author of occasional articles on international relations. Vice president of the Executive Committee of the Swiss Forum for International Affairs; vice president of the Executive Committee of the Geneva Diplomatic Club; Associate Fellow of the World Academy of Art and Science, member of Rotary International and founding member of the Georgian Association of Switzerland.

Born in Tbilisi in 1958, D. Chikvaide is a citizen of Georgia. He is married to a medical doctor and has one son and three grandsons.

**Michael G. Cole**
CTO, PGA European Tour

Michael was appointed as the CTO for the PGA European Tour in November 2017, with the responsibilities extending across Digital Systems, Scoring Systems, Technology Infrastructure and Data Management including Official World Golf Rankings.

Formerly, Michael was CEO And Co-founder for TrueGold Communications, a sports marketing agency specialising in technology-based global sport sponsorship, supporting the number of Olympic Games and sponsors for Rio2016, Pyeongchang 2018 and Tokyo2020, as well as the 2019 Pan American Games in Peru.

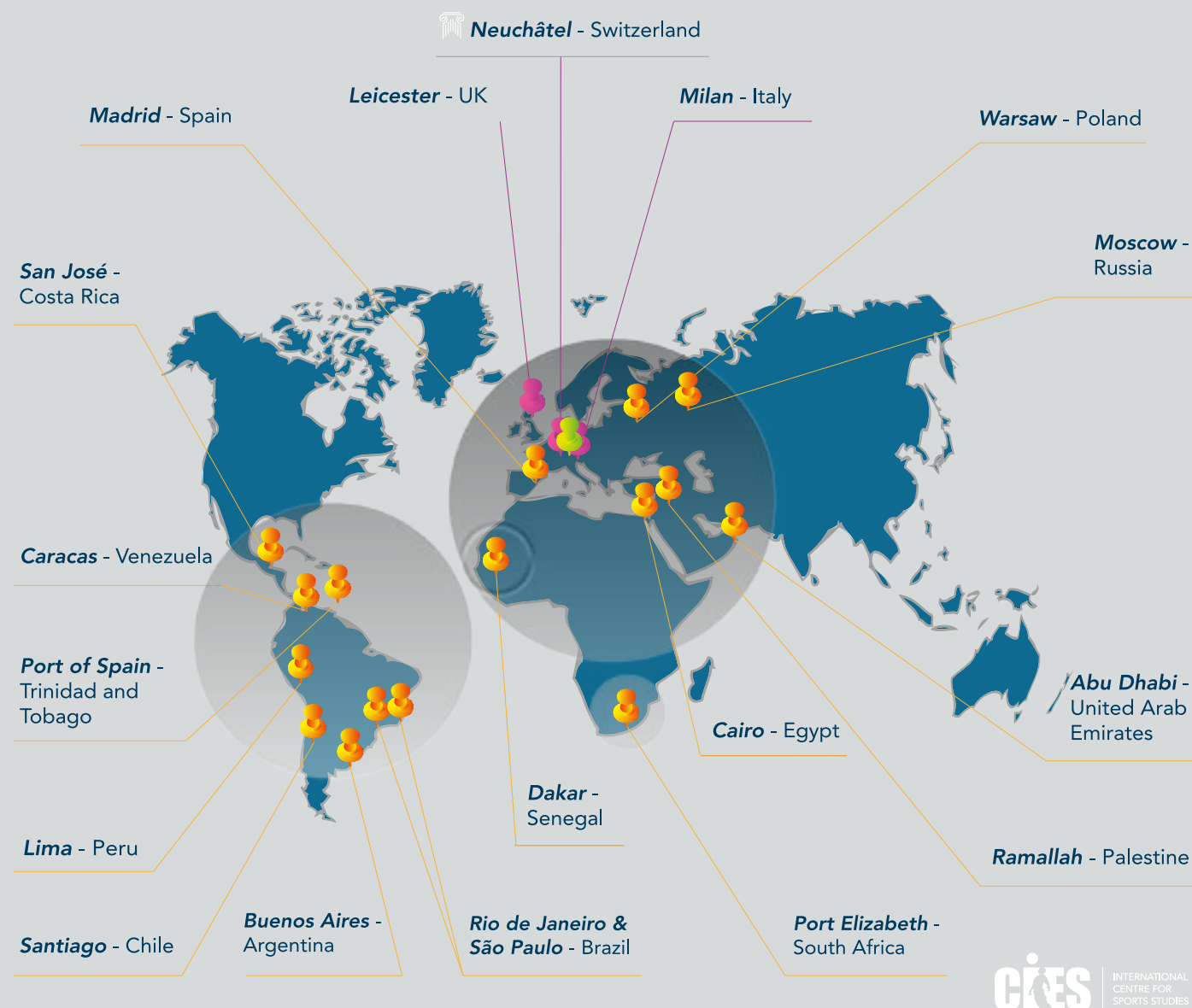
Prior to this, Michael was the London 2012 Marketing and Communications Director for BT Global Services, responsible for activating BT Global Services' highly successful London 2012 Olympic and Paralympic Games marketing campaign worldwide, as well as being responsible for operational and crisis communications across BT's highly acclaimed London 2012 Delivery programme.

Michael led BT to being awarded a number of industry accolades for its performance throughout the London 2012 Olympic and Paralympic Games, including recognition for the company that provided the greatest corporate contribution to the success of London 2012, and helped secure BT's position into the Global 100 brands for the first time in its history.

Michael worked extensively with the London Organising Committee of the Olympic Games, and with 25 years of experience in the technology industry, remains a regular speaker at international sporting conferences as a global thought-leader discussing the role of sponsors and the impact of technology on major sporting events.

Michael was also a member of the Paralympics Ireland commercial advisory board, remains a member on the executive board of UK Government's Department for International Trade Global Sports Advisory council and a business adviser to StreetGames, a British-based sports charity.

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Sean Conroy
Commercial Partnerships Director, Genius Sports

Since joining in 2014 after a career as an elite rower on the Great British programme, Sean Conroy has been pivotal in Genius Sports' growth into one of the largest sports technology companies in the world.

Sean has a wealth of experience and expertise across the collection, commercialisation and protection of official sports data. He has secured data, technology and integrity partnerships with some of the largest organisations in world sport including Major League Baseball and the PGA Tour.

Under Sean's leadership in 2016, Genius Sports was selected as Serie B's Official Data Partner, helping to drive the league's digital transformation across each stage from development to delivery.



Kimberly Cook
Chief Revenue Officer, Hookit.com

Kimberly Cook is a 25 year old media industry veteran with deep roots in traditional and digital media. After leading sales for two successful startups and developing new technology spaces around both location advertising and industry leading data feed analysis, Kimberly spent 5 years as an executive at Google after the successful Channel Intelligence acquisition, was promoted to lead a \$1B DoubleClick Search team prior to joining Hookit.com as their new Chief Revenue Officer. At Hookit.com, she leads all sales and marketing teams for this revolutionary start up. Hookit has pioneered an entire industry called Spontech that provides a single source data platform for sports sponsorships. Kimberly is a graduate of Michigan State University and has been honored to speak at top conferences blending her two passions of technology and sports. She has a unique vision on how technology will evolve and change sponsorship as we know it today.



Carlos Costa
Co-Founder, Rafa Nadal Foundation and the Rafa Nadal Academy

Carlos Costa is a former professional tennis player who became number ten in the world. Throughout his career, he managed to win 6 ATP titles in the singles category and another 5 in doubles. Costa was part of the Spanish Davis Cup team for six years and participated in the 1996 Olympics. After retiring from competition, Costa worked for the multinational IMG as a representative of important national and international tennis players such as Rafa Nadal, Feliciano López, Fernando Verdasco, David Ferrer, Nicolás Almagro, David Nalbandian and Svetlana Kuznetsova. In 2013, and after separating from IMG, he began an exciting project with Nadal and his family. Carlos is the co-founder of this project that has made both the Rafa Nadal Foundation and the Rafa Nadal Academy by Movistar, come into existence.



Alastair Cox
Facilities and Quality Programme Manager, Federation of International Hockey

Alastair Cox is Facilities and Quality Programme Manager at the FIH. He has almost 40 years' experience in the testing and setting of standards for the performance of sports surfaces and sports equipment. Having worked with many of the world's leading international sports federations he is recognised as a global expert on synthetic turf sports surfaces.



Victor Cui
ONE Championship, CEO International

As CEO International, of ONE Championship (ONE), it is no surprise that Victor Cui is regularly featured in global publications as one of the most influential figures in the world of martial arts. You only have to see his professional background to understand why his career trajectory has created a brand new paradigm for sports and martial arts in Asia.

Prior to launching ONE Championship, Cui spent six years with the Event Management Group for Asia's number one sports broadcaster - ESPN Star Sports (ESS). There, he successfully headed event business development across Asia, and project-led some of the biggest sporting properties and television event partnerships in the region



Chris D'orso
Senior Vice President of Sales and Operations, Orlando Magic

Since 2012 Chris has been Vice President of Sales and Operations of the Orlando Magic of the NBA, and he enters his 28th season with this team. His responsibilities include overseeing the day-to-day operations of sales for the Amway Center including season, partial, group and tourism sales as well as Junior Magic, camps, retail, and ticket operations for both the Orlando Magic and Amway Center. D'Orso joined the Magic in 1989 as the promotions/publicity coordinator. He then moved into the sponsorship sales department as a corporate account manager. In 1994, D'Orso was promoted to the assistant director of marketing position, and in 1998 director of marketing. He was promoted to vice president of marketing and sales in 2002. In 2009, he was named Vice President of Sales and Ticket Operations and promoted to senior vice president of sales and operations in 2012. He is considered one of the most innovative people in the NBA teams.

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**Giuseppe De Giorgi**
CEO and Founder, Fubles.com

Giuseppe is CEO & Co-founder of fubles.com, a sports sharing platform with one of the most active communities in Europe. Fubles provides a platform to support casual, recreational 5-a-side footballers with over 700,000 registered players at over 17,000 Centres in European Cities. Forbes Magazine wrote of Fubles; 'Fubles revolutionises the way amateur sports are played by connecting players, matches and sports centres'

**Peter Deeley**
Marketing Manager, Perform Group

Peter is an outcome-focused, team-orientated, customer-centric individual with broad partner, business development and marketing experience. Peter is able to put himself in other's shoes and is an effective communicator. Peter strives to become a senior business leader able to adapt to almost any scenario.

Peter enjoys collaborating internally and externally to ensure value for all involved. He thrives in a positive environment where he can develop. Peter enjoys learning about different businesses and their approach to a changing world and being a digital native he is interested in finding the role technology can play in the work he does. Peter aims for success in all he does and endeavour to bring success to those around him.

Peter brings success to partners building apps and solutions on Microsoft platforms. Differentiate offerings through co-marketing and co-selling. Growing cloud and app business through partner solutions.

**Giovanni Di Cola**
Special Adviser, International Labour Organisation

A citizen of Italy, Giovanni Di Cola studied in Rome and Paris, earning a Laurea Cum Laude, four-year Bachelor's degree in International relations from the University of Rome La Sapienza, a Master's degree (DEA) from Sciences Politiques (Science-Po) Paris in Soviet Studies, and a PhD in Development Economics from the University of Paris-Ouest (France).

Giovanni has served in four UN agencies (UNESCO, UNFPA, UNICEF, and ILO) with assignments at the UN Secretariat to implement the UN Reform.

He undertook field assignments in Africa, Latin America and in the Caribbean in national (UNICEF), sub-regional (ILO) and regional offices (with UNFPA-UNESCO and ILO both in Africa and Latin America. His most recent field position was in Trinidad and Tobago as Director of the ILO Office and Decent Work Team covering the Caribbean region. Throughout he has worked on strategic programming, resource mobilization, gender, technical cooperation, partnerships and management.

He represented the ILO in the UN Task Force, contributed to the UN SG Report on Sport for Development and Peace and assisted the UN Special Adviser on engaging the world of sport and UN Agencies.

He created a network of universities around local economic development as part an ILO inter-regional programme (UNIVERSITAS) of which he was coordinator between 2001 and 2009 and which built partnerships across local and national training institutions, universities and international organizations, and sport partners.

In April 2015, he was appointed Special Adviser in the Office of the Deputy Director General for Field Operations and Partnerships at the headquarters of the International Labour Organization (ILO) in Geneva dealing with multilateral affairs, Sustainable Development Goals and Mega Sporting Events and Decent Work, among others.

He has published books and articles particularly on skills for employability through and in sport and has provided advice to Sport Federations on matter of development cooperation, common frameworks and sustainability, over the years.

**Stefan Diedrich**
Chariman, The European Synthetic Turf Organisation (ESTO)

Stefan Diedrich as of June 2018 became the Chairman of The European Synthetic Turf Organisation (ESTO) Prior to joining the ESTO, Stefan was the Marketing Director as Mattex Yarns for two years, previously the Commercial Director from 2007-2016 of Bonar Yarns.

Since 2014, Stefan has been involved with STC north America, Volunteering in a local Brewery: "Vechtdal Brewery", where we make a range of specialty beers, with the goal to create jobs for people with disabilities and are unable to find a job in the regular job market.

Stefan Studied in the University of Rotterdam obtaining a degree in MSc Business Economics, Stefan currently resides in Dalfsen, Netherlands with his Wife and children.

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Sports organisations must communicate effectively if they are to maintain their integrity

Jon Tibbs OBE, JTA Founder and Chairman, shares his views on integrity in sport



Jon Tibbs works in the forefront of reputation management in sport. He is acutely aware and a strong proponent of the critical role of good governance and transparency in sports organisations. Jon has recently been invited to become a Global Mentor for the Sport at the Service of Humanity Young Leaders Mentoring Programme.

In the wake of a seemingly endless string of doping, bribery, money laundering and sexual abuse scandals, the international sports movement has rightly come under increased scrutiny in recent years.

However, whilst the collective reputation of global sports organisations has unquestionably been damaged, we must remember that this situation is not irrevocable. Sports fans may still be cynical, and perhaps rightly so, but the sports movement is slowly but surely emerging out of its darkest hour, simply through opening itself up to the world.

Increasingly, we are seeing sports organisations placing a greater emphasis on delivering honest and transparent communications, with the smoke and mirrors of years gone by becoming a distant memory. In the past five years, we have seen International Federations, National Olympic Committees and Continental Associations, bid committees and many more key stakeholders in sport welcoming the world's watchful eye to their operations.

Sports organisations are also becoming increasingly adept at communicating a clear and consistent message to stakeholders on a regular basis. We have seen organisations continue to build

better relationships with media, become more active on social media and grow their brand through impactful digital communications. This is all crucial to an organisation's integrity. How can they be trusted if we do not hear from them? And how can they be trusted if they give a different message every time?

Sports organisations have realised that effective communication is not only key to maintaining their integrity, but also a powerful tool for restoring stakeholders' trust in sport. We are seeing an increasing number of international sports organisations opening the doors of their annual meetings. The Association of National Olympic Committees (ANOC) – the umbrella body for all National Olympic Committees – for example, has, for a number of years, welcomed media into the room at its annual General Assembly. No one can distrust the integrity of an organisation that allows unfettered access to its decision-making processes.

However, this is frankly something that should be expected, not praised, and there remain too many organisations that are sticking to the closed-shop approach. With the advancement in technology in recent years, sports organisations should embrace the opportunity to communicate to the world, through live streaming, their key meetings.



ANOC – The Association of National Olympic Committees allows media into the room at its live streamed annual General Assembly, as well as providing a fully functional media room on-site. (Photo - JTA)



HRH Prince Feisal Al Hussein – IOC Member and Jordan Olympic Committee (JOC) President, HRH Prince Feisal's work as Chair of the IOC Prevention of Harassment and Abuse in Sport Working Group is helping sports organisations have a true long-lasting positive impact on athlete wellbeing. (Photo - JOC)



WBSC – The World Baseball Softball Confederation showed its commitment to being a transparent organisation by live streaming its Executive Board meeting in Paris, in March 2018. (Photo - WBSC)

This would undoubtedly increase trust in the sports movement and help organisations maintain or, if necessary, re-build their integrity.

As sports organisations look to keep pace in a fast-moving and dynamic industry, it is becoming clearer that effective communication is critical for enacting positive change. The most high-profile recent example of this is the International Tennis Federation's (ITF) Davis Cup reforms, which were passed in Orlando, in August this year. The Davis Cup is a competition steeped in tradition, and its illustrious history has fixed an emotional attachment to it amongst much of the tennis world. However, it was clear that the competition format was outdated and in desperate need of a revamp. The ITF's proposal at first seemed too radical, but open, honest and clear communication of the benefits of the new format convinced over 71% of National Associations to vote in its favour.

One does not have to look far to find examples of illicit dealings in sports campaigns: dealings that undermine the integrity of the whole operation. The ITF's approach to reforming the Davis Cup not only showed how communication can be critical to an organisation achieving its objectives, it also demonstrated how the right communication strategy can



LA 2028 – The Los Angeles 2028 Bid Committee demonstrated how honest and consistent communications can help an organisation successfully connect with its target audiences. (Photo - Flickr)

simultaneously help an organisation maintain its integrity during a period of historic change.

JTA Managing Director Séverine Townsend (a speaker on the Sports Integrity Panel Discussion) says about the importance of communication:

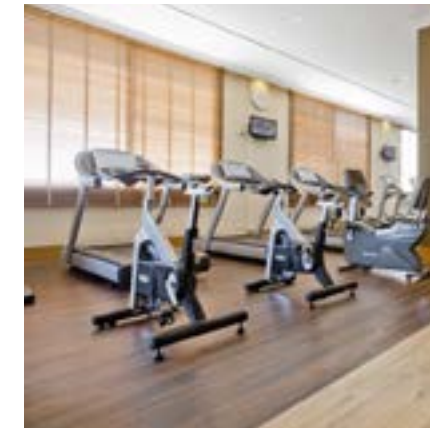
"We encourage all of our clients to find ways to be more open and more transparent with their stakeholders. A great example of using communication effectively in this regard was the LA 2028 Olympic and Paralympic Games Bid Committee. With so many different audiences to connect with, it was a great experience for JTA to work with an organisation that uses communication so well. We are lucky to work with so many sports organisations like this that are willing to embrace change and adapt their thinking to continue evolving as successful and trusted organisations."

UK-based JTA is one of the world's leading independent communications and public affairs consultancies in sport, working with International Sports Federations, National Olympic Committees, professional sports teams, sponsors, and bidding and organising committees. JTA also has offices in Beijing, Lausanne and Los Angeles, as well as a specialist design agency (JTA Design) in Alicante, Spain.

This year, JTA was awarded the Queen's Award for Enterprise in International Trade, the second time the company has received this prestigious award in four years.

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TURN FANS INTO PURCHASERS



**Görkem Dönmez**
Director of Sports, Gloria Hotels and Resorts

Mr. Donmez has been working for Gloria Hotels & Resorts, an establishment of Ozaltin Group for 12 years. After Gloria Sports Arena (GSA)'s project is on in 2014, he started working as the Sales Executive of the complex. 3 years later, he is now both the Director of Sports and Assistant Hotel Manager.

GSA is located in Belek region of Antalya, which is a worldwide known destination for golf and football. Since it is the most comprehensive center for training and performance for Professional athletes in Europe, Mr. Donmez states that their primary purpose is to maximize GSA's recognition and reputation by hosting clubs, national teams and elite athletes for their preparation camps, 12 months of the year in the 50 sports branches available in GSA and by contributing to their guests' successes on their way to the top.

In the last 3 years, GSA has welcomed more than 150.000 athletes from 90 different countries. 65 athletes and 14 teams who trained in GSA gained 101 medals in total in 2016 Summer Olympics and in Europe and World Championships 2016-2017.

Mr. Donmez says their next goal is to reach 200 medals in Tokyo Olympic Games, 2020, the 5th anniversary of the establishment of GSA.

**Marc Douglas**
Research, Turf and Coordinator, World Rugby

Marc is Research, Turf and Coordinator at World Rugby. His responsibilities are within World Rugby's Technical Services Department, where he has worked for over 6 years, include all internal and external research projects related to medical, turf and rugby specific equipment. He is also responsible for managing the approval process for turf and equipment and for updating the regulations using an evidence-based approach. Marc is a contributor to both CEN and ASTM Working Groups for Artificial Turf and Equipment related standards as well as contributing to a number of other sports' committees.

Living in Dublin, Ireland, Marc graduated as a Mechanical Engineer from University College Dublin and has a Masters in Sports Administration from Canisius College in Buffalo, New York.

**Oliver Dudfield**
Head of Sport for Development and Peace Economic, Social and Sustainable Development Directorate, Commonwealth Secretariat

Oliver Dudfield is the Head of Sport for Development and Peace at the Commonwealth Secretariat. He leads the organisation's work supporting Commonwealth member countries to strengthen policy and strategy aimed at promoting and protecting the contribution of sport to national development priorities and the Sustainable Development Goals.

Over his career Oliver has worked with multiple UN and intergovernmental agencies, national governments, NGOs and sporting organisations on Sport for Development and Peace policy design, strategy and partnership projects.

He is currently Chair of the Steering Board of the International Platform on Sport and Development and sits on the Advisory Board of the International Safeguarding Children in Sport initiative.

Prior to joining the Commonwealth Secretariat, he held management positions at Vicsport, the peak body for sport and active recreation in Victoria, Australia and in the international development team at UK Sport.

**Charlie Enright**
Skipper of Vestas, 11th Hour Racing

Charlie is a Bristol, Rhode Island native with two Volvo Ocean Races under his belt and numerous other offshore and inshore racing accolades to his name. From a young age, Charlie knew he would have a passion for sailing as soon as his grandfather – a boatbuilder – introduced him to the sport. While attending Brown University concentrating on Business Economics, he was given the opportunity to participate in entirely youth Trans-Pac crew as part of the Disney movie – Morning Light. There he met, Mark Towill where they started their dream of one day joining the Volvo Ocean Race.

After graduating and before dedicating his full-time efforts to a Volvo Ocean Race campaign, Charlie was working as a sailmaker at North Sails Rhode Island where he managed multiple sailing campaigns for 55 South and other private clients. In 2015-2016, he and Towill completed their first around-the-world race with the youngest team in the race as Team Alvimedica. Then three years later, they partnered with Vestas and 11th Hour Racing to pursue another lap around the planet but this time with a bigger message of sustainability and ocean conservation. Now a father of two young children, Charlie continues to pursue his dream of making a career sailing and hopes to inspire future generations.

**Laura Finnegan**
Course Leader of the Recreation and Sports Management Courses, Waterford Institute of Technology

Laura is the Course Leader of the Recreation and Sports Management Courses at Waterford Institute of Technology in Ireland. Laura has researched extensively on RAE and Talent Development in Irish football.

**Christian Frederiksen**
Head of MapsIndoors, MapsPeople

Head of MapsIndoors, Christian Frederiksen works with professional sports clubs and associations to improve venue operations and develop new fan experiences through the use of indoor digital mapping and navigation. He is passionate about digital services and has 25 years of international business experience from global industry leaders like Microsoft. Christian is a channel advocate and specialises in incubating new business through indirect sales models, partner programs and strategic partnership alliances. During the London 2012 Summer Olympics, he was a proud Games Maker and undertook a leading role in the Technology Team at the Wembley Arena. Christian is of Danish origin and holds a Master's Degree from Copenhagen Business School.



What is MyNextMatch?

MyNextMatch is a holistic digital solution designed to give federations the ultimate control over their own membership, events and medical data.

How We Can Help You

- From our extensive research of the sports governance landscape, we know time is precious for federation executives, who often have too much responsibility and limited resources.
- We can solve all your federation pains after a series of consultations with your departments.
- The MNM system also evolves with the sport technology landscape, and we promise to provide partners with the most up-to-date tools for their organisational needs.

Changing Medical Data Forever

- Our revolutionary MediCard (Digital Medical Passport) has been architected by Olympic medical practitioners and allows the recording of athletes' medical history from beginner to elite level. This gives federation verified doctors a legitimate source of data to analyse injuries, leading to quantifiable improvements to preventative regulation.
- The MediCard was presented to the Int. Olympic Committee at a medical summit in Lausanne.

Other Tools

Membership Management

- Federations create their personalised membership hierarchy from international to club level. Federations can also track member development through progression features.

Fan Engagement

- The MyNextMatch social platform allows federations to drive reach directly to all members and fans, creating a fit for purpose network to grow exposure and create organic engagement.

Event Management

- MyNextMatch makes event management effortless, providing organisers with tools to streamline registrations, assignments and result entries.

Unique Integrated Payment System

- High transaction and exchange fees are some of the biggest problems faced by an organisation with their e-commerce. By utilising blockchain technology to decentralise payments, MyNextMatch creates a seamless and cost-effective experience for all involved.

Key Facts

- We have offices in three key locations: Lausanne, SWITZERLAND, London, ENGLAND and Izmir, TURKEY.
- Our Lausanne office is based at the prestigious, Maison du Sport International, the home to many Olympic recognised international bodies.
- We work with 90+ international and national federations from several different professions including: Boxing, MMA, Kempo, and Chiropractors.

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Value for sponsors

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What's the value of your fan database?

Only as much as you use it...

What is NitroSports?

An innovative communication and business platform for sports clubs that **creates personalized fan experience**:

- Builds **individual, fan behavior based profiles**
- **Personalizes content and messages to fans** via all digital channels – websites, apps, emails
- **Automates personalized communication with fans**

The cooperation model

We work in a Solution-as-a-Service model: we set up and manage the NitroSports platform for the club as a self-sufficient, outsourced solution

Our pricing model requires **low initial investment** – most of our remuneration is **revenue share based**

Building blocks

Our **modular toolkit** enables us to create a **tailor-made fanbase management** solution for the club

Database Building Tools

- Data warehouse and registration engine
- Online and onsite data capture tools

Fan Profile Builder

- Segmentation engine – BRAIN™
- Digital Body Language

Campaign Automation Tools

- Data science and analysis
- Personalized email messages
- Push notification
- Dynamic website and webshop content

Loyalty Program Tools

- Gamification mechanisms
- Reward catalog
- Couponing
- Mobile app
- Website / webshop

Integration Tools

- Standard APIs to leading database management and CRM systems
- GDPR compatible consent management solution

Powered by **BRAIN™**

Customer Intelligence System

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info@fanbase-management.com



THE WORLD'S LARGEST MARTIAL ARTS ORGANIZATION

ONE Championship, Asia's largest global sports media property in history, is a celebration of Asia's greatest cultural treasure, and its deep-rooted Asian values of integrity, humility, honor, respect, courage, discipline, and compassion. ONE Championship is the world's largest martial arts organization, featuring bouts across the full spectrum of martial arts such as Muay Thai, Kickboxing, Mixed Martial Arts, Karate, Silat, Sanda, Lethwei, Taekwondo, Submission Grappling, and more.

Our mission is to unleash real life superheroes who ignite the world with hope, dreams, inspiration and strength. It is no secret that Asia is home to the best martial artists on the planet. The vast majority of the greatest World Champions in history have had to conquer unfathomable poverty, tremendous adversity, unspeakable tragedy, and impossible odds to achieve their dreams in life. We want to introduce these superheroes to the world so that they may inspire billions to live their dreams in life. Through the power of media and the magic of storytelling, we have the precious opportunity to unleash role models, celebrate values, ignite dreams, inspire nations, and change the world.

As the only pan-Asian global sports media property on the continent, ONE has achieved some of the highest TV ratings and social media engagement metrics in Asia with its unique brand of Asian values, world-class athletes, and world-class production. ONE is held in the largest stadiums in the most iconic cities across Asia with a global broadcast reach to 1.7 billion potential viewers across 138 countries. Our ultimate vision for ONE is content ubiquity across platforms (free-to-air TV, paid TV, digital, social, etc) and devices (TV, computers, mobile, etc) with 24 hour accessibility, 365 days a year. ONE Championship has a coveted roster of blue-chip Fortune 500 sponsors, including the likes of Disney, Marvel, LG, Sony, Facebook, Haier, Kawasaki, L'Oreal, Casio, Bayer, and more.

Asia has been the home of martial arts for 5,000 years, and it is time to unite as a continent behind our history, our culture, our tradition, our values, and our heroes. Our dream is to unite the 4.4 billion people in Asia and to celebrate our continent's greatest cultural treasure together in harmony.

We are ONE.

#1

sports media property in Asia

138

countries where ONE Championship is broadcast



90%

of the best world champions and athletes in Asia

1.7 BILLION

potential viewers worldwide

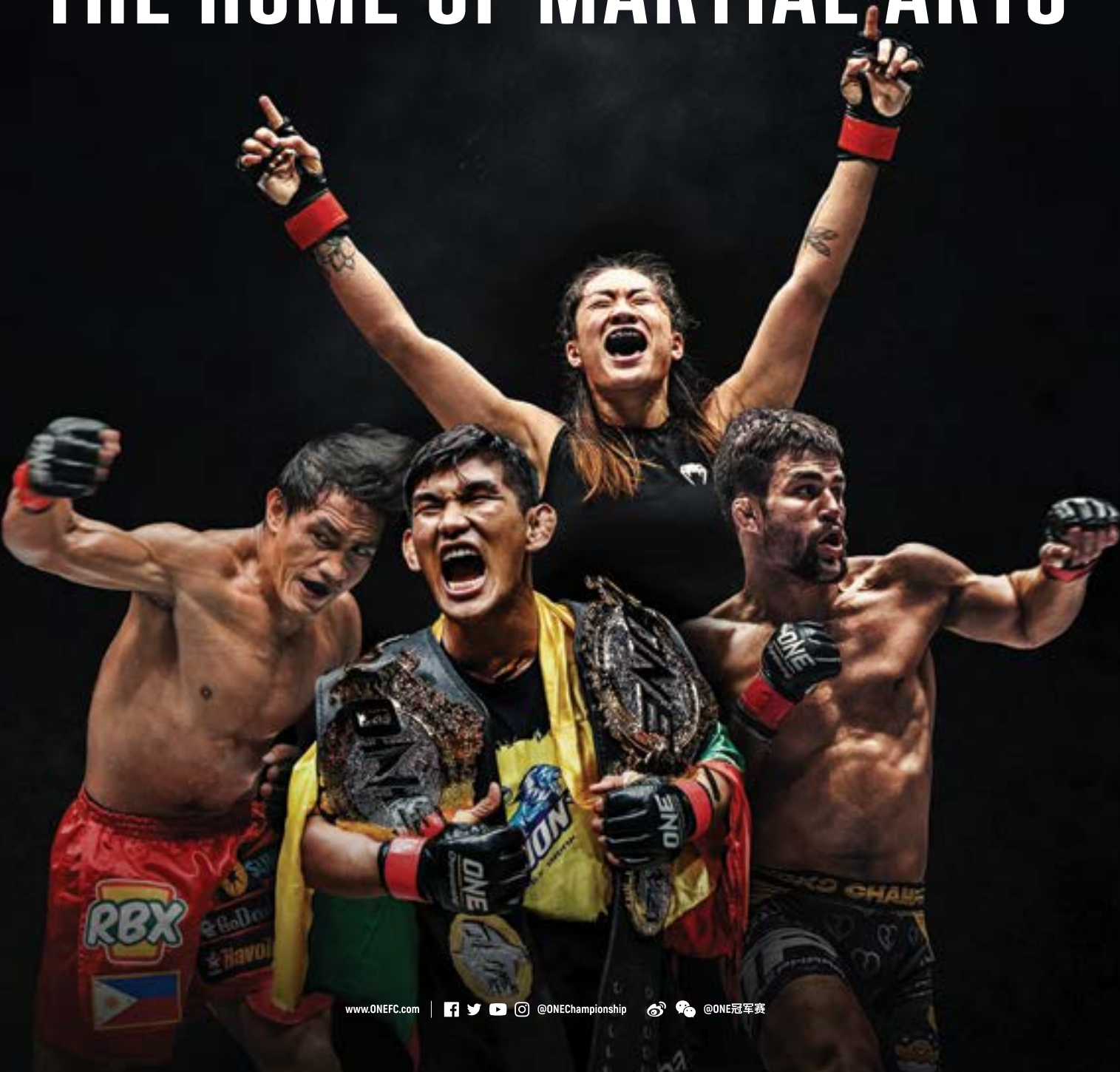


563M

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Giorgio Gandolfi
Founder & Principal, Worldwide Management & Consulting Agency

After 40 years of worldwide experience in planning, developing and organizing international sporting events, promotions and seminars, he decided to create his own agency.

Though his degree was in law, his interest and passion began with basketball and soon came to encompass all sport. He worked for Converse Europe in basketball marketing and events.

He was the editor of numerous magazines and technical books with the NBA Players and NBA Coaches Associations. He has worked with or collaborated on events, media, and marketing, with the NBA, the International Basketball Federation, the Italian Basketball Federation, the Italian Ice Sports Federation, the Italian Basketball League, the European Community for the Week of Sport, the Euroleague and Euroleague China, and other entities.

As Senior Advisor, for the third time, after the 2014 and 2016 editions, he helped ISC to organize the International Basketball Conference.



Patrick Klaus Gasser
Head of Football and Social Responsibility (FSR), UEFA – FSR Unit

Patrick Gasser heads UEFA's Football and Social Responsibility (FSR) Unit, having joined UEFA in 1999. Before joining UEFA he worked for thirteen years at the International Committee of the Red Cross (ICRC), both in the field and in Geneva. He has worked in areas affected by conflict in Africa, Asia and Europe where he had a broad range of responsibilities that included directing relief and protection operations, and managing media contacts. Along with football his sporting passions are skiing and tennis.



Carlotta Giussani
Independent Sports Development International Consultant

Carlotta Giussani is a Sport for Development International Consultant with a passion for grass-root coaching and coach education as an effective tool for sustainable community development.

She is a qualified project manager as well as a life coach with a passion for sea-sports and BMX Freestyle. Carlotta started her career in sport as a young sailor and she continued to coach the next generation of sailors for over ten years across various sailing clubs in Italy. Since 2009, Carlotta is a Board Member of SODItalia, a non-governmental sport organisation which focuses on research and social inclusion through sports for the disabled population in Italy and Europe. In 2011 she decided to widen her horizons and took up the offer to read a Bachelor of Science at Plymouth University.

She took an interest in sport development and subsequently studied a Masters of Science International Development for Sport at the University of Brighton. In 2016 Carlotta worked on a two year long development project with the University of Brighton and the Source BMX in Hastings, England to devise the first formalised coaching programme to train BMX coaches in UK/Europe, as well as creating and implementing a structured coaching programme to increase grass-root participation in physical activity and to promote social mobility while reducing poverty in urban areas. The successful implementation of this innovative pedagogical project has empowered a generation of young coaches and riders in the South East of England.



Jérémie Grzesiak
Specification Manager, Rain Bird

As Rain Bird Specification Manager since 2016, Jérémie Grzesiak has the responsibility to promote Rain Bird commitment to develop and offer solutions improving irrigation efficiency. With more than 10 years of experience in the sustainable development field, he now plays an advisory role to communities, designers and users to help them save water on their landscape and sports application projects.

He worked previously in the solar industry and passive house construction business as a sales manager in the region of Toulouse.

Jérémie graduated from ESC Toulouse International Business School and currently lives in France with his wife Stéphanie and his two children Louis and Emma.



Lukas Gysin
CEO and Founder, uniqFEED

Lukas Gysin is the CEO and founding father of uniqFEED AG, Zurich, Switzerland (a spin-off Company of ETH Zurich) as well as the initiator of the business concept. He has a broad network, which consists of rights holders, clubs, broadcasters, sports marketing agencies, entrepreneurs and further stakeholders.

Lukas Gysin holds a Swiss Certified Public Accountant (CPA) and has completed his MBA studies at the University of Rochester NY, USA and an EMBA of University of Berne, Switzerland. He started his professional career in 1999 in the audit & advisory department at PricewaterhouseCoopers (PwC).

As of May 2007 Lukas worked 18 months as an Associate Director for UBS in Business Banking before serving as CFO and Member of the Executive Committee in various industries with budget responsibilities of up to CHF 100 Mio.



Björn Hammel
Product Manager Sport Surfaces, Polytan

Björn has been working in the sport surface industry for the past eight years, with the knowledge and experience specifically for athletic tracks and artificial turf. Since September 2014 Björn has been working with athletic track systems and is strongly supporting the development around the performance analysis of athletes in their usual surrounding.



Success starts with communication

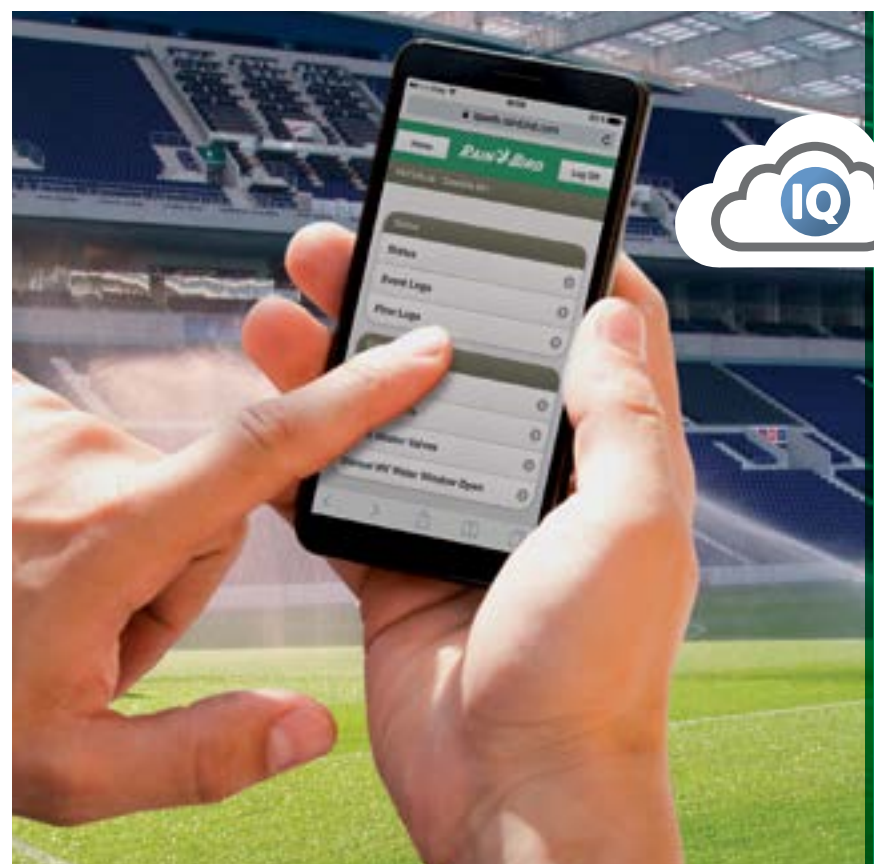
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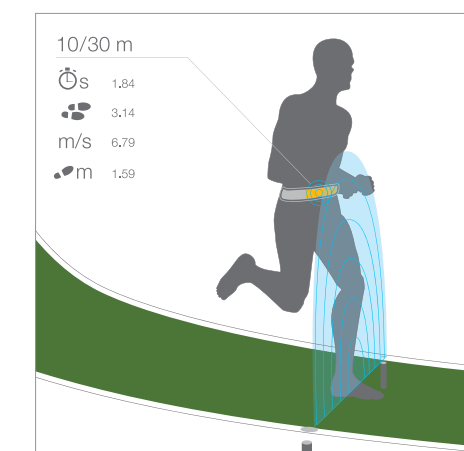
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HERTHA BSC AND POLYTAN DEVELOP FIRST INTELLIGENT FOOTBALL PITCH

polytan



Together with partners in sports medicine and specialists for innovative measurement methods, Hertha BSC and Polytan developed a concept for the first intelligent football pitch.

In addition to the patented pitch heating system, the innovative Polytan SmarTracks system for professional digital training diagnostics was installed for the first time. Time-controlled magnetic barriers integrated invisibly under the artificial turf, combined with wearable state-of-the-art sensor technology, enable the players' individual training performance to be analysed and precisely recorded.

By installing the system on Hertha BSC's training ground, teams and trainers can now conduct regular performance tests, including analysis of results and automatic documentation. An important step towards optimising the training programmes of individual players in order to improve their performance.

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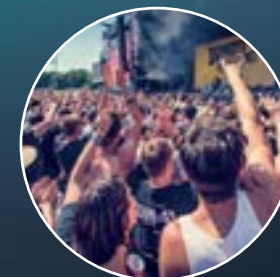
Riedel Communications designs, manufactures and distributes innovative real-time signal transport and routing networks for video, audio and communications serving broadcast, sports, event and security applications worldwide.

Our technology is used in some of the world's biggest sporting events, including Formula 1 races, World Championships and the Olympic Games.

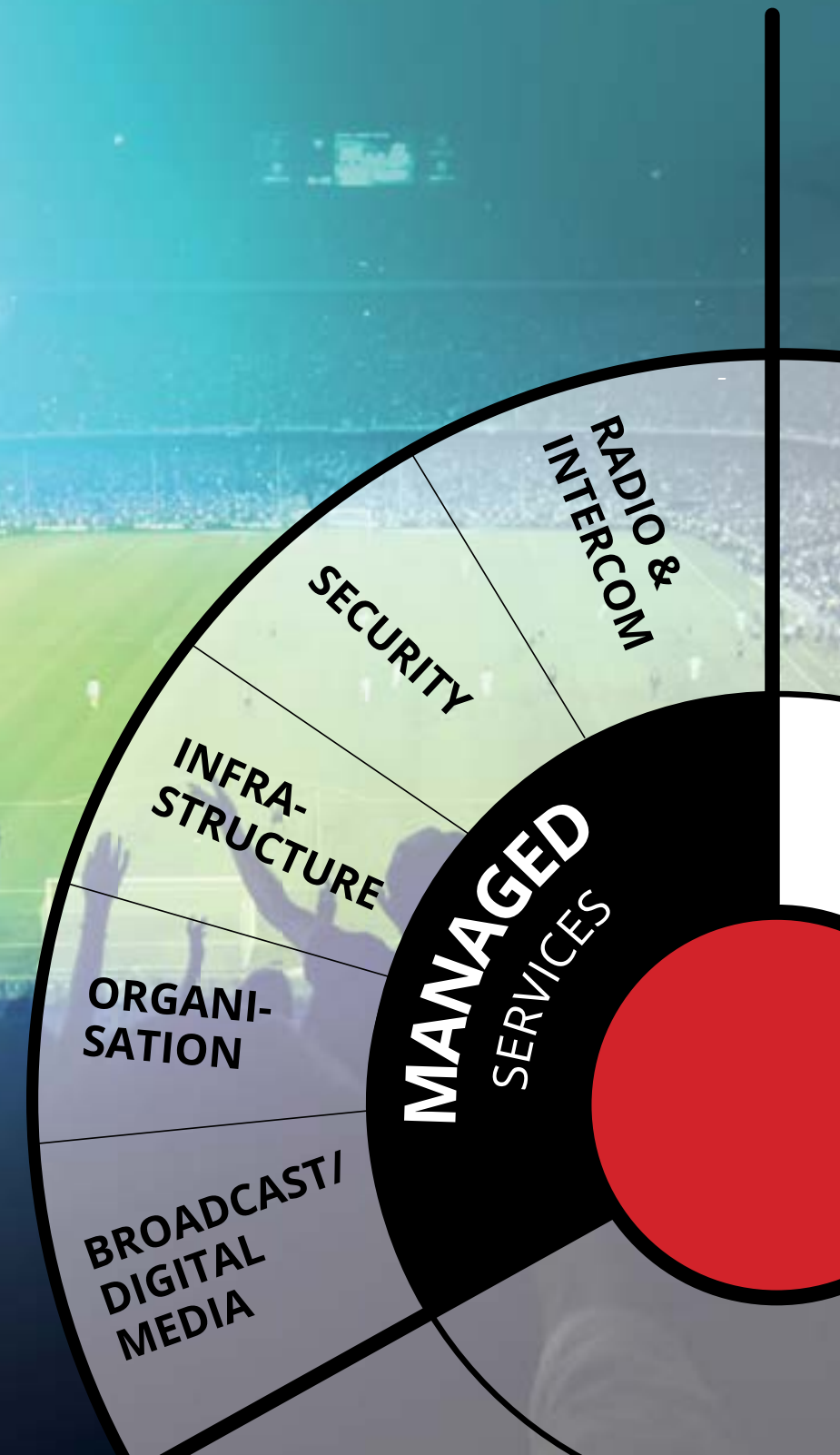
To meet the growing technical requirements of large-scale events and productions, we have initiated our Managed Services division, combining custom-engineered technologies with support by Riedel-qualified engineers.

For more information on our Managed Services, pay us a visit at Stand 46!

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**Christopher Heimes**
Senior Director Digital Media Platforms and Services, Infront Sports and Media

Christoph Heimes has 15 years of multi-national sales, partner management and strategic experience. Prior to joining Infront in 2017, he was YouTube's Head of Sports in Europe, Middle East and Africa. He took over the company's News partnerships in the region. He also played a major role in Google's global product, content and commercialisation efforts around the 2014 FIFA World Cup™ and the 2016 Olympic Games in Rio.

Prior to joining YouTube in 2012, Heimes worked in various sales, partner and business development positions at Google and Microsoft Corp. Christoph Heimes has a Masters Degree in Philosophy, Political Science and Economics from Ludwig-Maximilian-University of Munich.

**Nicholas Horbaczewski**
CEO and Founder, Drone Racing League (DRL)

Nicholas Horbaczewski is the CEO & Founder of the Drone Racing League (DRL), the premier international drone racing platform. Before founding DRL in 2015, Nicholas served as the Chief Revenue Officer of Tough Mudder, the largest mass participation running event series in the world, which grew to over 60 global events and \$100m in revenue during his time there. Prior to Tough Mudder, he developed an interest in multicopters, during this period he had the role as the Chief Information Officer of ADS, a \$1.5b distributor of advanced hardware to the US government. Nicholas also co-founded Leeden Media, an entertainment company for feature-length independent films, and brings his love of production to his work at DRL.

**Saul Isaksson-Hurst**
Founder, MyPersonalFootballCoach.com

Saul is the Founder and Owner of MyPersonalFootballCoach.com. Saul has 10 years experience of working with Premier League Academy football with Tottenham Hotspur FC and Chelsea FC, Saul's strengths and interest are working within the Foundation Phase (8-11s). He has now developed a ground breaking new interactive homework football training programme which provides e-learning technical training to support independent learning for players of all ages and abilities. Current users include the Academy of Wolverhampton Wanderers FC who utilise the training portal for their foundation phase (9-12s) players.

**Igor Jankovic**
Business development consultant, UEFA

Igor was formerly Head of Development at the Serbian Football Association for 8 years and founded The Serbian Children's League, from where the majority of players came for the Serbian Youth Teams to win the UEFA Under 19 Championship, the 2015 FIFA under 20 World Cup and also from where a large number of players have graduated to the current 2018 Senior Serbia National Team.

**Claus Johannsen**
Founder, Nutcracker Solutions
Inventor, StadiaPitch

Claus has a background in the sports and stadium industry. Relevant experience includes working for the Norwegian Premiership Football Club, Stabæk, and as the venue operator of the Telenor Arena in Oslo, which is a football and multipurpose venue. The years at Telenor Arena showed him that it was simply impossible for a stadium with a permanent pitch to successfully combine football, concerts and events. This experience inspired him to invent StadiaPitch to solve this problem. Claus is the inventor of StadiaPitch, and he left his job at Telenor Arena in 2012 to make this invention into a real product.

**Christiane Jolissaint**
Board Member, Tennis Europe Development Committee

Christiane Jolissaint is currently on the board of the Tennis Europe Development Committee. she was previously the president of the regional tennis association of Geneva "Geneve Tennis" more recent the Juniors' manager for the Geneva association (ARGT).

LESSONS IN LIFE PERFORMANCE IN TENNIS

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How SIGA is protecting sport - and your reputation

The sports industry is well aware that the integrity of sport is under threat. Under threat from illegal sports betting, fraud, corruption, manipulation, match-fixing and other criminal activity.

But also under threat, is the reputation of sport with customer and consumer confidence at an all-time low.

To date, there has been an unhelpful and fragmented approach to trying to strengthen the ecosystem in which sport operates. Sports bodies know they need stronger systems, but don't know where to start. Sponsors want to be confident that the sport and the event that they sponsor is clean and will not create risks to their brand, but they don't have a trusted, independent ratings system to guide them. Integrity has become a buzzword without clarity, and without the power to bring in reforms that will restore reputations.

What is the Sport Integrity Global Alliance (SIGA)?

The Sport Integrity Global Alliance (SIGA) was established in 2015 to do just that: **identify solutions** to governance problems, **establish a set of Universal Standards** on key issues, **provide support** to the stakeholders wanting to be ahead of the game and **rate sports bodies** and other entities to provide sponsors and customers with key information about their preparedness to deal with risk.

SIGA was established as an independent, collaborative movement committed to enhancing governance standards, and promoting sport integrity by a group of like-minded allies from the sports world. In three short years, the initial 20 supporting organisations that came together in 2015 now number more than one hundred, including major sports sponsors such as Mastercard and Qatar Airways and sports bodies including football leagues, international federations and several national Olympic Committees.

SIGA Universal Standards on Sport Integrity

At the core of SIGA's work is a set of Universal Standards, developed by key experts, that address three key areas: **Good Governance**, **Financial Integrity** and **Sports Betting Integrity**. A set of Standards on protection of children and young people is in the pipeline. The SIGA Standards establish the supportive framework for sports bodies and companies seeking to eliminate the grey area in decision-making around integrity issues.

SIGA Universal Standards | What do they cover?

Good Governance in Sporting Organisations	Financial Integrity	Sports Betting Integrity
Organisational structure, policies and procedures	Club and sports body ownership	Integrity Units
Board composition, elections, professionalism and diversity	Transfers	Communication and cooperation with law enforcement and sports bodies
Cooperation with law enforcement	Licensing and agents	Suspension of betting operations
Conflicts of interest	Tackling money laundering and fraud	Protection of whistle-blowers
Disciplinary functions	Responsible tax practices	Investigations
Engagement with fans	Auditing	Transparent and independent disciplinary proceedings
Publication of information	Financial sustainability	Comprehensive training and education programmes
Procurement and awarding of contracts	Publication of financial accounts	Alerting authorities
Whistleblowers	Bidding for sports events and contracts	
Codes of conduct	Transparency of club and sports body ownership	



«SIGA is delighted to be the exclusive sport integrity partner of ISC'18. The multi-stakeholder nature of SIGA is based on the principle of partnership. We look forward to welcoming leading sports federations, global brands and the international community to the Lac Geneva region for a debate on sports integrity to ultimately drive change in the industry.» **EMANUEL MACEDO DE MEDEIROS, CEO, SIGA**

How does the SIGA Independent Rating and Verification System work?

SIGA acknowledges that one size doesn't always fit all, and that different sports entities are on different parts of their journey towards clean and healthy governance. Therefore, the Standards have three tiers of implementation; **bronze**, **silver** and **gold**, reflecting good, better and best practice. Soon the Standards will be accompanied by an **independent ratings system** that will assess sports organisations' level of implementation in accordance with the SIGA Universal Standards. Ultimately, this will provide sponsors, broadcasters and other stakeholders who are considering investing in sports organisations, vital information to better understand the

financial, legal and reputational risks involved with that investment.

How can my sports organisation or company get involved?

SIGA is at an exciting moment, with a number of brand new global partnerships in the pipeline. We are open to new partnerships with sports bodies, sponsors, governments and other stakeholders. Any such group seeking to improve their current integrity framework but also enter into and benefit from the growing global community on sport integrity should feel free to contact SIGA or attend one of our expert meetings in multiple global locations each year, to discuss opportunities for collaboration.

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"Very Stimulating – I have found it addictive and enrolled a number of staff from our club!"
Ged McNamee Academy Manager, Sunderland F.C

"I would say it was excellent; - well structured, thought provoking, challenging and credible. The content and material on the course was extensive and, backed up by the thoughts and experiences of the top people in the game" Billy Stark, Scottish FA Under 21 Head Coach

"I really enjoyed the course and it certainly broadened my mind: you learn more about yourself, interesting views from well respected managers- even though I am not from the computer era but you learn as you go along"
John Metgod, Coach Derby County F.C. and former Dutch International

Other Online Courses:

- Nutrition for Soccer Coaches: the simplest, most effective way to improve player performance quickly
- 4 Soccer Parent Online Courses

Books:

- The Soccer Coaches Guide to using the Web': Simple essential advice for the modern soccer coach including '50 Free Recommended Online Tools' for the Soccer Coach
- 'Potentialing for Soccer Parents' : developing your child's soccer potential

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Innovation is an endurance race, run like a sprint

In the age of connectivity and interdisciplinarity, innovation is no longer a simple brain exercise. It has become one of the most popular collective sports of the moment. It is a demanding competition where only the best performing athletes of the world's economy can participate.

The Directorate General for Innovation, Economic Development and External Affairs (DG IDEAE) was created to defend the colours of Geneva as an international innovation campus. Its mission: to improve the game of cantonal players by fostering team spirit, collaboration, competitiveness and support for new ideas.

Our canton is the most active arena of global governance on the planet. With a network of over-achieving, highly skilled and determined companies, concentrated in a pocket-sized territory, Geneva holds all the keys necessary to starring at the forefront of the new economy generated by the 4th industrial revolution.

Innovation is certainly an endurance race. But today, this marathon is boosted by the most up-to-date digital technologies, artificial intelligence, the internet of things and blockchain applications. The entrepreneurial pace is therefore increasingly accelerated. Between the start and the finish line, the time measured is becoming shorter by the day.

The canton of Geneva is presently well ranked in this 4.0 tournament. Its driving forces have all the required skills to win the current cybergame.

But there is no time for resting. New champions must be continuously trained, grey matter developed and used to its full potential. Talents must be shaped locally or attracted by the good conditions and development perspectives. The Geneva "dream team" and its aims to achieve athletic exploits are open to all innovative entrepreneurs of the planet.





Tony Khalil
Lebanese Basketball Federation, Secretary General

As former Head of Sports at Lebanese Broadcasting Corporation, Tony has been involved in sports, and basketball above all, over the last several years within different positions. Currently he is the Secretary General of the Lebanese Basketball Federation, as well as General Manager of the Nouhad Naufal Arena, and he is owner of the Prime Time Sponsoring & Sport Marketing Agency in Beirut.



Boris Kubla
Senior Member, Croatian FA

Boris is a Senior Member of the Croatian Football Association Coach Education Department. He has considerable experience of developing players and coaches in Croatia having spent five Years as Director of Football at the NK "CROATIA-SESVETE Football School in Zagreb, 3 years as a coach at NK Dynamo in Zagreb and 3 years as a coach at NK "Kustošija in Zagreb. Boris is also a Professor in Sport from the University of Zagreb.



Neil Land
Head of Business, BBC Sport

Neil is the Head of Business in BBC Sport, responsible for editorial and business strategy, governance, compliance and communications. He supports all aspects of the management of the business including rights acquisition, major event planning and stakeholder engagement. Neil joined the BBC in 2003 having previously worked at PwC as a competition economist specialising in the media and sports sectors.



Sergio Lara-Bercial
Project Director, iCoachKids

Sergio works for Leeds Beckett University and the International Council for Coaching Excellence and has extensive international experience in the development and evaluation of coach education programmes and systems. He is also a former international basketball coach for Great Britain and at the youth level has coached boys and girls teams to 16 national championships in England. He is project Director for iCoachKids, a not-for-profit Erasmus+ co-funded initiative creating three Massive Open Online Courses or MOOCs to support and guarantee access to high quality coach education to all coaches around the EU and beyond. Coaches will be able to sign up for the MOOCs individually or as part of a course edition run by the specific organisation they are part of. So this is a great opportunity for Clubs and Associations to use these High Quality Generic Online Course Content to supplement their face to face training or to add specific branded personalised online course content as an 'add-ons'.



Stuart Larman
Director of Member Associations Development, The Asian Football Confederation (AFC)

Stuart Larman is the Director of Member Associations Development at the Asian Football Confederation (AFC). The Department is responsible for all administrative development activities for the AFC's 47 Member Associations.

Since joining the AFC in 2014, Stuart has guided the introduction of a range of programmes for including the Mini Pitch Scheme, Expert Pool, Live Streaming Platform and Competition Management System, all of which were consolidated into two AFC President's Initiatives for football infrastructure and general development at the start of 2018. These programmes are, in essence, flexible tools for AFC Member Associations to successfully implement their own strategic plans.

The Department is also responsible for implementation of the AFC Financial Assistance Programme, club licensing and the Football Administration Certificate.

Prior to joining the AFC, Stuart was responsible for the Football Facilities and Income Generation Programmes of the FIFA Development Division. He holds an MBA in Football Industries from the University of Liverpool.

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1948



LONDON (GBR):
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1981



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IN LONDON (GBR)

1989



MEN'S RELAY IS
INTRODUCED

1991



HANDICAP START
FOR RUNNING
EVENT

1992



WOMEN'S RELAY IS
INTRODUCED

1993



ONE-DAY FORMAT
INTRODUCED AT
UIPM WORLD
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DARMSTADT (GER)

1994



AIR PISTOLS ARE
INTRODUCED

1996



ATLANTA (USA):
FIRST TIME ALL 5
DISCIPLINES IN
ONE DAY

2000



SYDNEY (AUS): FIRST
TIME WOMEN'S
COMPETITION
AT THE OLYMPIC
GAMES

2008



BEIJING (CHN):
FULL STADIUM WITH
40,000 SPECTATORS
ON BOTH FINAL
DAYS AT THE
OLYMPIC GAMES

2009



INTRODUCTION
OF SHOOTING
AND RUNNING
COMBINED
IN LONDON
(GBR) DURING
SENIOR WORLD
CHAMPIONSHIPS

2010



FIRST MIXED RELAY AT
THE YOUTH OLYMPIC
GAMES IN SINGAPORE
AND UIPM WORLD
CHAMPIONSHIPS
WITH LASER
SHOOTING INSTEAD
OF AIR PISTOL

2011



MIXED RELAY IN
ALL UIPM MAJOR
COMPETITIONS

2012



LONDON (GBR):
FIRST TIME
COMBINED
SHOOTING AND
RUNNING IN
OLYMPIC GAMES

2013



DISTRIBUTION OF
LASER SHOOTING
EQUIPMENT TO
MORE THAN 65
COUNTRIES TO
DEVELOP THE SPORT
—
THE FIRST UIPM
TRIATHLE WCH
COMBINING WITH
BIATHLE

2014



SECOND YOUTH
OLYMPIC GAMES IN
NANJING (CHN).
IMPLEMENTATION
OF FENCING BONUS
ROUND, MAKING
THE SPORT MORE
ATTRACTIVE TO
SPECTATORS AND
BROADCASTERS

2015



FIRST LASER-RUN
WORLD
CHAMPIONSHIPS.
CONSISTING OF
LASER SHOOTING
AND RUNNING,
LASER-RUN IS
DESIGNED TO
ALLOW MORE
ATHLETES AN ENTRY
POINT TO MODERN
PENTATHLON IN
PERPIGNAN (FRA)

2016



ALL IN ONE: THE
INTEGRATION OF THE
FIVE SPORTS IN ONE
SPORTS COMPLEX,
AS ENVISAGED BY DR.
KLAUS SCHORMANN,
IMPLEMENTED IN RIO
2016 OLYMPIC GAMES

2018



NEW VISUAL IDENTITY
—
LAUNCHED BRAND NEW
UIPM EDUCATIONAL
PLATFORM AND
E-LEARNING FOR
COACHES AND JUDGES

2020



TOKYO (JPN): ALL FIVE
DISCIPLINES WILL BE
CONTESTED IN ONE
STADIUM IN OLYMPIC
GAMES



Why Blockchain and Cryptocurrencies are Needed in Sports Betting

Offline sports betting has been around forever and has never been mistaken for being at the cutting edge of technology. Images of phoning in a sports bet to your local bookie, or having some mobster showing up at your doorstep to collect on your debts often come to mind. Despite this old school image, sports betting was one of the first industries to embrace the power of the internet in the 1990's. Several online casinos sprang up, and by the early 21st century, there were over 1,000 online sports books.

Yet not much has changed in the past 20 years with online sports books. Most online sports books are still using outdated technologies, have no native mobile apps, and have poor user experiences that are un-social. Most of these products look like something that was created in 1995, and they give the impression that online sports betting has been stuck in the dark ages since then. All of this despite the public's insane appetite for sports betting and easing regulatory pressures across worldwide governments.

Beyond these technology woes there are also three other major problems that face online sports betting today, all of which are truly inhibiting the industry from realizing its fullest potential:

- Outdated payment systems that result in high fees, long delays, and potential fraud.
- Limited types of bets offered due to outdated technology.
- Odds that are generally stacked in favour of the sports book, which means bettors have little to no say in controlling them

A new and upcoming sports betting platform called ZenSports has launched to solve these issues. ZenSports offers a peer-to-peer sports betting app using cryptocurrencies and blockchain technologies to create a fast, efficient, and decentralized experience for sports bettors.



By creating and integrating its own cryptocurrency token, ZenSports is able to reduce nearly all of the expensive fees and long delays in payments found with traditional online sports betting. Smart contracts add a layer of security so users know their funds are safe and never handled by a malicious third party. Overall, bettors are able to self-manage the entire betting process in a simple and efficient way because of the decentralized network.

The added benefit of blockchain in sports betting is its digital transparency. Because ZenSports is backed by blockchain, it allows bettors to set the odds and parameters for almost any type of bet imaginable – a feature that would never have been possible without a decentralized network.

Every time one of these bets is made, a smart contract is formed. The smart contract sets the rules for how a bet is won or lost, who gets paid out, and other important details that require the kind of transparency blockchain allows. Through this method, bettors can trust ZenSports to handle their funds securely while continuing to innovate in the field.

The implementation of blockchain and crypto in sports betting is constantly creating new opportunities for innovation. The intersection of technology with a sector as prolific and profitable as sports betting will always draw entrepreneurs, investors and more. We can be sure that sports betting will increasingly incorporate blockchain and cryptocurrencies in the coming years.



ZenSports is a peer-to-peer sports betting marketplace where anyone can create and accept sports bets with anyone else in the world, without the need for a centralized bookmaker, right from their phone. Bettors can fund their accounts, place bets, pay commissions, and cash out their winnings directly within the app.

DISCOVER MORE
www.zensports.com



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5 December 2018, 3.15pm



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Bryn Lee
CEO, CCGrass Europe

Bryn Lee was appointed as CEO of the new CCGrass European company, in October 2017, with a brief to further develop sports sales into the European market, from a head office in Frankfurt, Germany.

With over a career of over 30 years in some of the world's most known synthetic turf manufacturing companies, Bryn has first-hand experience in production, marketing, sales and installation. In particular he has focused on developing the recognition and success of global company and product brands.

As a passionate supporter of artificial grass, Bryn has fully committed to the industry as a former director of SAPCA for 8 years and a previous joint Chairman of ESTO, and continues to speak at a variety of industry events.

Away from work Bryn remains active, either in the gym, occasionally on the golf course or playing Padel.



Matthieu Lille-Palette
Senior Vice-President – Opta

Matt has a rich, broad experience of sports business having joined Opta eight years ago. He has previously been responsible for developing the Perform business in France and has progressively moved to more central positions to manage some of the company's biggest accounts such as beIN Sports, UEFA and PARIS Saint-Germain. In his current role as Senior Vice President, Opta, Matt now plays a leading role in establishing and implementing Opta sports data rights, collection and distribution strategies.



Karl Lines
National Manager for youth engagement and leadership, The FA

Karl Lines is the national manager for youth engagement and leadership at the Football Association in England. In addition he is also an official advisor to FIFA on leadership development and educational programs. Previously Karl worked in international relations and advised domestic and international agencies, NGOs and sporting organisations on youth policy design, strategy and projects. Prior to joining The FA, he was the Chief Executive of a leading body for college sport in England. He is a qualified teacher, has a Master's Degree in International Sports Management and is currently authoring his first book on 'How Organisations Become World Class' following thought leadership research that he wrote in 2016.



Fred Lord
Director - Anti-corruption & Transparency Operations, ICSS

Fred Lord is an expert in anti-corruption management and investigations with over 27 years national and International service in this field. Fred managed covert police integrity operations in Australia and was Assistant Director and Head of Anti-Corruption at the International Criminal Police Organisation (INTERPOL).



Alfredo Lorenzo
Integrity and Stadium Security Officer, UEFA

Alfredo Lorenzo was born in 1970, is currently the Integrity and Security Director of the RFEF, (Spanish Football Association). Mr. Lorenzo studied Law at the University of Salamanca and after that joined the National Police reaching the rank of Superintendent after 18 years in service, developing his career in anti terrorist and antiriot units, being awarded with several medals and public recognitions for his work. His last appointment was Head of the National Football Information Point being responsible for the security of the National Football Team, international information exchange and coordination of match commanders among other tasks. Acting as liaison officer or head of delegation in major events such as 2006 Winter Olympics Games in Torino, 2006 World Cup in Germany, 2008 Summer Olympics Games in Beijing, 2008 Euro Cup in Austria - Switzerland, 2010 World Cup in South Africa and 2011 Confederations Cup in Brazil.

In 2012 he left the Police in a voluntary leave and worked for a oil&gas company being involved in security of expatriates and assets of the company worldwide.

In January 2015 he was called to create the Security Department at LaLiga and in June he was appointed to deal with Integrity matters. In July 2018 he joined the Spanish FA The Department he is leading, is in charge of the implementation of the Integrity policy in Spanish football, fighting against corruption, manipulation of the competition and illegal betting as well as activities related to violence prevention and safety and security standards in line with FIFA and UEFA standards. He has been appointed Integrity and Security Officer and is also Stadium Security Officer in UEFA.

Refugee young people are ordinary young people...

We are familiar with pictures of the incredible athletes of the Refugee Olympic Team from the Rio Summer Games and have heard the story of the young Syrian swimmer, who with her sister pulled a boat full of refugees to safety in the Mediterranean. These human stories -- of young people from extraordinary backgrounds, displaying extraordinary sporting ability -- are refugee stories.

These young athletes' experiences of conflict, war and displacement, like many other young refugees, have forced them to take on new roles and responsibilities. Many such girls and boys, young women and young men become the primary breadwinners to meet their own and their family's needs. For young people living in war-affected areas, being forced from your home and country can lead to an increased sense of marginalization, a perceived lack of prospects for the future and the inability to influence their own lives.

This heightens personal risks, including the potential to engage in transactional sex, be forced into child marriage, join criminal and

armed groups, and be exploited in the labour market, simply to 'survive'.

Despite what often seem like unsurmountable challenges, many continue to find ways to exercise agency and adapt to their situations. It is a testament to the resilience and strength that young refugees possess that they continue to defy the odds and thrive. When asked

what makes the difference, what provides them with comfort and soothes the fear, what can return normalcy to their lives -- young people frequently tell us that 'SPORT' is the answer.

Organized sport programmes in safe spaces, where they can meet their peers, talk, have fun, play games and remember how it felt to have a normal life, are essential to the physical and psychological wellbeing of these young people. Where education services are limited, sport can become an educator. Where they live among strangers sport can become a connector. And when things seem darkest, participation in organized sport programmes can offer hope.



...coping with extraordinary circumstances



YOU, as a leader involved with sport, can use your voice to reach others ensuring that these extraordinary young people are not forgotten.

Let us all help them to restore the ordinary in their lives, so that that they can aim for the extraordinary.

Contact: Nike Sore sore@unhcr.org | Claude Marshall marshallc@unhcr.org

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Celebrating the finest sports work in the world
The **INTERNATIONAL SPORTS AWARDS** (ISA) recognises these individual, group and company achievements with honour and recognition on an annual basis.



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UNICEF is working to ensure that every child has the opportunity to participate in sport, recreation and play.

Through UNICEF's high quality and inclusive sports programmes, children around the world are discovering the joy of sport, and communities are witnessing the power of sport to transform lives.

UNICEF is also working with sporting federations to address the effects of sport on children's rights, specifically the impacts of major sporting events.

Internationally recognizable athletes, teams and brands are working with UNICEF to use their sporting profiles as a way of raising vital funds and awareness of how sport can change children's lives.

Join the team

www.unicef.org/teamunicef



UNICEF relies entirely on voluntary contributions and does not receive any money from the UN budget.

unicef 

**Emanuel Macedo de Medeiros**
CEO, SIGA

Emanuel was elected as the first CEO of SIGA on 31 January 2018 after having spearheaded the inception and development of SIGA since November 2015, as Coordinator.

Having commenced his career as a lawyer in 1993, he played a leading role in several national and international sports organisations. After six years as Secretary General of the Portuguese Football League, he co-founded and led the Association of European Professional Football Leagues (EPFL) as CEO for a decade. He was also one of the driving forces behind the creation of the World League Association, having been elected its CEO on February 2012.

From 2002 to 2014, Emanuel integrated several Committees and Working Groups within both UEFA and FIFA, including but not limited to the UEFA Professional Football Strategy Board, the UEFA Professional Football Strategy Council and the UEFA Professional Football Committee, as well as the FIFA Club Football Committee, FIFA Task Force "For the Good of the Game" and Working Groups on International Match Calendar and on Regulatory Reform on Sports Agents, among others.

Emanuel played a key role in the creation of the Sports Rights Owners Coalition (SROC), in 2007, a global forum of over 50 international and national sports bodies and competition organisers, with a particular focus on rights issues.

On 1st of July 2008, Emanuel co-founded the European Social Dialogue in the professional football sector under the auspices of the European Commission, and led the employers' delegation on behalf of the EPFL until March 2014.

**Massimo Magri**
Virtual Advertising Solutions, Infront

Massimo heads up the Virtual Advertising Solutions unit at Infront. He has more than 10 years of international experience in the sports business, notably in TV production, media rights commercialisation and pioneering new technologies.

**Dr. Argyro Elisavet Manoli**
Sport Marketing and Communication, Loughborough University

Dr. Argyro Elisavet Manoli is a Sport Marketing and Communication academic working for Loughborough University. Following a career as a marketing practitioner in the sports industry, working with clubs such as AEK Athens FC and Middlesbrough FC and events such as the Open European 470 Championships, Elisavet has currently transitioned into academia, while still holding the role of the Independent Director of Marketing and Commercial in the British Handball Association.

Elisavet has researched, published and presented extensively on two main research strands, corruption in sports and sports marketing and communications management. She has been recently awarded British Academy and European Council of Social Research funding to investigate sport corruption, its perceptions and effects, while also being an invited speaker in the European Commission Expert Group meetings on Sport Integrity.

Elisavet holds a BSc (Hons) in Accounting and Finance from the Athens University of Economics and Business, an MBA Football Industries from the University of Liverpool and a PhD in Integrated Marketing Communications in the Football Industry from Teesside University.

**Anna-Carin Månsson**
CEO, 1080 Motion AB

Anna-Carin is the CEO of 1080 Motion AB, who provides computerized resistance machines and methods for testing and training in sports and rehabilitation. Before that a successful entrepreneur and investor, has founded and led many companies, is an active business angel and board member. Anna-Carin was a European champion in tennis at 18, and now plays senior tennis, works closely with Good to Great Tennis Academy in Stockholm, who uses the tools for testing and training.

**Giorgio Marchetti**
Deputy General Secretary and Director of Football, UEFA

Giorgio Marchetti joined football's European governing body in February 2004 as Director of Professional Football and Marketing. Following a UEFA reorganization, Giorgio became UEFA Director of Competitions in 2007. In this role he has been responsible for all UEFA club and national team competitions, at senior and youth level. In December 2016 he became Director of Football, being given responsibility over technical and development matters. At the same time he was promoted to UEFA Deputy General Secretary.

Giorgio Marchetti has a long and extensive experience of Italian and European football on both the administrative and commercial fronts and he has contributed greatly to raising the profile of the European football industry. During his career Giorgio has been an integral figure in some of the key issues and developments in European football governance, such as regulation of transfers and competition models.

Prior to starting at UEFA Giorgio had been General Secretary of the Italian League (Lega Calcio) for seven year between 1997 and 2004, having served as deputy secretary from 1991.



ARE YOU A CLUB, LEAGUE OR SPORT ASSOCIATION?



STANDBY ME

VILLAGE ORGANIZES YOUR AWAY GAME AND CATERS TO YOUR NEEDS FOR YOUR TRIP IN EUROPE AND ITALY

Village offers services for Sport companies, Leagues and Federations that want to provide a unique sporting and living experience for their Youth teams in a sports event.

Village has a great understanding of cultural, social and religious diversity and therefore is able to propose the best solutions for each and every need.

Village's services allows your teams, athletes and your staff to concentrate solely on sport performance, leaving your worries behind.

ARE YOU INVOLVED IN THE ORGANIZATION OF A SPORTS EVENT? VILLAGE CAN SUPPORT YOU!



SPORT HOME

YOUR HOME AWAY FROM HOME

OUR BRAND EVOKES OUR AMBITION: A NEUTRAL ACCOMMODATION BECOMING A VILLAGE,
A NON-PLACE BECOMING HOME, STRANGERS BECOMING COMMUNITY.

Village strongly believes in the importance of sport, and works constantly to promote sports culture and sport education and supports the organization of large and small sports events.

Village will stand by you in the organization of your sports event, taking care of the hospitality of athletes and your staff throughout their stay.

Village has developed an important know-how in temporary accommodation for international youth and sports events, creating a management model that lends a soul to the residential area through its human-centered approach. "Make Everywhere Home" is our slogan and we make this a reality for each and every sports event, regardless of its size and duration, offering all the hospitality, multicultural and psychological services in line with your organization's requirements.

With **Village**, athletes and staff will find a fully-furnished and modern environment with the right atmosphere to relax both body and mind, socialize, and prepare for the competition. Village's services allow event organizers and suppliers to concentrate solely on the event, without the stress of accommodation organization, thus contributing to the successful execution of the event.

Village is based on an innovative and unique business model that combines the planning and management of complex accommodation systems with a specific focus on the multicultural, relational and educational aspects. This is made possible due to the deep knowledge of community psychology and organizational skills of its staff as well as an innovative model of services, intended to cater to every athlete's needs.

Village creates temporary residential systems, guaranteeing participants the best living experience. Thanks to a hospitality model developed during the management of complex and important accommodation systems it recognizes the importance of each guest, offering cultural mediation services to facilitate the cohabitation among different cultures.

Village has a long-established expertise in hospitality management for the youth and the organization of cultural and educational activities dedicated to them.

Village has three business divisions: Sport, Expo and Youth.

FIND OUT MORE AT WWW.VILLAGE.PLACE



EVENT
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SELECTION
AND TRAINING

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Emilio Sánchez Vicario

- CO-FOUNDER ACADEMIA SÁNCHEZ-CASAL.
- FORMER #7 ATP IN SINGLES AND #1 IN DOUBLES.
- ALL-TIME WORLD NO. 5 IN DOUBLES (INCLUDING 2 GRAND SLAMS: US OPEN, ROLAND GARROS).
- DAVIS CUP. YEARS PLAYED (12).
- DAVIS CUP CHAMPION, 2008 - SPAIN'S TEAM CAPTAIN. MEN'S DOUBLES SILVER MEDAL AT THE 1988 OLYMPIC GAMES.
- OLYMPIC GOLD MEDALIST IN CHINA, 2008 - SPAIN'S TEAM CAPTAIN.
- HONoured WITH THE DAVIS CUP AWARD OF EXCELLENCE.

This year, Sánchez-Casal Academy celebrates 20 years of history. What does Emilio Sánchez Vicario think of when he looks back over the past 20 years?

This December, we begin the celebration of our 20th anniversary. When I look back, I can tell you that we have helped many athletes take some amazing personal journeys, and that we were a fundamental part each and every one of those journeys.

The academy is a never-ending source of joy to me, as I see the journeys of the student-athletes become part of their DNA, and they use the skills and values that they learned here for a long time after they leave. I cannot forget that we are what we are thanks to the people and the staff. It is people who take

care of people, and this is our biggest strength, because our people are special and make a real difference. I could not be more grateful to the people who are still with us after all these years, but also, to the ones who left and took their own different paths. Therefore, I say thank you to all of them. ASC has become what it is today, a great Academy, on the back of their hard work, effort and dedication.

Does the academy have something of your own personality?

I'm a dreamer. I follow my dreams, I keep going even when it's difficult, and I persevere. Dreams keep me alive and awake, and my biggest dream is making students dream, but they should dream big, and

dream to become the best version of themselves. Every child should become the best version of themselves that they can be, and that's not an easy thing to achieve.

How did the idea of opening a tennis academy with its own school begin?

ASC was founded in November 1998. ASC was created in order to fill a gap that existed in Europe, as there were no opportunities back then to combine high performance tennis with high school studies. We soon realized that we were a potent force for creating opportunities in tennis, education and life. This sentence soon become our mission, and since then it hasn't changed. We became experts in how to guide student-athletes,

and adults in their development as tennis players, at the same time as working hard on their education.

After 20 years of history, what are you most proud of?

I could easily talk about being proud of results, success, titles, or top players, but my biggest joy comes when I realize that we didn't only build tennis champions, but that we are also great in technical training, that we have developed an incredible teaching system, that we know how to coach, and we have experts in physical and mental training. However, where we are really better is in maintaining our values. We are respectful, we all work really hard, and approach the immense jobs ahead of us with a discipline that is non-

negotiable. Therefore, our biggest asset is that we build Character.

But building character is not easy. How do you do it?

You are right, it's not easy, but we teach values rather than just talking about them. Values are taught by example, and my team has those values imprinted on their identity. If I analyze my behavior as a player, or my siblings' behavior, we were respectful, we made a huge effort every day and we were very disciplined. Sergio Casal was the same, and everyone on our ASC staff shares these values. You simply cannot work with us without them.

When students come to ASC, they don't have a lot of experience, but when they leave, they know they have learned something that will help them for any life match they play in their future. Values build character, and the right attitude can multiply the outcome, so parents often congratulate us and thank us for helping their children work on those values and develop their character.

Does Emilio Sánchez think that the Academy has been successful during the past 20 years?

Our success depends on the success of our players, and their success is not to win, but to

become the best competitor that they can become, and the only way to do this is through character. When our student-athletes make the right use of basic values, then we know that we have been successful.

You have students coming from all over the world, is that an advantage or a difficulty?

The journey at ASC is very fulfilling, and student-athletes become part of a huge family of kids from every continent. The sharing of each person's story makes the overall story of our academy even stronger. All of our top players have similarities: they work really hard, they are professional, they care for the others, and are respectful, but they are also all-around players with great technique, they apply tactics well, they are physically strong, and they have amazing minds, regardless of where they're from.

What would you say to a young tennis player who wants to succeed in this sport?

I'm waiting for you at Barcelona or Naples to define and to work hard on all four pillars: Technical, Tactical, Physical and Mental. Do it through our three-core values Respect, Effort, Discipline and develop your Character with us in order to become the best that you can become.



ISC academia
SÁNCHEZ-CASAL
barcelona · florida · nanjing



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MOURATOGLOU
— ACADEMY —

Sophia-Antipolis
French Riviera

Patrick Mouratoglou is one of the most decorated tennis coaches of all time. After successful collaborations with some of the best juniors and pro players in the world, 2012 was a climax year for Patrick who became the coach of 13-time Grand Slam champion Serena Williams. In only six years, Patrick has been helping her regain her dominance and reach the status of 'Greatest Of All Time.' Ten Grand Slams, two Olympic gold medals and 196 weeks spent at No. 1 are here to prove it.

Two years ago, Patrick Mouratoglou unveiled the extraordinary project of Mouratoglou Academy & Resort on the French Riviera.

DISCOVER A FASCINATING SPORTS RESORT

Located in the heart of a unique 12-hectare complex that combines the world's most advanced tennis academy with a 4-star hotel and a country club, the Mouratoglou Academy & Resort is widely considered as one of the most prestigious sporting resorts in the world. The later can rely on Patrick Mouratoglou's international renown, which was built around the champions he has coached. Thanks to its ideal location between Nice and Cannes, the Mouratoglou Academy & Resort is widely considered as a tennis paradise for tennis lovers who flock there to embrace their potential or enjoy an amazing holiday gateway .

It is also the training base of some of the best professional players and sport personalities like Novak Djokovic, Andy Murray and Serena Williams. After guiding thousands of aspiring professionals, Mouratoglou has become an **absolute driver for the world of sports**.

For more info visit: www.mouratoglou.com

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- PRO SHOP
- PADEL COURTS
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- 4-STAR HOTEL
- SPA

**Alexander Marcus**
Director, Rafa Nadal Academy by Movistar

Throughout my life I have been passionate about sports and education. This is not surprising as on the one hand I played competitive sports, including tennis, all my life, and on the other my mother was a teacher and my family founded, own and run a private British international school in Mallorca, The Academy International School. Currently, I am helping develop the Rafa Nadal Academy by Movistar as Director of the school, American International School of Mallorca. Rafa Nadal's incredible achievements are the fruit of values that have been conveyed to him by his team throughout his development and these are also the essence of the Academy. I started my career working in business consulting at AT&Kearney and then in the Executive Education field at IESE Business School designing and delivering leadership programs for global organisations. I hold an MBA from IESE, Spain and MEng from Imperial College, London.

**Jake Marsh**
Head of Integrity Operations, Perform Content

Jake is our Head of Integrity Operations at Perform having joined the company in January 2017. He is based in the UK and his team is responsible for overseeing the integrity of our betting data services and also leading projects for governing bodies, rights holders and other stakeholders focused on mitigating and investigating the threats from betting corruption and match-fixing.

Jake's team manage the internal controls that ensure our fast data services are delivered with the utmost integrity and quality. Our external projects utilise the in-house capabilities of the Perform Integrity team including betting monitoring and analysis, intelligence and investigations, to provide support to sport governing bodies and rights holders in protecting their competitions. His team operates on a non-commercial basis providing integrity services to both contracted clients as well as pro bono support to the world of sport.

**Jürgen Mayer**
CEO, Plazz AG

Jürgen is the owner of Plazz which operates as the leading modular app service-platform, with features by Bloomberg innovators and visionaries discussing the app. Beyond plazz, Jürgen is owner of esc100 gmbh who operates exklusiv-golfen.de (Golf Portal & CEO Golfers Club) and exklusiv-muenchen.de (regional City Hub for Munich). Before founding MEA, Jürgen had previously worked with Yahoo for 10 years. Prior to that he was at T-Online and ProSieben Sat1 Media AG.

Jürgen had several roles as Board Member: United Domains AG Starnberg (part of United Internet AG), Chairman of the Board at carpooling.com part of Bla Bla Car.

Jürgen is highly skilled and experienced in GENERAL MANAGEMENT; SALES; INNOVATION, Mobile Strategy, Mobile, Apps, SaaS, Golf, Golf-Sponsoring, IoT.

**Matthias Mehling**
Head of Business Development and Sales StadiaPitch and Infrastructure Projects, Bosch Rexroth

Matthias Mehling has been the Head of Business Development and Sales StadiaPitch and Infrastructure Projects at Bosch Rexroth. Matthias has been involved with Rexroth since 1997 and has since developed his experiences from working as in controlling the Mannesmann Rexroth Industrial Hydraulics to then moving into Strategic marketing roles before becoming a special in business development and eventually Head of Business Development.

**Patrick Mouratoglou**
Coach, Mouratoglou Tennis Academy

Patrick Mouratoglou is considered as one of the most influential tennis coaches on Tour and the most followed in the tennis sphere.

He has worked with many world class players including Marcos Baghdatis, Grigor Dimitrov, Jeremy Chardy, Anastasia Pavlyuchenkova or Aravane Rezai.

Patrick Mouratoglou created the Mouratoglou Tennis Academy in 1996, based in the French Riviera, which has become the No 1 Tennis Academy in Europe.

In 2012, he starts his collaboration with Serena Williams at that time aged 31 yo and her career takes a new turn. She comes back to World No1 and stays 3 years and a half at that ranking, wins 10 Grand Slams, two Olympic Gold Medals, 3 WTA Championships under his guidance. He is still her coach today.

He is also an International Tennis Consultant for ESPN and Fox Asia and hosts his own TV Show on Eurosport during Grand Slams broadcasted daily in 54 countries.

**Rüdiger Müller**
Head of Digital Communications, FIFA

Rüdiger acquired the role as Head of Digital Communications at FIFA in March 2015, having worked previously in the Content team within the department, he was responsible for leading a global editorial team, along with leading a team to provide the World Cup Content for FIFA's Digital platforms. With 20 years of experience in the digital field, Müller has worked previously for various Institutions and Media Outlets in the sport field like UEFA.com at Euro 2000, Sky TV in Germany as well as Sport1.

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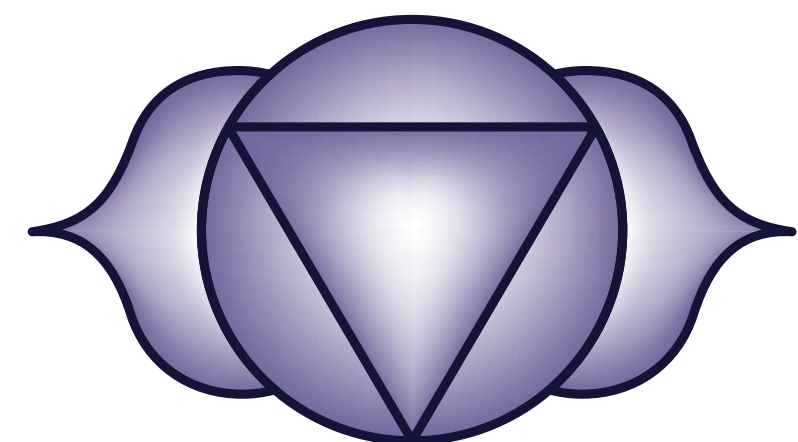
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and content
providers.



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AJNA

A REAL-TIME POWERFUL ON-FIELD OBSERVATION

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New business model for digital content providers by FeedConstruct

Long-term assessment and an evaluation of the industry, as well as a superior level of attention to our clients and end users, brought us to the understanding, that numberless amount of sports fans around the world have a direct passion for live sports data and its analysis and this was the point of FeedConstruct creation. We introduce FeedConstruct as real-time data and digital content provider. It includes the range of data feed solutions: high-quality Live Video Streamings, Odds Feed, Statistics and Scouting Data. All four key products are integrated into a single comprehensive platform called Friendship, which gives an opportunity to establish new revenue channels for federations and video content providers as they can stream sporting videos on the platform and sell them to global operators. With no mediators involved, federations become decision-makers for their content. Instead of selling content to resellers, they set the price per video, get income from each individual purchase and benefit from the location tracking of their sold streamings. Friendship platform in its turn promotes the streamings and helps the providers sell it at the price they decide using a revenue share model. Going deep into the data feed solutions of FeedConstruct, Live Sports Video Streaming is a cross-platform solution which allows usage on all possible media devices such as TV, PC, mobile, tablet etc.

Covering sporting events in multiple countries, Live Sports Video Streaming comes in HD and is perfectly scheduled to entertain players. From the depth of its bookmaking expertise, FeedConstruct offers speedy and responsive data, gathered by hundreds of traders through our Match Reporters Network in 22+ languages. Partners can access Odds Feed as a part of our 4 in 1 solution or utilise it as an independent product that can easily be integrated into an existing platform. Backed with multiple functionalities, Statistics provides comprehensive information on a wide variety of sporting data ranging from competitions and matches to individual player data. In more detail, the product includes match results and fixtures, standings, match members, head-to-head, handicap, total and individual total statistics. The final unit of our 4in1 offer is a Live Scouting Data solution. Our team of over 1000 scouts deliver real-time stats from sports events of global scale as well as the matches of specific local interest. Wherever the coverage comes from, FeedConstruct's on-the-ground reporting combined with fast and secure communications guarantees the accurate and reliable information.



FeedConstruct revolutionizes live scouting with AJNA

Finally, FeedConstruct reveals its groundbreaking innovation of the year. Contemplating the ways of providing sporting data in a faster and more efficient manner, the company developed a feed solution enhanced with AI/ML called AJNA. Translated as a third eye, it is an augmented live video streaming which recognizes the game-flow of the sporting events, providing advanced player tracking in live mode and collecting more technical data to create new unique markets to bet on.

As they deliver the streaming, AJNA solution does an auto field geometry detection from the video. Within a few minutes, the powerful eye of FeedConstruct identifies field scheme and corners having video frames transformed and sent to the tracking system one by one. Right after, players and ball detection come into force. AJNA does a custom clusterization on sequences of images for each detected player in order to classify them to a team or referee group. During the match, AJNA recognizes full game-flow including events like ball possession, danger and many more. It also offers an extended personal tracking like player's speed or distance run per game. As for now, FeedConstruct has developed AJNA to provide a full live on-field coverage of football with a further intention to expand the coverage for more sports types.





Nicholas Niggli
Director General for Economic Development, Research and Innovation, Republic and State of Geneva

Mr Nicholas C. Niggli is Director General for Economic Development, Research and Innovation at the Republic and State of Geneva, since May 2017. At the crossroad between macro-strategic thinking and micro-economic delivery, Nicholas identifies opportunities to strengthen Geneva's economic ecosystem to position it to benefit from the opportunities of the digital age but also of the emergence of sustainable development economics. Nicholas works on building bridges between Geneva's diverse clusters and its unparalleled network of multilateral governance actors, takes steps to strengthen Geneva's USP and reinforces the links between economic development and research to create conditions favouring entrepreneurship, the emergence of new sources of growth as well as innovation.

Since 2012, Nicholas has been lecturing on complex negotiation dynamics, leadership, intercultural communication and global governance as part of the INP Executive Master at the Graduate Institute of International & Development Studies, Geneva. In parallel, he has been a guest lecturer on international trade, procurement, governance and Brexit in various other academic institutions across Europe. Before joining the Republic and State of Geneva, Nicholas has been working for 15 years as a senior Swiss diplomat, both as a multilateral trade negotiator at the Swiss Mission to the WTO & EFTA and as a bilateral representative for economy, finance, science and innovation at the Swiss Embassy in the UK. He has also successfully concluded two major negotiations as well as a mediation process between China and Chinese Taipei, as Chairman, at the World Trade Organisation.



Mark Parkman
General Manager, Olympic Channel Services (OCS)

Responsible for content creation, technical delivery and digital platform development, as well as integrating partnerships with Olympic rights-holding broadcasters, sponsors, International Sports Federations (IFs) and National Olympic Committees (NOCs).

Before joining OCS, Mark served as the Operations Executive for Olympic Broadcasting Services (OBS) and Vice-President of International Sports Broadcasting (ISB), where he oversaw the operations of the host broadcaster for the Olympic Games. He was awarded an Emmy for his work on the host broadcaster team for the Olympic Winter Games Salt Lake City 2002, and he recently managed operations for 1,800 hours of televised competition for the Olympic Winter Games Sochi 2014, overseeing production, engineering, logistics, planning, crewing and broadcaster relations. Mark previously worked in marketing, public relations and international television coordination with Turner Broadcasting System and Cohn & Wolfe, where he led media efforts for the NFL, NBA, MLB, NASCAR, PGA Golf.



Jérôme Parmentier
Head of Broadcast and Media rights, The International Olympics Committee

In January 2018, Jérôme was given the role as Head of Broadcast and Media rights at The International Olympics Committee, prior to that he had the role of Senior Broadcast and Media rights Manager. Jérôme's previous experience saw him working for UEFA as Broadcast Rights Implementation Coordinator from January 2011- December 2012. Jérôme also has experience of working with other high affiliated companies such as, CAA Eleven, European Athletics, Eurosport and Vivacom Events.



Olivier Perrotey
Managing Director, Sword Services Switzerland

Olivier manages Sword activities in Switzerland and leads the development of the Group within the Entertainment and Sport industry. Sword acts as a sponsor and a partner for the digital and technological transformation of International sports Federations, Clubs and Associations, along with operators of 'Connected Stadiums'. Olivier benefits from 14 years of experience in the consulting field and software solutions.



Rob Pilgrim
EMEA Sports Partner Manager, Google/YouTube

Rob is responsible for the strong partnerships Google and YouTube hold in the Sports industry. His work involves bringing the best of digital technology to top sporting federations, broadcasters, clubs and native creators to grow a formidable content offering for fans across the globe. He has worked in the tech and sports partnership space for 7 years, formerly working as Google's global sales lead for Adidas, delivering a never-before-seen real-time marketing campaign through the 2014 World Cup, in one of the biggest ever YouTube advertising partnerships.

Rob studied Medieval and Modern languages at the University of Oxford, specializing in international politics and culture; allowing him to build the experience which allows him to forge working partnerships with international organisations on behalf of YouTube.



Jan Pommer
Director of Team and Federation Relations, ESL

Jan Pommer is the Director of the team and federation relations at ESL gaming. He is responsible for liaising with external clients including sports clubs, leagues and federations, as well as with the stakeholders involved in sports politics. Jan has obtained nearly 20 years of experience in the sports industry. Jan is a trained lawyer with a focus on sports and events. From 2005-2015 he was the Commissioner of the German Basketball Bundesliga (BBL). His role during this time was as a board member of the Euroleague Basketball. Jan was awarded with the "Sports Manager of the year" award in 2010 by the German Marketing magazine "Horizont". Prior to his roles with the ESL and Turtle Entertainment he had the role as the manager director of DSM Ltd as well as the marketing agency of DOSB and the German National Olympic Committee. He is also the Vice president of the ESBD, the German Esport federation.

Jan Pommer ist Direktor Team und Federation Relations bei der ESL. Er ist verantwortlich für die Beziehungen zu Sportklubs, Ligen und Verbänden sowie für alle Stakeholder im (sport-) politischen Raum. Jan arbeitet seit fast 20 Jahren in der Sportindustrie. Als auf Sportrecht spezialisierter Rechtsanwalt begann er seine Karriere bei Sponsor Partners, einer Agentur des BBDO-Netzwerks. Von 2005 bis 2015 war er Geschäftsführer der Basketball Bundesliga (BBL). In dieser Zeit war er auch Mitglied des Vorstand von Euroleague Basketball. Im Jahr 2010 wurde er vom Magazin „Horizont“ zum Sportmanager des Jahres gewählt. Vor seinem Eintritt bei ESL / Turtle Entertainment war er Geschäftsführer der DSM GmbH, der Vermarktungsgesellschaft des Deutschen Olympischen Sportbundes. Er ist außerdem Vizepräsident des ESBD, des Deutschen E-Sport Bundes.

**João Presa**
Chief Operating Officer & Co-Founder, mycujoo

mycujoo was founded in 2014 by João and his brother Pedro to give an answer to the millions of clubs and players worldwide unable to access the digital solutions provided to the professional level.

João is now the COO and supervises the operations and growth of what started as a 2-man startup and has now turned into a 70-people global company operating out of four different countries and with partners in more than 80 countries.

With a Master Degree in Engineering, his career evolved from Project Engineering position in Leading International Engineering Oil Services Companies, to Engineering Management. Right before founding mycujoo, João was also managing strategic relationships with key business partners as well as managing the interaction between his company and Global National Government owned Oil entities.

**Pedro Presa**
CEO, mycujoo

After more than 3 years of experience working with top professional leagues in Europe, such as the Spanish and French Professional Football Leagues and the European Professional Football Leagues Association, Pedro has started his entrepreneurial career by working with Beach Soccer Worldwide with 2 franchises, Nigeria and Chile.

After a brief experience in a radio streaming startup in Switzerland, Pedro co-founded mycujoo in June 2014 and has been managing the overall operations and resources as their CEO since then.

mycujoo.tv, the world's first online and unified TV platform for football long tail, empowering exclusively football rights holders to live stream, upload, syndicate and monetise data and content in a dedicated platform. mycujoo is now broadcasting contents from 70+ Football Associations and has broadcasted until this date 10000 + live matches in the platform from 800+ different football competitions, 3000 football clubs, reaching over 60 million viewers around the world. Some of the most important partners include the Asian Football Confederation, the Indonesian Football Federation and the Brazilian Football Confederation.

**Jose Puentes**
Operations and Institutional Relationship Manager, Valencia Basket Club

Current Operations and Institutional Relationship Manager at Valencia Basket Club leading all the new projects and the Club expansion.

Previously, he was Youth Coach and Coordinator, and Marketing Assistant at Valencia Basket. Afterwards, for 12 years was the Marketing Manager at Motosport Circuit MotoGP, F1, DTM, Le Mans Series Grand Prix. Then, he was hired at Trinidad Alfonso Foundation (ownership of Valencia Basket Club owner) to create the present Valencia Marathon, and the Valencia City of Running. Also, he is a Collaborator Professor at Escuela de Empresarios EDEM, Valencia University and CEU-San Pablo University.

**Babar Rahman**
Senior Manager - Corporate Sponsorships, CSR & Special Projects

Babar is responsible for driving the Global Sponsorships, Community Relations and Inflight Entertainment strategy at Qatar Airways.

In his role managing Global Sponsorship and CSR, he continues to keep Qatar Airways at the forefront with high profile partnerships such as with FIFA, FC Barcelona, AS-Roma, FC-Bayern Munich, Boca Juniors and Sydney Swans to name a few, driving maximum exposure for the airline.

Qatar Airways has become one of the most prominent brands in the aviation industry and in the sports sponsorship area, and continue to elevate their position through further strategic sports partnerships.

**Chris Ramsey**
Technical Director, QPR

Chris is an experienced coach and player developer, he is currently Technical Director at Queens Park Rangers FC in England, previously he obtained the role as Head of Player Development at Tottenham Hotspur FC and contributed to the development of the many English Players in the current 'Spurs first team.

**Dan Rossomondo**
Head of Media & Business Development, National Basketball Association

As Head of Media & Business Development in the Global Partnerships group at the National Basketball Association, Dan Rossomondo leads business development for new global marketing partners and manages the media sales relationships and media execution with NBA global licensees and partners while working to increase existing revenue and create new revenue streams.

Dan also previously served as Senior Vice President, International Business Development where he worked with regional offices across the NBA's different business units. Dan also spent time in the Global Media Department where he managed the content needs of league marketing and merchandise partners on a global basis, worked on the NBA's domestic U.S. television renewal and was the point person for the league's television and digital media licensees with respect to advertising sales within Global Media Distribution. Additionally, Dan managed relationships with U.S. content distribution partners.

Prior to rejoining the NBA in 2009, Dan worked as Vice President of Client Partnerships for Time Warner Global Media from 2007 to 2009. In his previous time with the league from 2004 to 2007, Dan held positions as a senior account executive, senior manager, and director of global media. He worked for IMG as an account manager from 2003 to 2004 and at Madison Square Garden in advertising sales from 1995 to 2000.

Dan earned his bachelor's degree from the Edmund A. Walsh School of Foreign Service at Georgetown and an MBA from the Stern School of Business at New York University. He resides in Basking Ridge, N.J., with his wife Gina, sons Luke and Daniel, and daughter Maddie.

**Hubert Rovers**
CEO, EFDN Foundation

Hubert Rovers is one of the founders of the European Football for Development Network (EFDN) and is an international CSR and “football for development” consultant. EFDN is a network of community engaged professional football clubs who are committed to their communities and social responsibility and have a passion to cooperate on a European level. Hubert is active in the football for development sector since 2007 and has gained his experience as CEO of the Community Foundation of the Dutch Football club NAC Breda.

Community and Social Responsibility has become an important concept in the day to day operations of many professional European football clubs, Leagues and FA's. CSR in football is not seen any more as philanthropy but it brings a wide range of benefits for clubs such as fan base development, long-term loyalty, legitimacy, trust and brand equity, which all contribute to competitive advantage and improve financial performance. With a good Community and Social Responsibility strategy, organisations can score more than one goal; it can contribute to the sustainability of the clubs and have a positive impact in the community.

**Eduardo Ruiz**
General Manager, La Manga Resort

Eduardo Ruiz has worked as an Operations Manager and Sales Manager in some of the best Golf and Sports Resorts in Spain. In 2006 he started as a Sales Executive in Finca Cortesin, 4 years later he moved to La Quinta in Marbella a top 5* resort as Operations and Sales Director of the resort.

After couple of years running the golf business in La Quinta, the opportunity came to move to Valderrama as Operations Manager, one of the best and most exclusives golf courses in the World. In 2015 he started as the new Golf Director in the La Manga Club Resort, and after 3 years has now been promoted to the position of Sports General Manager of this multisport resort boasting 3 Golf courses, a 28 court Tennis center, 8 FIFA standard football pitches and the brand new High performance Cricket center.

**Robin Russell**
Chairman Uefa Football Development Consultant, SportsPath

Robin will share his extensive research that he conducted as part of a project with the PFCA (sister organisation of the LMA) He will allow the audience to view some of the video interviews with a number of former Youth Football Academy Managers and Coaches including from various clubs such as, Liverpool (Steve Heighway), Everton (Alan Irvine), West Ham United (Tony Carr), Spurs (Chris Ramsey), Southampton (Martin Hunter) & Manchester United (Paul McGuinness). The Topics that will be discussed will be ' Identifying Hotspots', 'Finding Late Developers', ' Working with Parents ' and 'How Grassroots and Talent ID can both progress & prosper'.

**Karim Saade**
General Manager, Intigral

Karim Saade is the GM for Digital Sports at Intigral, part of Saudi Telecom Group.

Since joining in 2012, he has managed to introduce a wide array of digital sports products that have found significant success in the Arab World and beyond. Relevant examples include the launch of: Manchester United's first official application globally; Dawri Plus, Saudi Arabia's # 1 Sports Live streaming OTT platform (3Mn+ MAUs); and the leading fantasy gaming platform in MENA (500k gamers p.a.)

His track record in leading the Digital Sports department at Intigral coupled with his consulting background brings a solid combination of strategy, design and product experience in the field of digital sports.

Karim is the holder of 3 citizenships (Lebanon/Canada/Colombia) and an MBA graduate from INSEAD – he currently resides in Dubai.

**Joanna Sakowicz-Kostecka**
Former WTA player, Tv sports commentator and Tennis coach

Joanna Sakowicz-Kostecka is a former TOP 140 WTA player and member of the Polish Fed Cup Team. Multiple national Polish Champion (singles and doubles). Founder and coach at the UKT Winner Kraków (Poland). Master of physical education and PhD student at Academy of Physical Education in Kraków. TV expert and commentator of WTA events broadcasted in Poland.

**Dr Klaus Schormann**
President, UIPM

Dr Klaus Schormann is a leading administrator in global sport and the Olympic movement who has served as President of the Union Internationale de Pentathlon Moderne (UIPM) since 1993.

Throughout his Presidency, Dr Schormann, from the Hesse region of Germany, has served the Olympic movement as member and coordinator of IOC working groups on Culture and Olympic Education. He is currently a member of the IOC Culture and Olympic Heritage Commission and the Executive Board of the German Olympic Academy.

Dr Schormann has received the IOC Olympic Order and numerous other awards and distinctions in Germany and worldwide in recognition of his services to sport. He has published articles and contributions related to Modern Pentathlon and issues related to the Olympic sport movement.

Earlier in his career, Dr Schormann trained as a teacher, focusing on art, geography, political science and sport. His interest in the development of sport led him to join a number of delegations to various ministries in Hesse.

He has displayed a high level of voluntary commitment to sport, having been involved since 1965 in various roles for Modern Pentathlon and other institutions. He served as President of the German Association for Modern Pentathlon from 1984-2014.

**Bruno Schwobthaler**
CEO, Licensing for Growth

Bruno Schwobthaler is a recognised expert in Licensing with over 25 years' experience in Entertainment & Sport. As Senior Vice President he managed Marketing, Sales and Business Development for Warner Bros Consumer Products in EMEA where he championed sport diversification projects. Prior to WBCP, Bruno has worked in fmcg and toys for world class companies such as Yoplait General Mills, Cadbury Schweppes and Hasbro in France, UK, Spain & Germany.

In 2017 he created his own consultancy – Licensing for Growth – which purpose is to work with companies and organisations to grow their revenues using Licensing as business model. His clients include leading IPs the world of Sports, Entertainment & Corporate brands.

In 2017 he also conceived and launched a new sport combining FOOTBALL & ENTERTAINMENT and called GOLBANG. This revisited version of football is playable anywhere, by almost anybody - thanks to new rules that make it easy to play - simple, yet innovative and entertaining. GOLBANG is intended to bring more football fans to play together for fun rather than performance irrespective of age, gender, technical skills or fitness level.

**Misha Sher**
Vice President, MediaCom Sport & Entertainment

Misha Sher is Worldwide Vice-President at MediaCom Sport & Entertainment, an award-winning sports & entertainment marketing division of MediaCom (WPP Group).

Industry veteran with over 15 years' experience, Misha has advised and worked alongside some of the most admired global brands, events, properties, and talent in creating innovative partnerships that truly harness the power of sport and entertainment.

He has represented interests of sporting icons Pelé and Brian Lara, while also advising American Airlines, Sony, Allianz, Toyota, Shell, Indeed and other blue-chip brands on how best to leverage investments in sport and entertainment marketing.

Misha is a published author who frequently speaks at major industry events. His opinions are regularly featured in leading media outlets including The New York Times, The Wall Street Journal, Fortune, CNN, Sky, CMO, The Drum, Marketing Magazine and Sport Business International.

He holds an MBA in Football Industries and is a lecturer at Football Business Academy.

**Nick Sore**
Senior Refugee Sports Coordinator, The United Nations High Commissioner for Refugees (UNHCR)

Mr. Nick Sore is the Senior Refugee Sports Coordinator of the United Nations High Commissioner for Refugees (UNHCR), based in their Geneva Headquarters. Nick works to leverage the power of sport and sports related relationships to maximize the protection and development outcomes for refugee children and youth globally – including through new and innovative partnership approaches. Nick has previously worked as the Adolescent and Youth Advisor with UNHCR in Geneva and in the field as a Child Protection Officer. Nick has 20 years' experience working with young people in Global North, development and humanitarian settings, including through sport, and holds a Master Degree in International Human Rights Law and Public Policy.

**Benjamin Steen**
Head of Digital Projects, FC Bayern Munich

Benjamin is a native from Munich, Germany that studied Media Management and Sports Marketing. Steen has worked for over 15 years now in Germany's largest and most successful soccer club, FC Bayern Munich. Since 2010 Benjamin has been responsible for the operations, marketing and development of digital projects. In 2014 Benjamin was put in charge of customer care, digital licensing as well as the digitalization of the Allianz Arena.

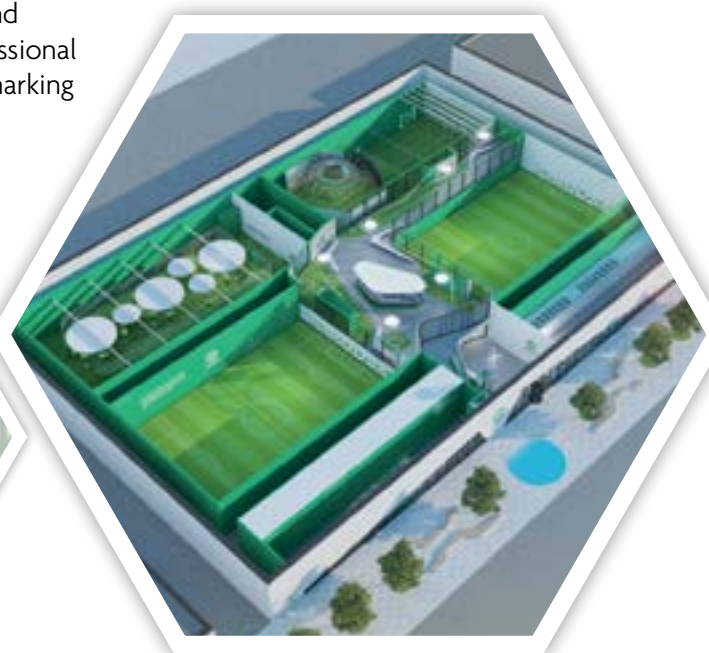
THE SOCCER AREA 21 NEXT GENERATION OF SOCCER



OUR VISION: GIVE ALL SOCCER ENTHUSIASTS AN UNPRECEDENTED SOCCER TRAINING, EDUCATION, ENTERTAINMENT AND LIFESTYLE PLATFORM

THE SOCCER AREA 21 HIGH PERFORMANCE ARENA THE NEXT GENERATION SPORTS ARENA

- ▶ High Tech Professional Training Systems of the Next Generation made accessible to anyone
 - ▶ Professional Players & All visitors become active users
 - ▶ Completely interactive and interconnected dialogue
- ▶ Big Data transformed into rich content and stories
 - ▶ Technology helps to create objective, reliable and valid scouting results: standard datasets in professional football + technical skills, physical skills, benchmarking
 - ▶ All data captured in one blockchain: players, coaches/club, fans/users, media, sponsors



- ▶ Sports and E-Sports combined under one roof
 - ▶ Host sports and e-sports events
 - ▶ The e-game is directly linked to the physical sports activity
- ▶ Interconnectivity between Sports and E-Sports created by joint award and merit system
- ▶ Interactive dialogue between Club, Players, Fans and Sponsors via Gamification & Eventification
- ▶ An Arena that lives 24/7
- ▶ Sponsors get constant and individualized interaction with current and future customers



**Séverine Townsend**
Managing Director, JTA

Séverine Townsend's unparalleled high-level network within and around the international sports movement has made her one of the most effective international relations and communications specialists in the world of sport.

Fostered over nearly 15 years of working in sport, and built on relationships with key sports leaders and media based on respect, trust and discretion, her connectivity is allied to a detailed knowledge of the issues, personalities, politics and protocol of the international sports world.

The result is a unique understanding that equips her and her team to brief and advise clients from all sectors and to develop and deliver effective strategic communications to key audiences. Séverine understands that the excellence of JTA's strategy development and communications activation is founded on the quality of the intelligence and analysis generated through international relations activity.

Séverine was an integral part of the set-up and launch of JTA in 2008 and continues to play a central role on the client side, as well as shaping the future of the company. She leads many JTA projects, covering stakeholders at all levels of the Olympic Movement, such as National Olympic Committees, International Federations, sponsors, broadcasters and non-governmental organisations (NGOs).

In recent years, doping, match-fixing and safeguarding scandals have illustrated the financial and reputational damage that can result from a lack of integrity. Séverine's expert knowledge of the current sports integrity landscape helps her advise clients on their strategic direction in a complex and sensitive climate.

Séverine currently leads the multi-tiered programme of activities on behalf of the Association of National Olympic Committees (ANOC). This has included the conception, positioning and delivery of the hugely successful ANOC Awards held in Bangkok, Thailand; Washington, USA; Doha, Qatar; and Prague, Czech Republic.

She also led on advising and implementing international relations and communications strategies for the LA 2028 Olympic and Paralympic Games bid, which involved coordinating with all bid stakeholders including the Mayor of LA, United States Olympic Committee (USOC) senior leadership and LA 2028 bid leadership. The respective bidding campaigns and the eventual dual-award of the Paris 2024 and LA 2028 Games marked a welcome and refreshing change to the controversial bidding practices in years gone by. Séverine's highly valued counsel over the bidding phase was a significant contributor to JTA being retained by the LA 2028 Organising Committee in 2017, 11 years before the Games begin.

Séverine's expertise has been at the heart of all the company's major client projects including Zhang Jian's successful election onto the FIFA Council, David Haggerty's successful election as the International Tennis Federation (ITF) President, and the communications, media and international relations guidance for Jordanian-based NGO Generations For Peace (GFP).

Séverine's knowledge and informed perspectives on the world of sport is combined with a presentational style and fluency in both English and French, which ensure she is in constant demand as both a speaker and moderator at international sports conferences.

**Ender Uslu**
Managing Director, Infront Sports and Media – Turkey

Ender has more than 15 years of expertise in the Turkish sport sponsorship industry. Leading Infront Turkey, Ender is responsible for all media and marketing activities in the Turkish market, including the Turkish National Basketball Team and the Turkish Basketball Super League.

**Luc Van Haute**
Vice President/Business Development, Telelingua International

Luc Van Haute Graduated as a translator, within the last since 30 years he has been active in business development gaining the opportunity to follow the digitalization of a very traditional service industry : translations.

Luc's experiences entailed him sending out faxes to translators and deliver projects on a 'disk', with a courier service; moving towards the start of the modem and finally into the more modern communications tools; Luc states that "What is very nice, it still does not stop; on the contrary, the speed of evolution, new processes and new technology makes it very challenging for me to continue to consult our clients with the most appropriate process to deliver multilingual content".

Luc worked for the big companies in each period of his professional life: Mendez Translations in the 80-90, SDL in the 00 and since 15 years with Telelingua International.

**Andrea Varnier**
CEO, Filmmaster Events

With nearly 30 years of experience in organizing and directing international events, Andrea Varnier is one of the best known Italians in the international sphere of the Olympics. Currently a consultant to the International Olympic Committee, he was IOC advisor for the Beijing 2008 Summer Olympics, and Image and Events Director for the Turin 2006 Winter Olympics Organizing Committee.

After several years in Italy as General Manager of GL Events – Lingotto Fiere, and later as CEO of Padova Fiere, in 2012 Varnier returned to a prominent position in the Olympics as CEO of Cerimonias Cariocas, the Brazilian consortium that staged the Olympic and Paralympic Ceremonies, the journey of the Olympic and Paralympic Torch, and the Welcome Ceremonies.

Andrea returned to Italy in early 2017 to undertake leadership of Filmmaster Events as its CEO.

**Shane Warden**
Director of Broadcast and Technology, ATP Media

As Director of Broadcast and Technology, Shane is responsible for keeping ATP Media at the leading edge of media technology and excellence, pushing the boundaries of production, distribution and content management to enhance quality, service and value for the global broadcast partners.

Shane has over 28 years' experience in Technical and Operational Management covering all aspects of Sports Media and Broadcasting from Outside Broadcasts, Studios, Post Production, Transmission and Distribution, as well as Media Asset Management (MAM / DAM), Sports Data and Digital OTT.

He has held senior management positions within private and FTSE listed organisations and his reputation in technology and sports media has lead him to become an advisor to many technology and software manufacturers across trending industry challenges and most recently has accepted an invitation to sit on the SVG Europe Advisory Board.

In his role as Director of Broadcast and Technology for ATP Media and on behalf of many of the leading manufacturers, Shane been requested to deliver numerous technical and industry perspective presentations worldwide and has served on committees for BAFTA, RTS, DTG, UK Screen and as a specialist HD panel advisor to Ofcom.

**Densign White**
International Mixed Martial Arts Federation, CEO

Olympian Densign White was announced as the CEO of the International Mixed Martial Arts Federation (IMMAF) in November 2014.

The British judoka has past international sporting credentials that include triple Olympian, World Championship medallist, 5 times European medallist and Commonwealth Champion.

At the close of his competitive days, White chose to pursue a career in sports administration serving 11 years as the Chairman of the British Judo Association, from 2001 to 2012. He moved onto serve internationally as the European Judo Union Head Sports Director and has acted for 2 years as an executive member of the British Olympic Association. In total White has four decades of experience in judo under his belt, as athlete, coach and administrator; and continues to coach today.

In 2018, White was elected to the Council of the Sport Integrity Global Alliance (SIGA), an organisation founded to tackle corruption in sport by industry stakeholders.

White is the Chairman for Sporting Equals, which works to promote ethnic diversity in UK sport, and a trustee of the charity, the Tessa Sanderson Foundation.

**Alexandra Willis**
Head of Communications, Content and Digital, Wimbledon Championships

Alexandra has achieved industry-wide recognition in her use of technology to transform the perceptions of a traditional brand in her role at Wimbledon, building an award-winning digital and communications strategy that has grown Wimbledon's global digital audiences to over 30 million, more than doubled commercial return, and is at the heart of the long-term future of the brand. Through the combination of a content-first, platform second approach, a data-led audience strategy, and placing value on consistent innovation as well as continuous evolution, Alexandra has led Wimbledon to become one of the most well-respected digital brands in sport. A WEF Young Global Shaper, she was named Sports Technology Young Exec of the Year 2017 and one of the BIMA 100 2018.

**Geoff Wilson**
Board Member, Tourism Northern Ireland

Geoff runs his own marketing and communications consultancy business, with a focus primarily on sport. Previously Head of Marketing and Communications (Irish FA) he was responsible for public relations, public affairs, commercial programmes, brand development, communication to fans and CRM.

Geoff works with the likes of FIFA, UEFA, FIBA and other global sports organisations in a wide range of areas from strategic planning, marketing and communications, digital, fans engagement, public affairs and knowledge sharing/exchange programmes. In addition, Geoff consults with a number of sports tech companies in the CRM, eSports, wearable and fans engagement space.

Geoff is a part-time lecturer in marketing at Queen's University Belfast and is Chair of Netball Northern Ireland. Geoff is also a board member at Tourism Northern Ireland giving him an insight into the tourism sector.

**Katharina Witsel**
Manager FIFA Quality Programme; FIFA - Football Technology Innovation Department

Katharina is a professional in event management and sports marketing and has been involved in the FIFA Quality Programme since 2011. During this time, she has been part of the transformation of the Quality Programme, setting standards for footballs and artificial turf, to the Football Technology Innovation department which successfully implemented new technologies like the video referee (VAR) and goal-line technology (GLT) at the FIFA World Cups in 2014 and 2018. Her main focus is the development and implementation of a new strategic direction of the FIFA Quality Programme for Football Turf.

Katharina is German and a former professional football player and athlete who played in the First and Second Bundesliga in Germany and the NLB in Switzerland.

THE POWER OF SPORTS
THE FUTURE OF THE CITY



TRANSLATIONS THAT GO FOR GOLD

Telelingua is a global translation and localization company. We are ISO 9001:2008 and ISO 17100 certified and have been a leading Language Services Provider for over three decades. We have translated millions of words into many languages for a wide variety of companies in the field of sports (equipment, accessories, clothing, events) and indoor/outdoor leisure activities.

Our clients include international sports federations, as well as a large range of manufacturers of:

- ski equipment (alpine skiing, Nordic skiing, snowboarding),
- equipment for outdoor activities (running, mountaineering, hiking, swimming, triathlons, etc.),
- (electric) bicycles, and (moto)cycling accessories,
- fitness equipment,
- food supplements (nutritional food and drinks).

We worked alongside UEFA during the European Football Championships in 2000 and alongside FIFA during the 2014 World Cup. We were also involved in translation projects for the Olympic Games in Athens, Beijing and London.

Telelingua is member of the Belgian Sports Technology Club (BSTC).

More than 50 global sport brands confide in our expertise for their multilingual translations... and go for gold!



OUR EXPERTISE IN TRANSLATION FOR THE SPORTS & LEISURE SECTOR

- Translations by industry-specific translators
All our sports translators are both trained linguists and trained athletes who are actively involved in sports (skiing, fitness, cycling, outdoor activities, etc.). They have a sportsperson's mentality, understand the sports industry exhaustively, and stay up-to-date with the ever-changing terminology, language equivalents and new products.
- Editing and review by specialist translators
- Ability to work to tight deadlines
- Use of customer-specific terminology databases and standardized language
- Professional translation ethics
- Precision and attention to detail
- Dedicated project managers
- Data protection in a secure IT environment

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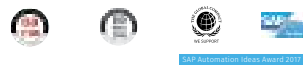
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STOP RACKING YOUR BRAIN!



Do you often have large documents to be translated into several languages? The multilingual, international marketing of your products can cause some serious headaches. That's why Telelingua developed an Online Validation Tool. It allows you to comment on, correct and validate all your translations directly on our collaborative platform.

TRANSLATING THROUGH YOUR INTERNATIONAL DEALERS NETWORK?

So your headquarters have recently produced a brand new catalogue in English. Are you thinking of sending it to your dealers or agents to have it translated locally? Perfect! No one knows the local market and the products better than they do. However, will they be able to respect your deadlines and budgets? Do they have sufficient experience with multilingual translation project management? Are they trained translators, linguists or terminologists? Are they familiar with the many time and cost-reducing possibilities of computer-assisted translation technology, translation memory databases and terminology tools? Do they know how to guarantee the consistency of your specific brand terminology across many different documents and many language combinations?

Many of our customers rack their brains over these challenges. Over the last 30 years, Telelingua's in-house development team has listened carefully to their questions and comments, and has come up with a solution to streamline the process of large multilingual translations.



www.telelingua.com

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ADVANTAGES OF OUR ONLINE VALIDATION TOOL FOR YOUR COMPANY:

- Close monitoring of your translations
- No more cut-and-paste
- Validation within context
- Increased feedback
- Live update into your translation memories
- Higher quality and consistency of terminology
- Consistency of your brand image across all countries
- Shorter time-to-market
- Reduced cost and time
- Privacy, security and notification safeguards

LANGUAGES TRANSLATED:

Bulgarian, Croatian, Czech, Danish, Dutch (Belgium, Netherlands), English (Australia, Canada, Ireland, UK, USA), Estonian, Finnish, French (Belgium, Canada, France, Switzerland), German (Austria, Belgium, Germany, Switzerland), Greek, Hebrew, Hungarian, Italian (Italy, Switzerland), Japanese, Latvian, Lithuanian, Norwegian, Polish, Portuguese (Brazil, Portugal), Romanian, Russian, Serbian (Cyrillic, Latin), Simplified Chinese (China, Malaysia, Singapore), Slovak, Slovenian, Spanish (Latin America, Spain, USA), Swedish, Turkish, Ukrainian, and many more...

TYPES OF DOCUMENTS:

- Catalogues
- Product data sheets
- User manuals, installation and operating manuals
- Websites
- Sporting apps
- Dealer platforms
- Global promotional and marketing material (press releases, newsletters, advertisements, posters, brochures, correspondence, etc.)
- Promotional videos
- Legal documents (distributor agreements, patents, etc.)
- Financial documents

**Nigel Wood**
Former CEO, Rugby Football League

Nigel has a long and outstandingly successful career in Rugby League administration, serving as the Rugby Football League's Chief Executive Officer between 2007 and 2018 and Chief Executive and Director of Super League (Europe) Ltd from its creation in 1996 until 2018. During this time the RFL and SLE Ltd have grown revenues from £18m to £52m and have delivered profits in each consecutive year and investment around the sport has reached record levels. Prior to his CEO role, Nigel was formerly Chief Operating Officer and Financial Director at the RFL having joined the organisation in 2001 following a significant period of political and financial distress within the sport.

Nigel was also the Chairman of the hugely successful Rugby League World Cup 2013.

Internationally, Nigel was the Chairman of the Rugby League International Federation from 2014 until May 2018. Nigel became the Chief Executive Officer of the RLIF in June 2018.

Before entering the central management of Rugby League, Nigel was Chief Executive of Super League club Halifax Blue Sox, 1995-2001, and Deputy Head of Finance for BBC North. Prior to this, Nigel held roles in the textile industry, manufacturing and chartered accountants Deloitte, Haskins and Sells. Nigel is a fellow of the Association of Chartered Certified Accountants and graduated from the University of Bradford in 1996 with an MBA in Business Administration.

Nigel played Rugby League for Bradford Northern and Halifax RLFC at junior levels and Huddersfield at reserve grade, together with a number of seasons playing Amateur Rugby League in the Pennine League.

**Alexander Wörz**
Marketing Manager, Polytan

Alexander is a graduate sports manager who initially worked for five years in the sporting goods industry. Since January 2014 he supports the marketing team at Polytan. Among other things, he is active in the field of digitalisation of sports facilities. For two years, Alex has been working on the project of SmarTracks and is developing the system further to enable the installation and use of this diagnostic tool under synthetic turf.

Exhibitors



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