



SOC CER EX

GLOBAL CONVENTION

MANCHESTER

06-10 SEPTEMBER 2014

HOSTED BY



MANCHESTER

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“SOC CER EX HAS ESTABLISHED ITSELF AS THE GLOBAL LEADING FOOTBALL CONFERENCE BRINGING TOGETHER THE BUSINESS OF FOOTBALL.”

JOSEPH S. BLATTER, PRESIDENT, FIFA

DAY 1 - STUDIO 1

MONDAY 8TH SEPTEMBER

OPENING CEREMONY - 10:00 - 10:30

The Soccerex Global Convention will officially kick off with a ceremony featuring a series of addresses from the Soccerex chairman, host partner Marketing Manchester and invited VIP guests.

- **Sir Howard Bernstein - Chief Executive - Manchester City Council**
- **Sir Bobby Charlton - Legend - Manchester United & England**
- **Tony Martin - Chairman - Soccerex**



FOOTBALL'S BIGGEST INTERVIEW: PRESIDENT JOSEPH S. BLATTER 1-2-1 - 10:30 - 11:15

In what will be one of the football industry's biggest and most important interviews, FIFA President Joseph S. Blatter, the head of world football's governing body, will be addressing the latest issues affecting the global game and looking back on a fantastic World Cup in Brazil.

- **Joseph S. Blatter - President - FIFA**
- **Moderator: Jeff Powell - Journalist - Daily Mail**



1-2-1 WITH HRH PRINCE ALI BIN AL HUSSEIN - 14:00 - 15:00

One of football's youngest administrators, FIFA Vice-President, HRH Prince Ali will take to the stage to speak his mind on the current state of the game. The West Asian Football Federation president will be giving an honest reflection on his time as a FIFA ExCo member as well as the various social projects being delivered by the Asian Football Development Project.

- **HRH Prince Ali Bin Al Hussein - Vice-President - FIFA**
- **Moderator: David Davies - Senior Consultant - Soccerex**



GOLD MEDAL PERFORMANCE WITH MICHAEL JOHNSON - 15:45 - 16:30

The four-time Olympic gold medallist will be sharing his experiences of elite level performance and how he has transferred them to his company Michael Johnson Performance, which works with some of the biggest sporting organisations in the world, including the Dallas Cowboys, Manchester United, The FA, Williams F1 and the Ivory Coast national team.

- **Michael Johnson - Founder - Michael Johnson Performance**



LIFTING THE WORLD CUP - 17:15 - 18:15

Winning the World Cup as the captain of your national side is the ultimate achievement in any footballer's career. Here, Soccerex brings together two men who have done just that to relive their victorious campaigns from start to finish. It will also be a chance for them to share their opinions on how the world's greatest sporting tournament has changed over the years and what they thought of the 2014 FIFA World Cup in Brazil.

- **Carlos Alberto Torres - 1970 FIFA World Cup Winner - Brazil**
- **Fabio Cannavaro - 2006 FIFA World Cup Winner - Italy**
- **Moderator: Guillem Balagué - Presenter - Sky Sports**



DAY 2 - STUDIO 1

TUESDAY 9TH SEPTEMBER

SHAPING THE GAME: THE GOVERNANCE, REGULATION & FINANCE OF FOOTBALL - 09:45 - 10:45

In a financial and legal master-class, industry luminaries will dissect the most pressing issues affecting the game such as transfers, third party ownership, financial fair play and economic & broadcasting rights.

- **Shaun Harvey** - CEO - The Football League
- **Daniel Cravo Souza** - Senior Partner - Cravo, Pastl & Balbuena & Lawyer - SC Internacional & Fluminense Football Club
- **Katrien Meire** - CEO - Charlton Athletic & Board Member - Standard de Liege
- **Matt Hulsizer** - CEO - PEAK6 Investments
- **Moderator: Trevor Watkins** - Global Head of Sport - Pinsent Masons



JEFFREY WEBB: GLOBAL VISIONARY - 11:45 - 12:30

CONCACAF President, Jeffrey Webb, one of the most respected administrators in world football, will share his thoughts on the global game, giving an exclusive insight into the impressive development of football across the CONCACAF regions which he has presided over.

- **Jeffrey Webb** - President - CONCACAF
- **Moderator: David Davies** - Senior Consultant - Soccerex



THE MODERN CONSUMPTION OF SPORT - 13:45 - 15:00

This session will begin with a presentation by Barney Francis on 'Sky Sports and digital media'. The panel will then come together to look at the impact the digital revolution is having on the way live sport is consumed by fans, whether they're at the stadium, at home, or on the move and how rights holders need to act in the digital age.

- **Barney Francis** - Managing Director - Sky Sports
- **Robert Bridge** - VP International Marketing - Yahoo!
- **Moderator: Henry Winter** - Football Correspondent - Daily Telegraph



A WORD FROM THE WISE - 16:00 - 17:00

An exclusive session will see a group of FIFA ExCo members come together to share their individual experiences in football and their thoughts on what the future holds for the beautiful game.

- **Jim Boyce** - Vice-President - FIFA
- **Michel D'Hooghe** - ExCo Member - FIFA
- **Moya Dodd** - ExCo Member - FIFA
- **Moderator: David Davies** - Senior Consultant - Soccerex



DELIVERING A LEGACY: HOW QATAR PLANS TO HOST AN AMAZING FIFA WORLD CUP™ - 17:45 - 18:30

With eight years until kick-off, the Supreme Committee for Delivery & Legacy will explain the progress Qatar has made preparing for the 2022 FIFA World Cup™... and what lies ahead for the future.

اللجنة العليا
للمشاريع والبروت
Supreme Committee
for Delivery & Legacy



DAY 3 - STUDIO 1

WEDNESDAY 10TH SEPTEMBER

FIXING FOOTBALL'S DARK SIDE - 10:00 - 11:00

Match fixing is the scourge of football worldwide and one of the biggest threats to the integrity of the game. Here to explain how football is fighting back are experts who have tackled football corruption head-on.

- **John Abbott** - Steering Group Chairman, INTERPOL - FIFA initiative
- **Mark Sutcliffe** - CEO - Hong Kong FA
- **Emanuel Medeiros** - CEO - ICSS Europe and Latin America
- **Darren Small** - Director - Sportradar
- **Moderator: David Davies** - Senior Consultant - Soccerex



HOW TO RUN A CLUB SUCCESSFULLY - 11:45 - 12:45 - SPONSORED BY

Balancing success on the pitch with maintaining financial stability and ensuring sustainable commercial growth off it is no mean feat. This session will bring together a mix of senior club officials to debate the challenges of club administration and explore what is required to run a successful football club in today's economic environment.

- **Ian Ayre** - CEO - Liverpool FC
- **Bruno de Carvalho** - President - Sporting Lisbon
- **Ebru Köksal** - Board Member - Galatasaray SK
- **Luis Vicente** - Chief Commercial & Marketing Officer - Valencia CF
- **Moderator: David Cushnan** - Editor-in-Chief - SportsPro



LA LIGA'S INTERNATIONAL EXPANSION - 13:45 - 14:15

La Liga is home to some of the game's biggest superstars including Messi, Cristiano Ronaldo and now Luis Suarez, as well as the two most profitable clubs in world football. Here the president of the league will share his insight into the workings of the league and its plans for international expansion through the LFP World Challenge.

- **Javier Tebas** - President - Liga de Fútbol Profesional
- **Moderator: Oscar Campillo** - Editor-in-chief - Marca



THE CLASS OF '92 - 15:00 - 16:00

The 'Class of 92' rose through the youth team together and set a benchmark for English football in 1999 by winning the elusive treble. Three of that group will share their insights into their football education at Manchester United, their glittering careers and their plans post retirement including their involvement with Salford City FC.

- **Ryan Giggs** - Legend - Manchester United
- **Nicky Butt** - Legend - Manchester United
- **Phil Neville** - Legend - Manchester United
- **Moderator: David Davies** - Senior Consultant - Soccerex



CONTACT US NOW TO BOOK YOUR PLACE AT THE SOCCEREX GLOBAL CONVENTION 2014

GLOBAL PARTNERS:



DAY 1 - WORKSHOPS - STUDIO 2

MONDAY 8TH SEPTEMBER

FOOTBALL'S GIANT AWAKENS - 11:45 - 12:45

A senior Indian delegation will examine the explosion of the game in India, focusing upon the launch of the new Indian Super League & the 2017 FIFA U-17 World Cup™.

- Kushal Das - General Secretary - All-India Football Federation
- Michael Chopra - Kerala Blasters FC & ex Newcastle / Sunderland Striker
- Sunando Dhar - CEO - I-League
- Rajpal Singh - Director - FICCI
- Shirish Kulkarni - President, Liverpool International Football Academy – DSK Shivajians
- Moderator: Sukhvinder Singh - Managing Director - Libero Sports



THE FOOTBALL TRANSFER MARKET GUIDE

PART 1: SOCCEREX TRANSFER REVIEW BY PRIME TIME SPORT - 13:45 - 14:45

A complete guide to the summer's transfer dealings of Europe's biggest clubs will be revealed, providing an important resource for organisations looking to understand the value of each deal.

- Esteve Calzada - CEO - Prime Time Sport
- Guillem Balague - Presenter - Sky Sports
- Gianfranco Zola - Legend - Chelsea



PART 2: IMPROVING THE FOOTBALL TRANSFER MARKET - 15:00 - 15:45

The professional football transfer market is becoming ever more complicated leading to a demand for greater transparency. Here the big plans of FIFA will be revealed, focusing on the need for stronger transfer management systems and better governance.

- Mark Goddard - General Manager - FIFA TMS



FINANCE & LEGAL WORKSHOPS - Hosted by LawInSport

WEALTH MANAGEMENT USING IMAGE RIGHTS - 16:15 - 16:45

Practitioners from Guernsey's finance industry will explore how the island's world-first image rights law and register is being used to protect and commercially exploit images but also manage wealth in a way which has long term benefits.

- David Evans - Director - Collas Crill IP - Guernsey
- Paul Blackwell - Director - Confiance Limited - Guernsey



International Finance Centre

'A SPORT OFFICE FOR THE SOCCER WORLD' - 17:00 - 17:30

PwC will present their 'sport office for the soccer world' which provides a full package of management services. ING Investment Management, managing a large part of the Netherlands football player pension fund, will discuss the importance of asset and fund management.

- Serge Saussoy - Partner - PwC Luxembourg
- Ewout Van Schaick - Head of Multi Asset Strategies - ING Investment Management
- Marc Debois - Head of New / International Markets - ING Private Banking Luxembourg
- Louis Saha - Managing Director - Axis 10 Sports Consulting Group



ONE CITY, TWO CLUBS, TWO DIFFERENT BUSINESS MODELS - 17:45 - 18:30

Two members of ProManchester will look at how United and City are developing their business models, focusing on talent & infrastructure investment, global commercial growth & fan engagement.

- Dan Jones - Lead Partner, Sports Business Group - Deloitte
- Mark Hovell - Partner - Mills and Reeve
- Moderator: Sean Cotterell - Founder and CEO - LawInSport



DAY 2 - WORKSHOPS - STUDIO 2

TUESDAY 9TH SEPTEMBER

COMMERCIAL WORKSHOPS - Hosted by SportsPro

HOW TO LEVERAGE FAN-GENERATED CONTENT - 10:00 - 10:30

The rise of social media and user-generated content has brought forth new opportunities for teams to utilize fan content. Learn real examples and case studies of how teams like the Dallas Cowboys & Boston Red Sox are leveraging fan-generated content in the stadium, on their websites, in sponsorships, and much more.

POSTANO

- Brian Cheek - Director of Business Development, Sports - Postano
- Richard Nightingale - VP Business Development - Postano

FC BARCELONA: PROVIDING VALUE TO GLOBAL AND REGIONAL SPONSORSHIP INITIATIVES THROUGH DIGITAL - 10:45 - 11:15

Barcelona's digital strategy will be revealed, exploring the opportunities it has brought through the brand association between properties and sponsors, and how they see the future of their digital plans in terms of brand reach and the value to their partners.



- Miguel Bertran - Head of Partnerships - FC Barcelona

FINANCING FOOTBALL FOR THE FUTURE - 11:30 - 12:00

The two highly experienced, specialist speakers will examine a number of important areas for football clubs at every level, including such key considerations as Raising Finance, Sourcing Investors, Cash Flow Acceleration, Cost Reduction and Risk Management.



- Brendan Guilfoyle - Football Finance Specialist
- James Powell - Football Industry Lawyer

MAXIMISING THE VALUE FROM OUT-OF-HOME VIEWING - 12:15 - 12:45

This session will focus on how Repucom can help rights holders harness greater revenue through the measurement and articulation of out-of-home media figures. They will also showcase how brands can use out-of-home viewership as an opportunity to create new, innovative opportunities for activation.



- Spencer Nolan - Head of Consulting - Repucom UK&I

SEATERS: HOW TO MINIMIZE EMPTY SEATS AT SOLD OUT GAMES? - 15:30 - 16:00

Empty seats lead to frustrated fans, a lack of F&B revenues and a bad image for organisers and sponsors. During this workshop, Seaters will present the causes of empty seats and the unique, patent pending, waiting list system and real-time seat re-allocator. To conclude, RSC Anderlecht and their title partner BNP Paribas Fortis will present their results and advantages.



seaters

- Jean-Sébastien Gosuin - CEO & co-founder - Seaters
- Alain De Greef - Head of Sponsoring and Events - BNP Paribas Fortis
- David Steegen - Communication & Media Manager - RSC Anderlecht

**BOOK YOUR ACCOMMODATION
HERE**

DAY 2 - WORKSHOPS - STUDIO 2

TUESDAY 9TH SEPTEMBER

PERFORMANCE WORKSHOPS - Hosted by **fcbusiness**

PROFESSIONAL SPORTS: PLAY TO WIN! - 14:00 - 14:30

Multinational software corporation SAP AG will present how bringing their world-class technology to sports teams, leagues, and venues will help develop fan engagement, drive on-field performance, and optimise business efficiency.



- Fadi Naoum - Global SVP - Application Innovation Head of Sports and Entertainment - SAP

PERFORMANCE ANALYSIS – WHERE DOES FOOTBALL GO FROM HERE?

14:45 - 15:15

In this session, the current challenges, technological advances and solutions in the world of performance analysis will be explored, focusing on two sides of the same coin; from predictive and physiological data through advanced analysis of the game.



- Daniel Bernand - CEO - Sports Matrix
- Val Nasedkin - VP Business Development - Omegawave



FOOTBALL MEDICAL ASSOCIATION - 16:45 - 17:30

The Football Medical Association (FMA) and a selection of medical and performance experts will share their experiences on how football's performance landscape has evolved.

- Bryan English - Club Doctor - Middlesbrough FC
- Carl Wells - Sport Science Lead - Perform at St George's Park
- David Fevre - Head of Sports Medicine - Blackburn Rovers FC
- Moderator: Eamonn Salmon - Chief Executive - Football Medical Association



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DAY 3 - WORKSHOPS - STUDIO 2

WEDNESDAY 10TH SEPTEMBER

STADIA WORKSHOPS - Hosted by **PANSTADIA & ARENA MANAGEMENT**

BUILDING CITY'S FUTURE - 10:30 - 11:00

Manchester City will update the industry on how their state of the art training facilities at the Etihad Campus will provide a platform for economic and regenerative development for the local community, as well as their plans to extend the capacity of the Etihad Stadium to complement their current match-day fan engagement activity.

- **Danny Wilson - Director of Sales, Service and Operations - Manchester City**
- **Pete Bradshaw - Head of Infrastructure Development & Corporate Responsibility - Manchester City**



TRENDS IN STADIA TECHNOLOGIES - 11:15 - 11:45

Siemens will present current and upcoming trends for stadia and arenas and corresponding technology solutions for economic and ecologic balance, security and safety, resilient energy supply, increased comfort and improved experience for spectators and VIPs.

- **Markus A. Wischy - Major Projects Developer - Siemens**



VISUAL VENUE MANAGEMENT - 12:00 - 12:30

Mobile Media Content develops 3D representations of venues for helping on fan-relocation and ticketing purposes letting the user sit virtually at any seat before purchasing a ticket or a season pass. 3D acts as unique user interface for both users and managers.

- **Francis Casado - Business Development Manager - Mobile Media Content**



HOW STRATEGIC CREATIVITY CAN EVOLVE OUR STADIUMS INTO MORE COMPELLING AND PROFITABLE DESTINATIONS - 14:00 - 14:30

Filmmaster Events has been producing Olympic Ceremonies and Mega events for years and its team is keen to share an innovative vision on how entertainment can generate more revenues, boost profits and enlarge the current stadium target market.

- **Kile Ozier - Executive Producer | Creative Producer & Director - Filmmaster**
- **Simone Masserini - International Business Director - Filmmaster**



STADIUM REVOLUTION FROM GERMANY: SUPRASTADIO - 14:45 - 15:15

Interpol+-Studios will present the 'Suprastadio', a new stadium design that is unique in shape and function. This patented grandstand system was created with a keen focus on the stadium experience.

- **Dr. Robin Houcken - Managing Partner - Interpol +- Studios**
- **Tim Schierwater - Partner Architecture - Interpol +- Studios**



**BOOK YOUR TRANSFERS
HERE**

DAY 1 - PRESENTATIONS - MONDAY 8TH SEPTEMBER

TERRE DES HOMMES - 11:30 - 12:30

Terre des Hommes will use a variety of case studies from its campaign www.childrenwin.org, to highlight how major event organisers need to take measures to maximize benefits for and mitigate the multiple risks on children.

- Ignacio Packer - Director - Terre Des Hommes
- Gianfranco Zola - Legend - Chelsea FC
- Jeremy Weeks - International Sports Development & Operations Consultant - The Premier League & The FA
- Dr. Marianne Meier - Head of Project - Terre Des Hommes



WHY BRANDS INVEST IN THE COMMUNITY - 14:00 - 14:30

Outcomes such as social impact or return on investment for funding partners are often difficult to define, so this panel will take a look at a popular monitoring and evaluation tool and also give insights into how community football projects are managed.

- Duncan Jones - Head of Upshot Development - Football Foundation
- Sam Shave - Club Project Manager - BT Supporters Club
- Sam Bull - National Development Manager - The Wheelchair FA



FOOTBALLERS MAKING A DIFFERENCE - 15:00 - 15:30

This panel will uncover some of the pressures facing footballers off the field of play, their motivations towards creating a foundation in their name and celebrates some of the best work around the world associated with player foundations.

- Jason Roberts - Founder - Jason Roberts Foundation
- Andy Ansaah - Ex Professional and Football Choreographer
- Francis Nkwain - Benoit Assou Ekotto's Agent



COMMUNITY DEVELOPMENT THROUGH SOCCER vs SOCCER DEVELOPMENT IN THE COMMUNITY - FACT OR FICTION? - 16:00 - 16:30

This seminar will explore the challenges and opportunities in the role that soccer can play as a vehicle of change in the lives of young people and communities.

- Isha Johansen - President - Sierra Leone Football Association
- Prof. Chris Brady - Co-Director, Centre for Sports Business - Salford University
- Geoff Thompson MBE - Founder - Youth Charter



FOOTBALL ON THE RISE IN AFGHANISTAN: AND HOW PREMIER SKILLS IS PLAYING ITS PART - 17:00 - 17:30

The Afghanistan Football Federation & Premier Skills will discuss their joint venture which is providing intensive training to community coaches from across Afghanistan.

- Sayed Ali Reza Aghazada - General Secretary - Afghanistan Football Federation
- Jeremy Weeks - Head Coach - Premier Skills



GIVING YOUNG PEOPLE A CHANCE - 18:00 - 18:30

Discussions around football and youth usually focus on professional development of athletes, but this panel will discuss some of the most basic needs that young people have and then look to see the ways in which football can help attend to them.

- Urs Zanitti - CEO - Asian Football Development Project
- Stuart Ramalingham - CEO - One Goal Malaysia
- Johannes Axster - Co-Founder & Head of Partnership Development - streetfootballworld



SOCCEREX GLOBAL CONVENTION CONFERENCE PROGRAMME 2014

THE DON REVIE LOUNGE

The new home of football content at the Soccerex Global Convention. Bringing together some of the biggest legends in world football in an informal, relaxed setting, the Lounge will feature sessions aimed at the football fan in all of us.

DAY 1 - MONDAY 8TH SEPTEMBER

TWO SURVIVORS OF 'ESCAPE TO VICTORY' - 15:45 - 16:30

Two of football's biggest characters and 'movie stars' will be in the lounge to discuss their careers as well as playing alongside the likes of Pele, Sylvester Stallone, Bobby Moore and Michael Caine in the hit movie, Escape to Victory.

- Ossie Ardiles - 1978 FIFA World Cup Winner - Argentina
- Mike Summerbee - Legend - Manchester City



DAY 2 - TUESDAY 9TH SEPTEMBER

DAVID DEIN AND JENS LEHMANN ON THE INVINCIBLES - 09:45 - 10:30

In 2003–04, Arsenal won the Premier League with a record of 26 wins, 12 draws and 0 defeats. Two key members, from on and off the pitch, will relive that season as well provide their views on the club's ambitions for the season.

- David Dein - Former Vice-Chairman - Arsenal & The FA
- Jens Lehmann - Legend - Arsenal & Germany



ENGLAND: THE BIG DEBATE - 11:00 - 11:45

Taking place directly after England's Euro 2016 qualifier against Switzerland, a group of England legends including 'Captain Marvel' Bryan Robson will review the game and give their thoughts on the new England post Brazil.

- Bryan Robson - Legend - Manchester United & England
- Michael Owen - Legend - Liverpool & England
- Peter Reid - Legend - Everton & England



THE WHITE LINE OF DEFENCE - 15:30 - 16:15

The two Leeds United legends who were at the center of the all conquering Don Revie side of the late 60's & early 70's will be reliving those glory days as well as their thoughts on the new ownership at the club.

- Norman Hunter - Legend - Leeds United & England
- Paul Reaney - Legend - Leeds United & England



DAY 3 - WEDNESDAY 10TH SEPTEMBER

TAKING THE LEAD - 12:00 - 12:30

Arsenal Ladies defender and former England captain Casey Stoney will be discussing her stand-out career for club and country, where she was capped 116 times, her decision to come out as gay and what football needs to do to combat homophobia within the game.

- Casey Stoney - Player - Arsenal Ladies & England



BUSINESS ON FOOTBALL - 14:30 - 15:00

Justin King is recognised as one of the foremost businessmen in the UK, as CEO of Sainsbury's from 2004 to 2014 he is credited with masterminding the turnaround in the company's fortunes. In this exclusive session Justin, a keen football fan, will give his thoughts on the business behind the beautiful game.

- Justin King - Former CEO - J Sainsbury plc

