

# GETTING THE MOST out of **DIGITAL**

**Tuesday 12 July & Wednesday 13 July, 2011  
SYDNEY CRICKET GROUND, SYDNEY**



SPORTS  
EXECUTIVES  
ASSOCIATION

**Early Early  
Bird finishes  
15 April**

**Listen to Senior Executives from:**

- Boston Celtics
- Liverpool FC
- Major League Baseball
- New York Jets
- New York Times
- Nike Inc
- San Francisco Giants
- Toronto Maple Leafs
- Wigan Warriors Rugby League
- WWE – Worldwide Wrestling Enterprises
- 2011 Rugby World Cup organizing committee

**Hear world class case studies about the use  
by leading sporting organisations of:**

- Facebook
- Facebook apps
- Twitter
- Fan Generated Content
- Video
- Digital signage
- Mobiles
- iPhone & smartphone apps
- Detailed Analytics
- Online advertising
- E-commerce

DAY 1		TUESDAY 12 JULY 2011	
8.15am - 8.55am	<b>Registration followed by Welcome</b>		
9.00am - 9.45am	<b>Matt Owen</b> , Manager - Online Communications, Digital Media, Liverpool FC [UK] <i>CASE STUDY - <b>Global reach, local touch</b> - how Liverpool adapts its social media strategy in order to engage with different markets and communities within its global fanbase</i>		
9.50am - 10.35am	<b>Andy Pawlowski</b> , Global Digital Lead – Nike Basketball <i>CASE STUDY - Nike Basketball’s digital and social media initiatives supporting Kobe Bryant’s Black Mamba range (including The Black Mamba short film). Black Mamba is Kobe Bryant’s alter ego</i>		
10.35am - 11.00am	<b>Morning Tea</b>		
11.00am - 11.45am	<b>Peter Stringer</b> , Director - Interactive Media, Boston Celtics [USA] <i>How the Celtics’ Three Point Play Facebook app both encourages additional fan engagement and collects valuable fan data.</i>		
11.50am - 12.35pm	<b>Jason Yeh</b> , Director - New Media, MLB Advanced Media [USA] <i>A MLB case study about shaping a team’s/league’s social media chatter/followers into a saleable “digital asset” that is attractive to sponsors</i>		
12.35pm - 1.25pm	<b>Lunch</b>		
1.25pm - 2.00pm	<b>SOCIAL MEDIA INTERNATIONAL PANEL</b> <b>John McCauley</b> , Director, Digital - Maple Leaf Sports & Entertainment, <b>Matt Owen</b> , Community Manager, Digital Media Department, Liverpool Football Club, <b>Peter Stringer</b> , Internet Operations Manager, Boston Celtics, <b>Shane Harmon</b> , General Manager, Marketing and Communications, Rugby NZ 2011 Ltd <b>Jason Yeh</b> , Director - New Media, MLB Advanced Media <b>Lewis Howes</b> , Publisher of The Sports Networker blogsite (35,000+ members)		
	<b>Stream 1</b>	<b>Stream 2</b>	
2.00pm - 2.40pm	To be announced later	To be announced later	
2.45pm - 3.30pm	To be announced later	To be announced later	
3.30pm - 3.55pm	<b>Afternoon Tea</b>		
4.00pm - 4.45pm	<b>Russ Stanley</b> , Managing VP - Ticket Sales & Service, San Francisco Giants [USA] <i>Using digital means to deliver an exemplary Season Ticket Holder (STH) experience</i>		
4.50pm - 5.35pm	<b>Brian Kalinowski</b> , Executive VP - Digital Media, WWE (Worldwide Wrestling Enterprises) [USA] <i>The WWE Universe experience – Why choosing Facebook as your Social Media presence makes sense</i>		
5.40pm - 7.25pm	<b>Networking drinks</b>		
7.30pm - 11.00pm	<b>Conference Dinner</b>		

DAY 2		WEDNESDAY 13 JULY 2011	
9.00am - 9.45am	<b>Matt Higgins</b> , Executive VP - Business Operations, New York Jets [USA] How the New Meadowlands Stadium provides the Jets with a distinct digital advantage in terms of branding, fan engagement and business operations		
9.50am - 10.35am	<b>Russ Stanley</b> , Managing VP - Ticket Sales & Service, San Francisco Giants Dynamic pricing pays		
10.35am - 11.00am	Morning Tea		
11.00am - 11.45am	<b>Jason Yeh</b> , Director - New Media, MLB Advanced Media CASE STUDY - Bringing MLB's Mobile Picture and Video Blogging services to baseball fans		
11.50am - 12.35pm	<b>Peter Stringer</b> , Director – Interactive Media , Boston Celtics [USA] Celtics Video - the journey from a intern-held camcorder through to a saleable digital asset		
12.35pm - 1.25pm	Lunch		
1.25pm - 2.00pm	<b>DIGITAL &amp; MOBILE INTERNATIONAL PANEL</b> <b>Jason Yeh</b> , Director - New Media, MLB Advanced Media, <b>Russ Stanley</b> , Managing Vice President, Ticket Sales & Services, San Francisco Giants, <b>Matt Higgins</b> , Executive VP Business Operations, New York Jets, <b>Simon Collinson</b> , Marketing Director, Wigan Warriors, <b>Andy Pawlowski</b> , Global Digital Lead -Basketball, Nike Inc		
	<b>Stream 1</b>	<b>Stream 2</b>	
2.00pm - 2.40pm	To be announced later	To be announced later	
2.45pm - 3.30pm	To be announced later	To be announced later	
3.35pm - 4.00pm	Afternoon Tea		
4.00pm - 4.45pm	<b>Simon Collinson</b> , Marketing Director, Wigan Warriors Rugby League, formerly Marketing Manager, Bradford Bulls [UK] Generating revenues through a substantive online presence		
4.50pm - 5.35pm	<b>DIGITAL PUBLISHING PANEL</b> <b>Tom Jolly</b> , Associate Managing Editor/Night News, New York Times, formerly Sports Editor, New York Times <b>Finn Bradshaw</b> , Deputy Network Sports Editor. News Limited <b>Matt Owen</b> , Manager – Online Communities, Liverpool Football Club The opportunities and challenges for teams and governing bodies as "old media" increasingly adapts to the digital world		
	Conference close		

## TAKING DIGITAL SPORT MARKETING TO THE NEXT LEVEL – CASE STUDIES FROM THE WORLD’S BEST.

The **GETTING THE MOST OUT OF DIGITAL CONFERENCE** is a world-class showcase of online, mobile, multimedia and social media initiatives by, and for, professional sport organisations.

### Who should attend:

- Club/franchise CEOs
- Club/franchise Digital/New Media managers
- Club/franchise Commercial managers
- Club/franchise Ticketing/Membership managers
- Corporate sponsors
- Stadium CEOs
- Stadium Commercial managers
- Suppliers of IT services to both sporting venues & professional franchises/clubs
- Sponsorship agencies
- Digital agencies and consultancies
- Video Production houses
- Website developers
- Developers of Mobile, i-phone & i-Pad apps for both professional & grassroots sport
- Governing Body CEOs
- Governing Body Commercial managers
- Governing Body Ticketing/Membership managers
- Governing Body Digital/New Media managers

To register, go to – [www.sportisfantastic.com](http://www.sportisfantastic.com)

**COST - \$975 AUD** – if registering on/before Tuesday, 15 April, 2011

**\$1175 AUD** – if registering after Tuesday, 15 April, 2011

## PRE CONFERENCE MASTERCLASS

**MONDAY 11 JULY, 2011**

**DON'T MISS OUT!**

4.00pm - 4.10pm	Registration followed by welcome
4.15pm - 5.00pm	<b>John McCauley</b> , Director, Digital, <b>Maple Leaf Sports &amp; Entertainment (MLSE)</b> , owners of the Toronto Maple Leafs, Toronto Raptors and Toronto FC) [USA] <b>CASE STUDY - MLSE's multi-platform strategy to their digital fan presence</b>
5.05pm - 5.50pm	<b>PERSONAL BRAND PANEL</b> , to include: <b>Andy Pawlowski</b> , Global Digital Lead – Nike Basketball [USA] <b>Brian Kalinowski</b> , Executive VP - Digital Media, WWE [USA] <b>Lewis Howes</b> , Founder of the Sports Executives Association [USA], and others
5.50pm - 6.55pm	<b>Complimentary Formal Drinks</b> - Speed Dating of the International speakers. Tables remixed every 10 mins. At least 1 International Key Note Speaker per table.
7.00pm - 7.30pm	<b>Informal networking</b>

**COST Nil - if registering on/before 23 March 2011 | \$150 AUD - if registering after 23 March 2011**