

ISC INTERNATIONAL SPORTS CONVENTION

CONFERENCE PROGRAMME

GENEVA 2014

DECEMBER 10-11, 2014
PALEXPO, GENEVA, SWITZERLAND

18 SPORTS CONFERENCES
1 COMBINED EXHIBITION
MANY NETWORKING OPPORTUNITIES
ALL AT ONE VENUE
ALL AT THE SAME TIME

INTERNATIONAL SPORTS CONVENTION Business / Network / Learn / Grow

THE INTERNATIONAL
FOOTBALL
DEVELOPMENT
EXPO

THE
SPORTS
TECHNOLOGY
EXPO

INTERNATIONAL
STADIUM AND VENUE
EXPO

STRESSLESS
EXPO

Healthy
Stadia
2014

THE INTERNATIONAL
FOOTBALL
SCOUTING
EXPO

THE SPORTS
FACILITIES
EXPO

THE INTERNATIONAL
BASKETBALL
EXPO

STADIA
ARCHITECTS AND DESIGN
EXPO

21st
HOST CITIES AND
SPORTS EVENTS EXPO

THE INTERNATIONAL
FOOTBALL BUSINESS
EXPO

SPORTS ENVIRONMENT
AND SUSTAINABILITY EXPO

SPORTS
BROADCAST
EXPO

SPORTS
SPONSORSHIP EXPO

THE INTERNATIONAL
FOOTBALL
COACHING
EXPO

THE INTERNATIONAL
SPORTS DIGITAL
EXPO

SPORTS
LAW EXPO

SPORTS EDUCATION
AND RECRUITMENT EXPO

EVENT PARTNERS



EVENT ORGANISER



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EVENT PARTNERS



KEY INFORMATION

EXHIBITION

December 10, 2014: 9.00 am — 7.00 pm
 December 11, 2014: 9.00 am — 5.00 pm
 All Speakers, Delegates, Visitors with accreditation have access to the Exhibition Hall on both days.

CATERING

For all Delegates and Visitors there are paid catering and beverage outlets on the Exhibition Hall.

MOBILE NETWORKING APPLICATION AND NETWORKING MEETING POINT

For 3 weeks prior to the event, we have been live with the Mobile Networking Application. The networking meeting point is in the **International Networking Lounge** and a large sign will indicate where to meet.

Should you need your password, please go to the Mobile Networking Application Desk in the Registration Area.

ACCESS

There will be strict access control throughout the event. Below is the confirmation of access:

Exhibition Visitor Ticket

Access to the Exhibition Hall only on both days

Speaker

Access all areas on both days

Media (pre-accredited only)

Access all areas on both days

Gold Delegate

Access all areas on both days

Football Conference Delegate

Access all 4 Football Conferences:

- Football Development (Day 1)
- Football Business (Day 1)
- Football Coaching (Day 2)
- Football Scouting (Day 2)

Access to Exhibition Hall (both days)

Stadium Conference Delegate

Access both Stadium Conferences:

- Stadium and Venue Conference (Day 1)
- Stadia Architects and Design Conference (Day 2)

Access to Exhibition Hall on (both days)

Turf and Grass Conference Delegate

- Turf and Grass Conference (Day 1)
- Exhibition Hall (both days)

Sports Technology Conference Delegate

- Sports Technology Conference (Day 2)
- Exhibition Hall (both days)

Healthy Stadia Conference Delegate

- Healthy Stadia Conference (Day 1)
- Exhibition Hall (both days)

SOCIAL AND DIGITAL MEDIA

Engage with the **#ISCGENEVA**. Be involved in the conversation, discussion, debate, post photos on Twitter and we will communicate this through all our digital and social media platforms.

DRINKS RECEPTION

A few of our Exhibitors will be having Drinks Receptions especially on Day 1 between 5:00 pm to 7:00 pm. This will be communicated through the Mobile Networking Application.

Basketball Conference Delegate

- Basketball Conference (Day 1)
- Exhibition Hall (both days)

Host Cities and Sports Events Conference Delegate

- Host Cities and Sports Events Conference (Day 1)
- Exhibition Hall (both days)

Sports Environment and Sustainability Conference Delegate

- Sports Environment and Sustainability Conference (Day 2)
- Exhibition Hall (both days)

Sports Broadcast Conference Delegate

- Sports Broadcast Conference (Day 1)
- Exhibition Hall (both days)

Sports Sponsorship Conference Delegate

- Sports Sponsorship Conference (Day 1)
- Exhibition Hall (both days)

Sports Digital Conference Delegate

- Sports Digital (Day 2)
- Exhibition Hall (both days)

Sports Law Conference Delegate

- Sports Law (Day 2)
- Exhibition Hall (both days)

Sports Education and Recruitment Conference Delegate

- Sports Education and Recruitment Conference (Day 2)
- Exhibition Hall (both days)

CONFERENCE OVERVIEW - DAY 1

WEDNESDAY, DECEMBER 10, 2014

INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE Room B



SPORTS SPONSORSHIP CONFERENCE Room K



HOST CITIES AND SPORTS EVENTS CONFERENCE Room A



SPORTS BROADCAST CONFERENCE Room L



INTERNATIONAL BASKETBALL CONFERENCE Room C



9.15 am — 10.45 am 9.30 am — 11.00 am 9.45 am — 11.00 am 9.30 am — 11.00 am 9.50 am — 11.30 am

FIFA UNICEF Welcome to Geneva Sky Sports Opening and Welcome

South Africa Football Carlsberg UNICEF and Glasgow 2014 BBC FIBA

Credit Suisse Pepsi IDHEAP deltatree FIBA Basketball World Cup, Spain

CSKA Basketball

Lunch, Exhibition and Networking

1.30 pm — 2.30 pm 2.00 pm — 3.00 pm 2.00 pm — 3.30 pm 2.00 pm — 3.30 pm 2.00 pm — 3.30 pm

Jacques Crevoisier Credit Suisse Filmmaster EuroLeague EuroLeague President

DFB EuroLeague London 2012 Legacy Super Bowl XLVIII Beko Basketball Bundesliga

Host City bid strategy Dolby Spanish Basketball League

Exhibition and Networking

4.00 pm — 4.40 pm 4.30 pm — 5.30 pm 5.00 pm — 6.00 pm 5.00 pm — 6.00 pm

Jerome Champagne Panel Discussion - UBS, Zurich Insurance, IBM, Sponsorize, IWC London 2012 socialympics Oman and Kuwait

Security Youth Development Olympic Games Legacy

Exhibition and Networking

STADIUM AND VENUE CONFERENCE Room F



TURF AND GRASS CONFERENCE Room E



HEALTHY STADIA CONFERENCE Room G



INTERNATIONAL FOOTBALL BUSINESS CONFERENCE Room 4



9.30 am — 11.30 am 9.30 am — 11.30 am 10.00 am — 12. 20 pm

CAFÉ FIFA European Healthy Stadia Network

FIFA FIH World Heart Federation

Norway FA World Rugby SPFL

GL EVENTS Mapei and FIGC Living Streets

World Rugby

Lunch, Exhibition and Networking

2.00 pm — 3.00 pm 2.30 pm — 4.30 pm 1.50 pm — 4.30 pm 2.30 pm — 4.00 pm

Lega Serie B The FA FIFA Sporting Equals

Sustainable Sports Norway FA SV Werder Bremen CSR Reporting

KNVB WHO

STRI Irish Football Association

Education 4 Peace

Exhibition and Networking

EVENT PARTNERS



CONFERENCE OVERVIEW - DAY 2

THURSDAY, DECEMBER 11, 2014

INTERNATIONAL
FOOTBALL COACHING
CONFERENCE
Room B

9.00 am — 10.30 am	10.45 am — 11.45 pm	9.00 am — 10.30 am	10.00 am — 11.50 am
Mayor, City of Geneva	FIFA TMS	Twitter	Birkbeck Sport Business
Faroe Islands	Romania FA	Youtube/ Google	Education Legacy Sochi
Denmark FA		Facebook	Networks
Barbados FA			

Exhibition and Networking

11.15 am — 1.15 pm
NSCAA
Football coaching and the Web
Fatigue and Performance
Scotland FA

Lunch, Exhibition and Networking

3.00 pm — 4.30 pm	2.00 pm — 3.30 pm	3.00 pm — 4.15 pm
NSCAA	Infront	Sports Management Courses
Wyscout	Italian Fencing Federation	
Tottenham hotspurs	deltatre	

Exhibition and Networking

SPORTS EDUCATION
CONFERENCE
Room KSPORTS LAW
CONFERENCE
Room LSTADIA ARCHITECTS
AND DESIGN
CONFERENCE
Room ESPORTS TECHNOLOGY
CONFERENCE
Room FSPORTS ENVIRONMENT
AND SUSTAINABILITY
CONFERENCE
Room 4

10.15 am — 11.15 am	9.30 am — 11.00 am	9.45 am — 10.45 am	9.30 am — 11.00 am
ICSS	HRS	AISTS	Green Sports Alliance
FIA	FINA	GPS Technology	Benefits of Sustainability Reporting
	ICSS	Juventus FC	Sports Facilities

Exhibition and Networking

11.45 am — 1.15 pm
Governance
Swiss Arbitration Association
Labour rights

Lunch, Exhibition and Networking

2.00 pm — 3.00 pm	2.30 pm — 3.45 pm	1.30 pm — 4.00 pm
London 2012 Olympic Venues	Performance Analysis	Millenium Stadium
Sports Surfaces	Outer Space	Sustainable Sport
	Golf Digital Revolution	International Sports Federations
	Real Sport Data	Return on Investment
	Wearable Hydration	

Exhibition and Networking

EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE

WEDNESDAY, DECEMBER 10, 2014
ROOM B



TIME	SUBJECT	SPEAKER/POSITION
9.15 am – 9.45 am	FIFA Grassroots and Youth Football Development Programme.	Jean-Marie Conz – Senior Manager Technical Development, FIFA
9.45 am – 10.15 am	FIFA World Cup 2010 – What's happened since?	Dr Robin Petersen – CEO, South Africa Football Development Agency
10.15 am – 10.45 am	Partnership with the Swiss Football Association – Grassroots Football.	Sandra Caviezel – Head of Sponsorship, Credit Suisse Private Banking
10.45 am – 1.30 pm	Lunch, Exhibition and Networking	
1.30 pm – 2.00 pm	Evolution of the coach's job.	Jacques Crevoisier – Arsenal Pioneering Profiler, UEFA Adviser, Psychologist & TV Pundit
2.00 pm – 2.30 pm	German football in the digital age.	Stefan Ludwig – Managing Director Economic and Consultancy Services DFB
2.30 pm – 4.00 pm	Exhibition and Networking	
4.00 pm – 4.40 pm	Which FIFA for the 21st century.	Jerome Champagne – Candidate for the FIFA President
4.40 pm – 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS SPONSORSHIP CONFERENCE

WEDNESDAY, DECEMBER 10, 2014
ROOM K

SPORTS
SPONSORSHIP EXPO

TIME	SUBJECT	SPEAKER/POSITION
9.30 am – 10.00 am	Sport for development: the role of Sport in UNICEF.	Verity Nicholas – Chief Corporate Partnership, UNICEF Private Fundraising and Partnerships
10.00 am – 10.30 am	360 Global Activation of Football.	Michael Thompson – Marketing Director, Carlsberg
10.30 am – 11.00 am	How Pepsi secured and maintains ownership of football in Iceland.	Jon Mikael – Brand Manager, Pepsi and Stefan Gunnarson – Director, Vert Marketing
11.00 am – 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm – 2.30 pm	Sponsorship at Credit Suisse.	Sandra Caviezel – Head of Sponsorship, Credit Suisse Private Banking
2.30 pm – 3.00 pm	How commercial strategies and corporate sponsorship help the league increase its market value.	Jose Luis Rosa-Medina – Partnerships Director, EuroLeague
3.00 pm – 4.30 pm	Exhibition and Networking	
4.30 pm – 5.30 pm	Sponsorship & Measurement - How can we increase commercial impacts and measure the return on investment?	Björn Wäspe – Global Head of Sponsorship, UBS Gregory Renand – Global Head of Sponsorship, Zurich Insurance Mette Stannow – European Go To Market Leader, Software Group IBM Corporation Sebastian Chiappero – Managing Partner, Sponsorize Yan Lefort – Global Department Manager Partnerships and Sponsorship, IWC Schaffhausen
5.30 pm – 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

HOST CITIES AND SPORTS EVENTS CONFERENCE

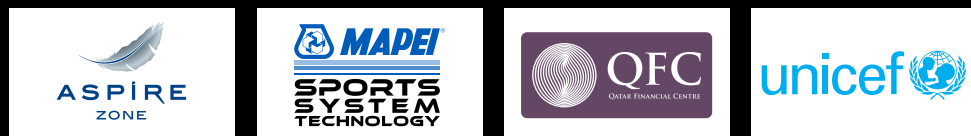
WEDNESDAY, DECEMBER 10, 2014
ROOM AHOST CITIES AND
SPORTS EVENTS EXPO

TIME	SUBJECT	SPEAKER/POSITION
9.45 am – 10.00 am	Welcome to Geneva.	Ms Elizabeth Böhler-Goodship — Member of the Executive Council, City of Grand-Saconnex and President of the Sports Commission, Association des Communes Genevoises
10.00 am – 10.30 am	UNICEF and the Glasgow 2014 Commonwealth Games — putting children first.	David Grevemberg — CEO, Commonwealth Games Federation and Tom Burstow — Head of Sports Programmes, UNICEF
10.30 am – 11.00 am	The role of sport events in promoting sport.	Professor Jean-Loup Chappelet — IDHEAP
11.00 am – 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm – 2.30 pm	Engaging with youth through sports events.	Ric Birch — Managing Director, Filmmaster Special Events
2.30 pm – 3.00 pm	London's 2012 sports legacy.	Shaun Dawson — Chief Executive Lee Valley, Regional Park Authority
3.00 pm – 3.30 pm	Getting your Host City bid strategy right.	Nick Varley — Managing Director, Seven46
3.30 pm – 5.00 pm	Exhibition Dedicated Time and Networking	
5.00 pm – 5.20 pm	The London 2012 Socialympics: where social met media.	Michael Cole — Founder, TrueGold Communications (former London 2012 Marketing Director BT Global Services)
5.20 pm – 5.40 pm	Security and risk management of major sporting events.	Helmut Spahn — Director General, International Centre for Sport Security (ICSS)
5.40 pm – 6.00 pm	Olympic Games: a catalyst for lasting legacy	Bill Hanway — Head of Global Sports and Global Architecture Leader, AECOM
6.00 pm – 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS BROADCAST CONFERENCE

WEDNESDAY, DECEMBER 10, 2014
ROOM LSPORTS
BROADCAST
EXPO

TIME	SUBJECT	SPEAKER/POSITION
9.30 am – 10.00 am	Sky Sports — delivering for our customers.	Hannah Brown — Head of Acquisitions, Sky Sports
10.00 am – 10.30 am	A summer of sport.	Robert Horton — Head of Audiences for Sport & 5 Live, BBC
10.30 am – 11.00 am	The 3 big disruptions of the media landscape.	Carlo De Marchis — Chief Product Officer, deltatv
11.00 am – 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm – 2.30 pm	A case for on-court and off-court successes — trends and predictions in the broadcast market.	Andrea Bassani — Chief Television and New Media Rights Officer, EuroLeague
2.30 pm – 3.00 pm	Enriching the viewers' experience: 2014 FIFA World Cup Brazil™, Super Bowl XLVIII and other case studies.	Ronen Artman — Marketing Vice-President, LiveU
3.00 pm – 3.30 pm	Dolby: Redefining sports experiences	Tarif Sayed — Director of Broadcast Services, Dolby Laboratories
3.30 pm – 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL BASKETBALL CONFERENCE

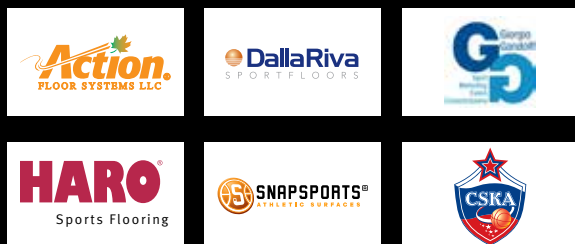
WEDNESDAY, DECEMBER 10, 2014

ROOM C



TIME	SUBJECT	SPEAKER/POSITION
9.50 am — 10.00 am	Opening Presentation and Welcome.	Yvan Mainini — President, International Basketball Foundation (IBF) and Honorary President of FIBA
10.00 am — 10.30 am	Basketball Worldwide.	Zoran Radovic — Sport Development Director, FIBA
10.30 am — 11.00 am	FIBA Basketball World Cup, Spain — overview and outcomes.	Predrag Bogosavljev — Director of Events, FIBA
11.00 am — 11.30 am	CSKA Basketball — Formula of Success.	Andrey Vatutin — President and CEO, CSKA Moscow Professional Basketball Club
11.30 am — 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm — 2.30 pm	The EuroLeague vision and growth.	Jordi Bertomeu — President, EuroLeague
2.30 pm — 3.00 pm	Developments in Beko Basketball Bundesliga.	Jan Pommer — CEO, Beko Basketball Bundesliga
3.00 pm — 3.30 pm	Growing basketball in Spain.	Joan M. Carreras — Commercial Director, Spanish Basketball League (ACB)
3.30 pm — 5.00 pm	Exhibition and Networking	
5.00 pm — 5.30 pm	Basketball evaluation and roadmap to improvement — case studies of Oman and Kuwait.	Giorgio Gandolfi — Principal, GiorgioGandolfi — Sports Marketing, Events and Communication
5.30 pm — 6.00 pm	Youth development in basketball.	Andrea Menozzi — Youth Team Coordinator, Reggiana Basketball Club, Italy
6.00 pm — 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

STADIUM AND VENUE CONFERENCE

WEDNESDAY, DECEMBER 10, 2014

ROOM F

TIME	SUBJECT	SPEAKER/POSITION
9.30 am — 10.00 am	Providing accessibility and experiences for all.	Joyce Cook — Managing Director, Centre for Access to Football in Europe (CAFE)
10.00 am — 10.30 am	What you should know about goal-line technology.	Johannes Holzmüller — Group Leader, FIFA Quality Programme FIFA
10.30 am — 11.00 am	Football stadium developments in Norway.	Ole Myrvold — Head of Construction, Norway Football Association
11.00 am — 11.30 am	Modular stadium construction = quicker ROI and low investment.	Guillaume Massard — Stadium and Grandstands Business Unit Manager, GL Events
11.30 am — 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm — 2.30 pm	Stadia developments in clubs in Italy.	Dr Paolo Bedin — General Manager, Lega Serie B
2.30 pm — 3.00 pm	Sustainable Sports Venues and Stadiums.	Arne Menn and Fabian Putzing — Co-Founders, sustainable///sports
3.00 pm — 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

TURF AND GRASS CONFERENCE

WEDNESDAY, DECEMBER 10, 2014

ROOM E



TIME	SUBJECT	SPEAKER/POSITION
9.30 am – 10.00 am	FIFA Quality Programme for Football Turf – latest developments, research and what next?	Katharina Wistel – Manager, FIFA Quality Programme and Professor Eric Harrison – FIFA Consultant
10.00 am – 10.30 am	Synthetic turf in hockey – latest developments and challenges.	Jean-Claude Le Clef – Chairman of Equipment Committee, International Hockey Federation (FIH)
10.30 am – 11.00 am	Multi-use facilities: benefits of developing the game in Rugby Union.	Marc Douglas – Research Coordinator, World Rugby
11.00 am – 11.30 am	Physical and technical performances of young professional football players on different surfaces.	Dr Ermanno Rampinini – Head of the Human Performance Lab and Dr Andrea Bosio – Researcher and Exercise Physiologist, MAPEI Sport Giovanni Castelli – FIGC Serie A
11.30 am – 2.30 pm Lunch, Exhibition and Networking		
2.30 pm – 3.00 pm	A change in the delivery and management of grassroots facilities in England.	Mark Pover – National Facilities and Investment Manager, the Football Association
3.00 pm – 3.30 pm	Football turf development in Norway: developing the player, growing clubs and communities through football turf.	Ole Myhrvold – Head of Construction, Norway Football Association
3.30 pm – 4.00 pm	Quality pitches in the Netherlands.	Patrick Balemans – Policy Adviser for Facilities, KNVB
4.00 pm – 4.30 pm	Natural grass and hybrid developments in stadia.	Andy Cole – Head of Stadia Services, STRI
4.30 pm – 7.00 pm Exhibition and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

HEALTHY STADIA CONFERENCE

WEDNESDAY, DECEMBER 10, 2014

ROOM G



TIME	SUBJECT	SPEAKER/POSITION
10.00 am – 10.30 am	Welcome to Healthy Stadia 2014.	
	Welcome to the European Healthy Stadia Conference 2014 from Conference Chair.	Dr John Williams – Senior Lecturer in Sport and Sociology, University of Leicester
	Outline of the Conference and Overview of European Healthy Stadia Network.	Matthew Philpott – Director, European Healthy Stadia Network
10.30 am – 11.00 am	The Global Health Landscape and Role of Sport in Promoting Healthier Lifestyles.	Johanna Ralston – CEO, World Heart Federation
11.00 am – 12.20 pm	Raising Levels of Physical Activity Through Sport: Men's Health Programmes, Active Travel to Sports Venues, and Increased Participation in Recreational Sport.	Billy Singh – General Manager and Dr Cindy Gray – Senior Researcher, Scottish Professional Football Trust (SPFL), Glasgow University Hannah Gibbs – Development Manager, Living Streets Morgan Buckley – General Manager for Development, World Rugby
12.20 pm – 1.50 pm Lunch, Exhibition and Networking		
1.50 pm – 2.20 pm	Key Note: A global Perspective on improving health through sport.	Professor Jiri Dvorak – FIFA
2.20 pm – 3.10 pm	Tackling Wider Health issues through Sport: Diet and Tobacco Control.	Anne-Kathrin Laufman – Head of CSR-Management, SV Werder Bremen Dr Armando Peruga – Programme Manager, Tobacco Free Initiative, World Health Organisation
3.10 pm – 4.00 pm	Mental Health and Wellbeing.	Geoff Wilson – Former Head of Marketing and Communication, Irish Football Association Mark Milton – Founder and Director, Education 4 Peace Foundation
4.00 pm – 4.30 pm	Concluding Thoughts and Close of Conference.	Matthew Philpott – Director, European Healthy Stadia Network
4.30 pm – 7.00 pm Exhibition and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL FOOTBALL BUSINESS CONFERENCE

WEDNESDAY, DECEMBER 10, 2014
ROOM 4



TIME	SUBJECT	SPEAKER/POSITION
11.30 am — 2.30 pm	Lunch, Exhibition and Networking	
2.30 pm — 3.00 pm	The business case to diversity.	Arun Kang — CEO, Sporting Equals
3.00 pm — 4.00 pm	The Benefits of CSR Reporting.	Nico Briskorn — Head of CSR VfL Wolfsburg Daniel Cade — Project Manager, Responsiball Filip Lundberg — Head of Sustainability, Djurgården FC (Sweden)
4.00 pm — 7.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



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INTERNATIONAL SPORTS
CHAMBER OF COMMERCE

JOIN TODAY

EVENT TIMETABLE

INTERNATIONAL FOOTBALL COACHING CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM B



TIME	SUBJECT	SPEAKER/POSITION
9.00 am — 9.05 am	Welcome to Geneva.	Sami Kanaan — Mayor, City of Geneva
9.05 am — 9.30 am	Club accreditation scheme with bonus finance for clubs in the Faroe Islands.	Petur Simonsen — Technical Director, Faroe Islands Football Association
9.30 am — 10.00 am	The most appropriate game for 4-13 year olds.	Steen Jorgensen — Head of Grassroots, Denmark Football Association
10.00 am — 10.30 am	The Brazilian way to play soccer, scouting techniques in Brazil.	Marcos Falopa — Technical Director, Barbados Football Association and Brazil Football Coaches Association
10.30 am — 11.15 am Lunch, Exhibition and Networking		
11.15 am — 11.45 am	Coaching philosophies and cultures in the USA.	Ian Barker — Director of Coaching Education, NSCAA
11.45 am — 12.15 pm	Supporting football coaching through technology and web based applications.	Robin Russell — CEO and Chairman, Sports Path International and UEFA Football Development Consultant
12.15 pm — 12.45 pm	Monitoring fatigue in football.	Dr Ermanno Rampinini — Head of the Human Performance Lab and Dr Andrea Bosio — Researcher and Exercise Physiologist, MAPEI Sport
12.45 pm — 1.15 pm	Scottish FA Performance Strategy and Programmes.	Neil Mackintosh — Performance Development Manager, Scottish Football Association
1.15 pm — 5.00 pm Exhibition and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL FOOTBALL SCOUTING CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM G



TIME	SUBJECT	SPEAKER/POSITION
10.45 am — 11.15 am	FIFA TMS System and opportunities.	Vira Egli — Head of Sales and Marketing, FIFA TMS
11.15 am — 11.45 am	Development of football and talent identification in Romania.	Razvan Burleanu — President, Romania Football Association
11.45 am — 3.00 pm Lunch, Exhibition and Networking		
3.00 pm — 3.30 pm	College recruitment and player pathways in USA.	Ian Barker — Director of Coaching Education, NSCAA
3.30 pm — 4.00 pm	Importance of technology and data provision.	Matteo Campodonico — CEO, Wyscout
4.00 pm — 4.30 pm	Talent ID Concept.	Arun Kang — CEO, Sporting Equals and Chris Ramsey — Former 1st Team Coach, Tottenham Hotspurs
4.30 pm — 5.00 pm Exhibition and Networking		

CONFERENCE SUPPORTERS



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EVENT TIMETABLE

SPORTS DIGITAL CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM A

THE INTERNATIONAL
SPORTS DIGITAL
EXPO

TIME	SUBJECT	SPEAKER/POSITION
9.00 am — 9.30 am	Bringing fans closer: a year of sport.	Alex Trickett — Head of Sport, Twitter UK
9.30 am — 10.00 am	Opportunities for sport on YouTube.	Tomos Grace — Head of UK Sport, YouTube/Google
10.00 am — 10.30 am	Facebook — lets connect. Growing the sporting fan base and event.	Glenn Miller — Head of Sport and Entertainment Partnerships — EMEA, Facebook
10.30 am — 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm — 2.30 pm	Three digital media pitfalls rights holders should avoid. Are you addressing the gaps in your digital strategy?	Dejah Meldem — Director Digital Media and David Cipullo — Head of Media and Marketing Centre, Infront Sports & Media
2.30 pm — 3.00 pm	Digital strategies in National Sports Governing Bodies. Case study of the Italian Fencing Federation.	Alessandro Noto — Marketing and Communications Manager, Italian Fencing Federation
3.00 pm — 3.30 pm	Digital strategies for the biggest sport event of 2014.	Hugo Sharman — Director, UK North and Carlo De Marchis — Chief Product Officer, deltatre
3.30 pm — 5.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS EDUCATION AND RECRUITMENT CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM K

SPORTS EDUCATION
AND RECRUITMENT EXPO



TIME	SUBJECT	SPEAKER/POSITION
10.00 am — 10.30 am	The changing face of sport Education.	Sean Hamil — Director, Birkbeck Sport Business Centre, University of London
10.30 am — 11.00 am	Education legacy — post-Sochi Olympic Games.	Professor Lev Belousov — Rector, Russian International Olympic University
11.00 am — 11.50 am	The power of networks, the learning experience and developing your sports business career — Panel Discussion.	Vincent Schatzmann — General Secretary, CIES Tim Goethals — Head of Projects, Summer Olympics International Federations Julian Jenkins — CEO, Servette FC Lucas O'Ceallachain — Development Manager, United World Wrestling
11.50 am — 3.00 pm	Lunch, Exhibition and Networking	
3.00 pm — 4.15 pm	8 Universities for 8 Minutes - Overview of the leading sports management courses.	1. Ben Aherne — Business Development Manager, Loughborough University, UK 2. Professor David Hidalgo — Johan Cruyff Institute, Spain 3. Sean Hamil — Director, Birkbeck Sport Business Centre, University of London, UK 4. Vincent Schatzmann — General Secretary, CIES, Switzerland 5. Dominique Gobat — Head of Marketing and Communications, AISTS, Switzerland 6. Michael Tapiro — Director, Sports Management School, France 7. Professor Lev Belousov — Rector, Russian International Olympic University, Russia 8. Pascal Aymar — Director of the MSc in Sports Industry Management Programme, EMLYON Business School, France
4.15 pm — 5.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS LAW CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM L



TIME	SUBJECT	SPEAKER/POSITION
10.15 am — 10.45 am	What are the Sports Authorities doing to prevent illegal betting, improving education within the sports industry from players to administrators - What next?	Chris Eaton — Executive Director, Sport Integrity International Centre for Sport Security (ICSS)
10.45 am — 11.15 am	Commercial licensing in international motorsport.	Brechtje Lindeboom — Senior Legal Counsel, International Motorsport Federation (FIA)
11.15 am — 11.45 am	Exhibition and Networking	
11.45 am — 12.15 pm	Governance of Sport Organization: what can be improved?	Dr. Sebastien Besson — Partner, Python & Peter Attorneys-at-law
12.15 pm — 12.45 pm	"Worthiness: what will it take to govern world sport in the coming years?"	Alex McLin — Executive Director, Swiss Arbitration Association
12.45 pm — 1.15 pm	Labour rights in the bidding and procurement of major events.	Colleen Theron — Founder and Director, CLT Envirolaw
1.15 pm — 5.00 pm	Lunch, Exhibition and Networking	

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EVENT PARTNERS



EVENT TIMETABLE

STADIA ARCHITECTS AND DESIGN CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM E



TIME	SUBJECT	SPEAKER/POSITION
9.30 am — 10.00 am	Design, construction, financing and operation of stadia for low budget football teams.	David Mizrahi — Director of Projects, Acquisition and Development, HRS International, Switzerland
10.00 am — 10.30 am	Temporary pool venues.	Peter Hall — Head of Marketing and Broadcast International Swimming Federation (FINA)
10.30 am — 11.00 am	Avoiding the pitfalls in sport facility security design.	Malcolm Tarbitt — Executive Director Safety and Security, International Centre for Sport Security (ICSS)
11.00 am — 2.00 pm	Lunch, Exhibition and Networking	
2.00 pm — 2.30 pm	Insight into post London 2012 Olympics venues.	Shaun Dawson — Chief Executive, Lee Valley Regional Park Authority
2.30 pm — 3.00 pm	Sports surfaces sub-base building: innovation technology for high performance and durability pitches.	Elisa Portigliatti — Sports Facilities Product Specialist, MAPEI Sport
3.00 pm — 5.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS TECHNOLOGY CONFERENCE

THURSDAY, DECEMBER 11, 2014
ROOM F

TIME	SUBJECT	SPEAKER/POSITION
9.45 am – 10.15 am	Bridging the gap between businesses and academic.	Dr Claude Stricker — Executive Director, AISTS
10.15 am – 10.45 am	Performance analysis using video and GPS technology.	Dr Ermanno Rampinini — Head of the Human Performance Lab, MAPEI Sport and Roberto Sassi — Head of the Training Check, Juventus FC
10.45 am – 2.30 pm	Lunch, Exhibition and Networking	
2.30 pm – 2.45 pm	Satellite positioning for sport performance analysis — challenges and responses.	Dr Jan Skaloud — Senior Scientist, EPFL-TOPO
2.45 pm – 3.00 pm	Technology from outer space.	Mattia Bertschi — Head of the Signal Processing Section, Swiss Center for Electronics and Microtechnology (CSEM)
3.00 pm – 3.15 pm	Leading the digital revolution in golf.	Guillaume Beauverd — CEO, Trace Technologies — Tracegolf
3.15 pm – 3.30 pm	Crafting real sport data.	Professor Pier Donini — HEIG Vaud
3.30 pm – 3.45 pm	Wearable hydration system for sport.	Karin Jaymes — Administrative Assistant and Professor Adrian Ionescu — Founder and Director, Nanoelectronic Devices Laboratory, EPFL Esmeralda Megally — CEO, Xsensio
3.45 pm – 5.00 pm	Exhibition and Networking	

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS ENVIRONMENT AND
SUSTAINABILITY CONFERENCETHURSDAY, DECEMBER 11, 2014
ROOM 4SPORTS ENVIRONMENT
AND SUSTAINABILITY EXPO

TIME	SUBJECT	SPEAKER/POSITION
9.30 am – 10.00 am	Using sports to change cultural attitudes about the environment.	Dr Allen Hershkowitz — President, Green Sports Alliance
10.00 am – 10.30 am	The benefits of Sustainability Reporting.	Daniel Cade — Project Manager
10.30 am – 11.00 am	Sustainable solutions for sport facilities.	Mikaela Decio — Research and Development Officer, MAPEI Sport
11.00 am – 1.30 pm	Lunch, Exhibition and Networking	
1.30 pm – 2.00 pm	The millenium stadium, adapting to change.	Darren Crossman — Facilities Manager, Millenium Stadium
2.00 pm – 2.30 pm	Partnerships for sustainable sport.	Simon Lewis — Director, Team Planet Sport
2.30 pm – 3.00 pm	Exhibition and Networking	
3.00 pm – 3.30 pm	Sustainability and the International Sports Federations.	Geert Hendriks — Head of Projects, AISTS
3.30 pm – 4.00 pm	Return of investment in sustainability initiatives for the environment and sport section.	Colleen Theron — Founder and Director, CLT Envirolaw
4.00 pm – 5.00 pm	Exhibition and Networking	

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