

ISC INTERNATIONAL SPORTS CONVENTION

CONFERENCE PROGRAMME

GENEVA **2016**

18 SPORTS CONFERENCES AND SEMINARS

1 COMBINED EXHIBITION

MANY NETWORKING OPPORTUNITIES

DECEMBER 7-8, 2016

PALEXPO, GENEVA, SWITZERLAND

ALL AT ONE VENUE

ALL AT THE SAME TIME

BRINGING THE WORLD OF SPORT TOGETHER
BUSINESS / NETWORK / LEARN / GROW

SPORTS
BROADCAST
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
DIGITAL
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
SPONSORSHIP
EXHIBITION/CONFERENCE/NETWORKING

international
FOOTBALL
DEVELOPMENT
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
TOURISM
EXHIBITION/CONFERENCE/NETWORKING

international
BASKETBALL
EXHIBITION/CONFERENCE/NETWORKING

international
FOOTBALL
COACHING &
E-LEARNING
EXHIBITION/CONFERENCE/NETWORKING

INTERNATIONAL
GOLF
BUSINESS & TOURISM
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
LAW
EXHIBITION/CONFERENCE/NETWORKING

TURF &
GRASS
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
LICENSING AND
MERCHANDISING
EXHIBITION/CONFERENCE/NETWORKING

international
ICE HOCKEY
EXHIBITION/CONFERENCE/NETWORKING

VILLE DE
GENÈVE
SPORTS SEMINAR

STADIUM
CONNECTED
EXHIBITION/CONFERENCE/NETWORKING

SPORTS
INTEGRITY
EXHIBITION/CONFERENCE/NETWORKING

STADIUM
PLAYING SURFACES
EXHIBITION/CONFERENCE/NETWORKING

ATHLETE
PERFORMANCE
THE EXTRA 1%
EXHIBITION/CONFERENCE/NETWORKING

MASTERCLASS
SEMINARS

EVENT PARTNERS

unicef

ISCC

INTERNATIONAL
SPORTS CHAMBER
OF COMMERCE

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KEY INFORMATION

EXHIBITION

December 7, 2016: 9:00 am – 9:00 pm
December 8, 2016: 9:00 am – 4:00 pm

All **Speakers, Conference Delegates** and **Exhibition Visitors** with accreditation have access to the **Exhibition Hall** on both days.

CATERING

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

MOBILE NETWORKING APPLICATION

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, Exhibition Visitor** or **Speaker**) – 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 (stand 105).

SOCIAL AND DIGITAL MEDIA

Engage with the **#ISCGENEVA**. Be involved in the conversation, discussion, debate.

DRINKS RECEPTION

A few of our Exhibitors will be having **Drinks receptions** especially on Day 1 between 5:00 pm and 8:00 pm. This will be communicated through the **Mobile Networking Application**.



GENEVA AND LAKE GENEVA REGION THE GLOBAL CAPITAL OF SPORT



ISC INTERNATIONAL SPORTS CONVENTION

GENEVA

- **ISC** INTERNATIONAL SPORTS CONVENTION
- **unicef**
- WORLD TRADE ORGANISATION (WTO)
- WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)
- EUROPEAN BROADCASTING UNION (EBU)
- UNITED NATIONS OFFICE AT GENEVA (UNOG)

NYON

- UEFA
- EUROPEAN CLUBS ASSOCIATION
- EUROPEAN PROFESSIONAL FOOTBALL LEAGUES

LAUSANNE

- 50 INTERNATIONAL SPORTS ORGANISATIONS, INCLUDING:
- **ISCC** INTERNATIONAL SPORTS CHAMBER OF COMMERCE
 - INTERNATIONAL OLYMPIC COMMITTEE

BRINGING THE WORLD OF SPORT TOGETHER
BUSINESS / NETWORK / LEARN / GROW

Be involved today

 #iscgeneva

DAY 1 CONFERENCE OVERVIEW WEDNESDAY – DECEMBER 7, 2016

SPORTS SPONSORSHIP CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.05 am – 6.00 pm

TURF & GRASS CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

2.00 pm – 4.00 pm

STADIUM CONNECTED CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

10.00 am – 4.40 pm

INTERNATIONAL BASKETBALL CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.40 am – 5.00 pm

INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.10 am – 4.45 pm

SPORTS BROADCAST CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

11.00 am – 4.40 pm

INTERNATIONAL GOLF BUSINESS & TOURISM CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 5.00 pm

SPORTS TOURISM & EVENTS CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 3.30 pm

SPORTS INTEGRITY CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.15 am – 6.00 pm

SPORTS LICENSING & MERCHANDISING SEMINAR



EXHIBITION/ CONFERENCE/ NETWORKING

1.00 pm – 1.30 pm

ATHLETE PERFORMANCE SEMINAR



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 4.00 pm

VILLE DE GENÈVE SEMINAR



EXHIBITION/ CONFERENCE/ NETWORKING

6.00 pm – 7.00 pm

DAY 2 CONFERENCE OVERVIEW THURSDAY – DECEMBER 8, 2016

FOOTBALL COACHING & E-LEARNING CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.05 am – 5.00 pm

STADIUM PLAYING SURFACES CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 3.30 pm

SPORTS LAW CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.15 am – 5.30 pm

SPORTS DIGITAL CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 4.15 pm

INTERNATIONAL ICE HOCKEY CONFERENCE



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 4.15 pm

ATHLETE PERFORMANCE SEMINAR



EXHIBITION/ CONFERENCE/ NETWORKING

9.30 am – 11.30 am

MASTERCLASS SEMINAR



EXHIBITION/ CONFERENCE/ NETWORKING

11.30 am – 1.30 pm

EVENT TIMETABLE

SPORTS SPONSORSHIP CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM B



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.05 am – 9.15 am	Welcome Speech	Sami Kanaan, Executive Council Member of the City of Geneva, in charge of culture and sport	Ville de Genève
9.15 am – 9.45 am	Brand Activation at RIO 2016	Thierry Borra, Global Director, Olympic Games Management	The Coca-Cola Company
9.45 am – 10.15 am	The Watch Industry: Sports and Sponsorship. Current trends and future developments	Francois Courvoisier, Dean	Institut du Marketing Horloger
10.15 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	Maximising a brand partnership – Wimbledon and IBM	Sam Seddon, IBM Wimbledon Client and Programme Executive	IBM
2.30 pm – 3.00 pm	Sport for Development: the role of Sport in UNICEF	Alexander Lee, Global Sport Specialist	UNICEF
3.00 pm – 4.45 pm	Exhibition Dedicated Time and Networking		
4.45 pm – 6.00 pm	Sponsorship Panel Discussion	Marie-Sophie Teyssier, Global Head of Brand and Sponsorship	Zurich Insurance
		Rodrigo Garza, Global Marketing & Sponsorships	Adecco Group
		Patrik Rosenberg, Brand Communication Manager	Samsung Electronics Switzerland
		Yan Lefort, Global Head of Sponsorship & Partnerships	IWC Schaffhausen
		Marco Parroni, Head Global Sponsoring & Deputy Head Marketing / Managing Director SA	Julius Baer
		Sebastian Chiappero, President	Swiss Sponsorship Think Tank
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS BROADCAST CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM A



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
11.00 am – 12.00 noon	Panel Discussion: Rio 2016 and The Olympics Channel	Jerome Parmentier, Senior Broadcast & Media Manager	IOC Television & Marketing Services SA
		Tom McJennett, Head of Global Digital Marketing	Olympic Channel
12.00 noon – 3.45 pm	Lunch, Exhibition Dedicated Time and Networking		
3.45 pm – 4.10 pm	Enhancing the consumer experience in Live broadcast	Rob France, Sr. Product Marketing Manager – Broadcast	Dolby Laboratories
4.10 pm – 4.40 pm	The future of free to air sports broadcasting in the UK – a BBC perspective	Neil Land, Chief Adviser & Business Manager	BBC Sport
4.40 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

STADIUM CONNECTED CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM L



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
10.00 am – 10.30 am	Developing a stadium fan experience and culture in Serie B	Paolo Bedin, General Manager	Lega Serie B
10.30 am – 11.00 am	Connecting Venues and Stadiums	Marco Schaefer, Business Development Manager	Samsung Electronics Germany
11.00 am – 11.20 am	Enriching fans' experience in-stadium	Barbara Desmarest, VP Business Development & Sales Europe	Vogo
11.20 am – 11.30 am	Evolution of 3D Digital Venue	Francis Casado, Head of Business Development	Ticketing 3D
11.30 am – 2.30 pm	Lunch, Exhibition Dedicated Time and Networking		
2.30 pm – 3.00 pm	Case Study from Germany: Allianz Arena Munich	Benjamin Steen, Head of digital projects and CRM	FC Bayern München AG
3.00 pm – 3.50 pm	Panel discussion: Best Practice from leading innovators	Francis Casado, Head of Business Development	Ticketing 3D
		Shahadat Hussain, Senior Information & Communication Applications Manager	MATCH Hospitality
		Andrew Bowers, Head of Business Development	Platinum Group SAM
		Jean-Sébastien Gosuin	Seaters
		Markus Laub, CEO & Co-Founder	VirtualAds Ltd.
		Gregory Gorman	FansXP
3.50 pm – 4.15 pm	Manage and maximize your content in the connected stadium environment	Ofir Benovici, Senior Director Product Management Broadcast	Avid
4.15 pm – 4.40 pm	The new venue experience	Guillaume Lairloup, Director Technology and Information	Accor Hotels Arena, Paris
4.40 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL BASKETBALL CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM E



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.40 am – 9.50 am	Welcome to Switzerland, Swiss Basketball	Giancarlo Sergi, President	Swiss Basketball Association
9.50 am – 10.00 am	Working together for the Future of Basketball	Giorgio Gandolfi, Sport Marketing, Events & Communication/Partner	Giorgio Gandolfi Consulting and Senior Adviser/Partner to the International Basketball conference and exhibition
10.00 am – 10.30 am	A ground-breaking way to help basketball grow	Stewart Mison, Director of Business Development	Microsoft Sport
10.30 am – 11.00 am	The Toyota Way applied to Basketball	Maurizio Mazzieri, Deputy Managing Director	Toyota Material Handling Italy
11.00 am – 11.30 am	The Future of ACB	Francisco Roca, President	ACB (Spanish Basketball League)
11.30 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	New trends in sales and marketing in professional sports.	Chris D'Orso, Vice President Sales & Operations	Orlando Magic (NBA)
2.30 pm – 3.00 pm	Basketball in China: The current state and the future outlook.	Lance Zhang, Executive Vice President	Euroleague China
3.00 pm – 3.30 pm	Improving and innovation from a club perspective	Andrey Vatutin, President	CSKA Moscow
3.30 pm – 4.00 pm	Exhibition Dedicated Time and Networking		
4.00 pm – 4.30 pm	Running and developing (and winning!) a division 1 club in a small city	Rolf Beyer, CEO	Brose Bamberg
4.30 pm – 5.00 pm	New rules and events for the LNP Div. 2-3-4 teams	Pietro Basciano, President	Lega Nazionale Pallacanestro (National Basketball League)
5.00 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL FOOTBALL DEVELOPMENT CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM C



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.10 am – 9.55 am	Football Development in Asia, Specific case study "China".	Tom Byer, Head Technical Advisor	Chinese School Football Program
9.55 am – 10.40 am	Establishing the largest Grassroots Program in India and the creation of the Indian Super League Youth Academy	Piet Hubers, Technical Director for Grassroots Football	Hero Indian Super League
10.40 am – 10.55 am	Panel discussion: Football Development in China and India	Tom Byer, Head Technical Advisor; Piet Hubers, Technical Director for Grassroots Football	Chinese School Football Program; Hero Indian Super League
10.55 am – 11.40 am	Exhibition Dedicated Time and Networking		
11.40 am – 11.55 am	An international view on the Critical Success Factors of your Talent Development System.	Hugo Schoukens, CEO & Founder & Steven Martens, CCOO	double pass
11.55 am – 12.40 pm	Coach and Player Development in Belgium	Kris Van Der Haegen, Director of Coach Education	Belgian FA
12.40 pm – 1.25 pm	Bridging the gap between Youth and 1st team football	Martin Hunter, Technical Director	Southampton FC
1.25 pm – 3.30 pm	Lunch, Exhibition Dedicated Time and Networking		
3.30 pm – 3.45 pm	First Time Player Development in the United States	Mark Botterill, Owner	Bownet
3.45 pm – 4.30 pm	Growth of Girls and Women's Football participation in England	Rachel Pavlou, National Participation Manager for Women's Football	The Football Association
4.30 pm – 4.45 pm	World's first sports platform designed for GenerationZ	Epco Berger, CEO	DashTag
4.45 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

TURF & GRASS CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM 4



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
2.00 pm – 2.30 pm	FIFA Quality Concept	Katharina Wistel, Manager	FIFA
2.30 pm – 3.00 pm	Developing Hockey, Increasing sustainability of Synthetic Turf Pitches	Alastair Cox, Facilities and Equipment Manager	FIH
3.00 pm – 3.30 pm	Latest Developments and initiatives in Holland	Patrick Balemans, Policy Advisor for Facilities	KNVB
3.30 pm – 4.00 pm	Norway – Changing the game, An insight into changes in the last 15 years and the Future	Ole Myhrvold, Head of Construction	Norway Football Association
4.00 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

GOLF BUSINESS AND TOURISM CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM G



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	Developments, Trends and Challenges in Golf Course Management	Steve Isaac, Director	RandA
10.00 am – 10.30 am	Growing the European Ladies Tour	Ivan Khodabakhsh, Chief Executive	Ladies European Tour
10.30 am – 11.00 am	Women’s Golf Day	Elisa Gaudet, President	Executive Golf International
11.00 am – 3.00 pm	Lunch, Exhibition Dedicated Time and Networking		
3.00 pm – 3.30 pm	Developing and Growing golf in Europe	Richard Heath, General Secretary	European Golf Association
3.30 pm – 4.00 pm	Committed to the advancement of golf, golfers and the golf profession	Ian Randell, Chief Executive	PGAs of Europe
4.00 pm – 4.30 pm	Growing Golf in Switzerland	Barbara Albisetti, General Secretary	Swiss Golf Association
4.30 pm – 5.00 pm	Rethinking Golf in Schools	Aleksi Valta, Head of Club Services	Finnish Golf Union
5.00 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS TOURISM AND EVENTS CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM F



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.15 am	Economic impact of Sports Events – Canada case study	Rick Traer, Chief Executive	Canada Sports Tourism Alliance
10.15 am – 10.45 am	Developing Tourism through Sports Events – Japan Focus	Dr. Munehiko Harada, Chairman	Japan Sports Tourism Alliance
10.45 am – 11.15 am	UNICEF – Special presentation – The Power of Sport and Sporting Events	Liz Twyford, Head of Sports Programmes	UNICEF
11.15 am – 11.45 am	Environmental sustainability in sports – mobilizing the winter sports community through winter games	Niklas Kaskeala, President	Protect our Winters Finland
11.45 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	Developing and Engaging with Modern Pentathlon	Shiny Fang, General Secretary	UIPM
2.30 pm – 3.00 pm	Host City model and Development for International Cycling – City approach to events	Jerome Lacroix, Head of Business Development	UCI
3.00 pm – 3.30 pm	Marketing Northern Ireland	Geoff Wilson, Board Member of Tourism Northern Ireland	Tourism Northern Ireland
3.30 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS INTEGRITY
CONFERENCE

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM K



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.15 am – 10.00 am	Introductions – The day opens with interventions from high profile speakers setting the scene of the conference background and the programme comprehensive approach.		
	The long standing relationship between sport and the lotteries	Jean-Luc Moner-Banet, President	World Lottery Association
	Sport Integrity in the “Global Village”	Pascal Boniface, Founder and Director	Institut de Relations Internationales et Stratégiques
		Paquerette Girard-Zappelli, Chief Ethics & Compliance Officer	International Olympic Committee
Sport Integrity and Fighting Matchfixing: Theories, Realities, Stakeholders		Moderated by Harri Syväsalmi, Director	Finnish Centre for Integrity in Sports
Sport is an unlimited source of inspiration, self-development and social cohesion. Promoting and defending sport integrity is essential to preserve this unique potential. With the internationalisation of sport and in the wake of globalisation trends, sport integrity is increasingly at risk, which is reflected notably looking at the multiplication of match fixing cases conveying transnational schemes.			
10.00 am – 11.00 am	The state of action: sport integrity is a multifaceted notion		
	What are we talking about when using the semantic and rhetoric of sport integrity? What are the sport ethical challenges at stake and ahead? Experts and practitioners address the definition and scope of sport integrity and how it endorses particularly sports betting corruption.	Jean-Loup Chappelet, Professor	IDHEAP, University of Lausanne
		Keith Gilbert, Professor	University of Rome
		Pim Verschuuren, Research Fellow	Institut de Relations Internationales et Stratégiques
11.00 am – 11.30 am	Coffee Break		
11.30 am – 1.00 pm	The state of play: the international sport institutions' map and roadmap		
	From stakes to stakeholders, where does international cooperation stand in the overall fight against match manipulation?	Ingrid Beutler, Integrity Manager	International Olympic Committee
		Julien Zylberstein, Institutional Affairs	UEFA
		George Paterson, Policy Officer	European Commission, DG EAC
		Cassandra Fernandes, Senior Project Officer	Sports Division, Council of Europe
	FOCUS: Perspectives for Macolins' convention to fight competition manipulation at national and international levels – Examples of national platforms	Thierry Pujol	FDJ, France
		Paolo Bertaccini Bonoli	TI Project, Italy
		Walter de Beauvesier Watson	Nederlandseloterij, Netherlands
		Torbjørn Almlid	Norsk Tipping, Norway
1.00 pm – 2.30 pm	Lunch, Exhibition Dedicated Time and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS

TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
	Modern Sports Betting: Realities, Risks, Responsibilities	Moderated by Sarah Lacarrière, Secretary General	GLMS
	With the Development of online technologies since the turn of the century, sport betting online and in real time has become such a mainstream. Nowadays, one can bet from anywhere around the planet on any competition, fed with information on the game Development in real time (even when no images are associated). Modern sport betting has brought many new possibilities, yet high associated integrity threats.		
2.30 pm – 3.30 pm	Looking at facts: a journey into stories under media spotlight in the past years		
	Interventions focus on cases occurred in various sports and around the world to bring contextual elements to the afternoon discussion.		
	The story of Wilson Raj Perumal	Chris Eaton, Sport Integrity Consultant	
	The Calciocommesse case (football)	Daniela Giuffrè, Head of Integrity in Sport Unit	Interpol
	The KS Skenderbeu club case	Emilio Garcia, Head of Disciplinary and Integrity	UEFA
3.30 pm – 4.15 pm	What those cases and other say – trends, figures, mainstream		
	Speakers present their takeaways from the exposed cases, each in their field of expertise (e.g. betting markets and regulation, investigation, prosecution, etc.)	Kevin Carpenter, Lawyer & Consultant	Captivate Legal & Sports Solutions
		Pierre Cornu, Judge at the Court of Appeals	Neuchâtel, Switzerland
		Pierre Charles Pradier, Associate Professor	Sorbonne University
4.15 pm – 4.45 pm	Coffee Break		
4.45 pm – 5.45 pm	Responsibility of the betting industry towards sports		
	Indicatives topics: Mapping of the 21st century sports betting industry; Responsible approaches and differentiation between players; Capacity building in sports organisations; The use and impact of monitoring systems, etc.	Madalina Diaconu, Associate Professor	University of Neuchâtel
		Valerie Peano, Institutional Affairs	Sisal S.p.A
		Chin Siong Seah, CEO and President	Singapore Pools, GLMS
		Julie Norris, Head	FIFA EWS
5.45 pm – 6.00 pm	Closing addresses & takeaways		
	Highlights of the day and takeaways	Andy Miah, Chair in Science Communication and Future Media	University of Glasgow
	The way forward to remain the main supporter of sport and driving force for integrity	Torbjørn Almlid and Walter de Beauvesier Watson	European Lotteries
6.00 pm – 9.00 pm	Drinks and Networking		

EVENT TIMETABLE

SPORTS LICENSING AND MERCHANDISING SEMINAR

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
EXHIBITION HALL



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
1.00 pm – 1.30 pm	5 Tips to create & optimize your licensing Programmes	Bruno Schwobthaler	Licensing for Growth

EVENT PARTNERS



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EVENT TIMETABLE

VILLE DE GENÈVE SEMINAR

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
ROOM A



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
6.00 pm – 7.00 pm	Team spirit, cohesion and communication	Jean Troillet, Swiss Alpinist	

Access for Ville de Genève delegates only.

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EVENT TIMETABLE

ATHLETE PERFORMANCE SEMINAR

DAY 1 – WEDNESDAY, DECEMBER 7, 2016
EXHIBITION HALL



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	Image based player and object tracking	Pascal Fua, Director	CVLab – Laboratory of computed vision, EPFL
10.00 am – 10.30 am	Sports Performance and Doping	Martial Saugy, Director	LAD – Swiss Laboratory for Doping Analyses
10.30 am – 11.00 am	Structures of High Performance Sport in Germany – an athlete’s centered approach!?	Dr. Julia Franke	German Olympic Sports Confederation (DOSB)
11.00 am – 11.30 am	Beyond the dream, how Virtual Reality improved players spatial awareness & decision making skills	Sander J Schouten, Director Business	Beyond Sports
11.30 am – 12.00 noon	Assessing cognitive processes in athlete performance	Enrico Staderini, Professor	Haute École d'Ingénierie et de Gestion du Canton Vaud (HEIG-VD)
12.00 noon – 3.00 pm	Lunch, Exhibition Dedicated Time and Networking		
3.00 pm – 3.30 pm	Visual information processing in Tennis	Michael Herzog, Professor for Psychophysics	EPFL
3.30 pm – 4.00 pm	Performance in the 21st Century	Alastair Watson, President International Sales and Marketing	Keiser
4.00 pm – 6.00 pm	Exhibition Dedicated Time and Networking		
6.00 pm – 9.00 pm	Drinks and Networking		

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EVENT TIMETABLE

FOOTBALL COACHING AND E-LEARNING
CONFERENCE

DAY 2 – THURSDAY, DECEMBER 8, 2016
ROOM C



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.05 am – 9.20 am	An insight to e-learning	Robin Russell, Chairman	Sports Path International and UEFA Football Development Consultant
9.20 am – 10.05 am	Using the drone to enhance game understanding	David Powderly, Coach and Drone Enthusiast	Charlton Athletic FA Academy
10.05 am – 10.50 am	Online coach education in the USA	Vince Ganzberg, Education Content Coordinator	NSCAA
10.50 am – 11.45 am	Exhibition Dedicated Time and Networking		
11.45 am – 12.30 pm	Integrating the use of the web into the Development of young players	Richard Grootsholten, Head of Academy	Feyenoord Rotterdam
12.30 pm – 1.15 pm	LA Galaxy Blended Learning Environment	Dr. Lee Hancock, Professor and Educational Adviser	California State University and LA Galaxy
1.15 pm – 2.30 pm	Lunch, Exhibition Dedicated Time and Networking		
2.30 pm – 2.45 pm	Football's Practice Time-Bomb: Technology To Bridge The Football Knowledge Gap	Terry Barton, CEO	The Coaching Manual
2.45 pm – 3.30 pm	Post graduate online degree courses in soccer coaching	Dr. David Carr, Association Professor and Coordinator of Coaching Education	Ohio University
3.30 pm – 4.15 pm	E-learning platform supporting 2000 coaches annually	Chris Sharman, Global Development Director	Challenger Sports
4.15 pm – 5.00 pm	Using the web to support coach and player Development in Europe and Asia	Jamie Houchen, Project Manager	Asian Football Confederation & Former Head of FA Learning

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

STADIUM PLAYING SURFACES
CONFERENCE

DAY 2 – THURSDAY, DECEMBER 8, 2016
ROOM L



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	Stadia and surfaces – Developments in Germany	Joachim Baur, Competition and Facilities Department	DFL
10.00 am – 10.30 am	3rd Generation surfaces in Scotland	Cameron Watt, Facilities Manager	Scotland Football Association
10.30 am – 11.00 am	Development, Opportunities and challenges of 3G Pitches in England	Mark Pover, National Facilities and Investment Manager	The Football Association
11.00 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	Mixto: hybrid system technology for football pitches	Camillo De Beni, Consultant	Mixto
2.30 pm – 3.00 pm	New quality concept for the natural grass in the Swiss FA.	Pierre-Yves Bovigny, Head of Facilities	Swiss Football Association
3.00 pm – 3.30 pm	Review of Stadium surfaces in French Football	Jean-Michel Berly, Head of Facilities	French Football Association
3.30 pm – 4.00 pm	Exhibition Dedicated Time and Networking		

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

SPORTS LAW
CONFERENCE
DAY 2 – THURSDAY, DECEMBER 8, 2016
ROOM B



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.15 am – 10.00 am	The way forward for the fight against doping in sport	Sir Craig Reedie, President	World Anti Doping Agency
10.00 am – 11.30 am	Panel discussion: New challenges faced by retesting of doping samples	Sir Craig Reedie, President	World Anti Doping Agency
		Prof. Denis Oswald, Attorney at Law, Director of CIES and Chairman of the IOC Disciplinary Commission	CIES, IOC
		Dr. Andrea Gotzmann	NADA Germany
		Olivier Banuls, Deputy Director	Cycling Anti-Doping Foundation (CADF)
11.30 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	Fair Play – the FIFA experience?	Prof. Mark Pieth	Basel Institute on Governance (BIG)
2.30 pm – 3.00 pm	Brand Protection and Intellectual Property – Maximising and protecting your assets	Gary Johnston, Partner	Mathys-Squire
3.00 pm – 3.30 pm	Handling and Managing Talent	Mike Powner, Partner	Charles Russell Speechlys
3.30 pm – 4.00 pm	Exhibition Dedicated Time and Networking		
4.00 pm – 4.30 pm	Governance in South American Football	Harold Mayne-Nicholls	Fundación Ganamos Todos, Former President of Chile Football Association and former World Cup Bid Inspector for 2018/2020
4.30 pm – 5.00 pm	Winning cases against football clubs – how to get paid?	Dr. Sebastien Besson, Partner	Lévy Kaufmann-Kohler
5.00 pm – 5.30 pm	Assessing progress on the road to improved Sport Governance Culture	Alex McLin, Executive Director	Swiss Arbitration Association

CONFERENCE SUPPORTERS



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EVENT TIMETABLE

SPORTS DIGITAL
CONFERENCE
DAY 2 – THURSDAY, DECEMBER 8, 2016
ROOM A



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	Bringing fans closer: a year of Sport	Alex Trickett, Head of Sport and Global Sports Chair	Twitter
10.00 am – 10.30 am	Fan engagement within the NBA	Benjamin Morel, Managing Director EMEA & Senior Vice-President	NBA
10.30 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	A ground-breaking way to help sports grow	Stewart Mison, Director of Business Development	Microsoft Sport
2.30 pm – 3.00 pm	In pursuit of greatness: how Wimbledon ensure digital is the gateway to their brand	Alex Willis, Head of Communications, Content and Digital and Sam Seddon, IBM Wimbledon Client and Programme Executive	Wimbledon Championships and IBM
3.00 pm – 3.45 pm	Sports Federations, Brands and Sports Agencies Panel discussion: Future of Digital in the Sports World	Richard Johnson, Director of Communications	FEI
		Alex Lim, Secretary General	International e-Sports Federation
		Philippe Tardivel, Global Marketing Director	Hublot
		Mette Stannow, Executive Director	Wirestone
		Rudi Müller, Head of Digital	FIFA
3.45 pm – 4.15 pm	Opportunities for Sport on YouTube	Tomos Grace, Head of UK Sport	YouTube/Google

CONFERENCE SUPPORTERS



EVENT PARTNERS



EVENT TIMETABLE

INTERNATIONAL ICE HOCKEY
CONFERENCE
DAY 2 – THURSDAY, DECEMBER 8, 2016
ROOM K



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	A ground-breaking way to help Ice Hockey grow	Stewart Mison, Director of Business Development	Microsoft Sport
10.00 am – 10.30 am	The last 4 years and the future	Martin Baumann, CEO	Champions Hockey League (CHL)
10.30 am – 2.00 pm	Lunch, Exhibition Dedicated Time and Networking		
2.00 pm – 2.30 pm	Opportunities for Sport on YouTube	Tomos Grace, Head of UK Sport	YouTube/Google
2.30 pm – 3.15 pm	Panel discussion: International and Domestic Club Competitions	Andreas Biffiger, Director	CHL at Infront Ringier
		Christoph Mauer, Director	IIHF World Championship at Infront Sports & Media AG
		Lukas Troxler, Director	Swiss Ice-Hockey at Infront & Ringier
		Kimmo Bellmann, CEO	Red Ice Hockey Club
3.15 pm – 4.15 pm	Panel Discussion – Into the future	Christian Lechtaler, General Manager	Frölunda Gothenburg
		Rolf Bachmann, COO	SC Bern
		Alex Jäger, Sports Manager	Champions Hockey League (CHL)

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EVENT TIMETABLE

MASTERCLASS
SEMINAR
DAY 2 – THURSDAY, DECEMBER 8, 2016
EXHIBITION HALL



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
11.30 am – 12.00 noon	The Mobile Event App – German engineering for event digitalisation, client engagement and increased revenues	Jürgen Mayer, CEO	plazz AG
12.00 noon – 12.30 pm	The work of the Foundation	Harold Mayne-Nicholls	Fundación Ganamos Todos
12.30 pm – 1.00 pm	Optimising Seat Allotments for Organisers and Sponsors	Jean-Sebastien Gosuin, Co-Founder & CEO	Seaters
1.00 pm – 1.30 pm	VIP3D – Interactive Premium Experience for Luxury Suites Hospitality	Francis Casado, Head of Business Development	Ticketing 3D

EVENT PARTNERS



EVENT TIMETABLE

ATHLETE PERFORMANCE
SEMINAR
DAY 2 – THURSDAY, DECEMBER 8, 2016
EXHIBITION HALL



TIME	SUBJECT	SPEAKER/POSITION	ORGANISATION
9.30 am – 10.00 am	Speaking different languages : relationships between science and elite sport	Prof Gregoire Millet	UNIL
10.00 am – 10.30 am	Everyone has a favorite – the influence of coaching bias on athlete performance	Susan Salzbrenner, CEO	Fit Across Cultures
10.30 am – 11.00 am	Training and Lifestyle in Kenya to Maximise Performance	Colin Thomas, Psychology Expert	
11.00 am – 11.30 am	The Best Practices for the Delivery and Management of Sports Learning	Phil Abbott, Director	Academy Soccer Coach

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