

# Sport Business Chain 2018

## Conference Agenda

### About Us:

Sport Business Chain is a non-profit organisation based in Bucharest, Romania, whose aim is to contribute to the development of the Eastern European sport business landscape.

SBC 2018 explores '**Monetisation Streams & Sustainability in Sport Organisations.**'

### Our Promise:

3 days full of **insights & know-how** from international sport business trailblazers, industry **trends, best practices** and invaluable **networking**

Understand how you can make your sport organisation more financially sustainable!

### Who Should Join Us:

- sport leaders & entrepreneurs;
  - representatives of sport organisations across the public, private & volunteering sectors;
  - sport business enthusiasts;
  - sport academia members;
    - sportspeople;
- students (**PS:** we provide a variety of work experience opportunities!)



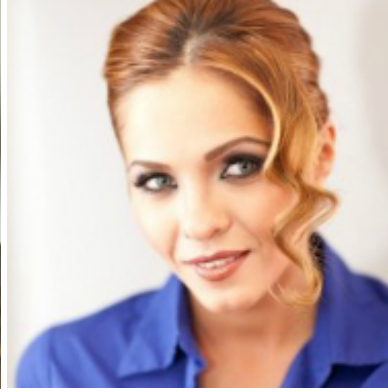
# Our 2018 Speakers Line-up #OnStageAtSBC



**Adrian STORES**  
CEO Acrobat | FCSM



**Alex TRICKETT**  
Director Alex Trickett  
Consultancy  
Former Global Head of Sport  
at Twitter



**Andreea OGARARU**  
Account Executive at Johan  
Cruyff Arena International



**Asli KOÇ**  
Digital PR at Digturk



**Diego VALDES**  
Director at Sports Business  
Institute Barcelona



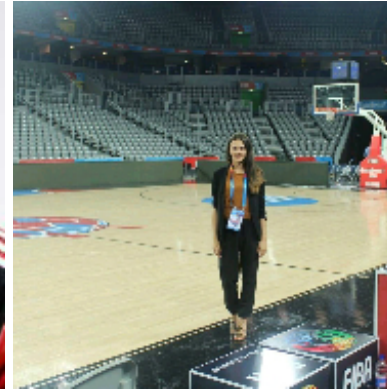
**Ehsen SHAH**  
Managing Director at  
B-ENGAGED



**Gabriela TICHELEA**  
Managing Director at GTS-Agency  
Ex-Handball Player



**George OGARARU**  
Senior Consultant at Ajax  
Amsterdam Academy  
UEFA Pro Licensed Coach



**Karina STIOPU**  
Marketing Manager at BC  
SCM Timisoara



**Lorand BALINT**  
Head of Strategy at Propaganda  
Former Marketing Director at  
Romanian Handball Federation

# Our 2018 Speakers Line-up #OnStageAtSBC



**Lukas DORDA**  
Marketing & Sponsorship  
Consultant  
at Johan Cruyff Institute



**Maik MATISCHAK**  
Associate Vice-President  
Communications EME NBA



**Malph MINNS**  
Managing Director at  
Strive Sponsorship



**Mihaela  
CONSTANTINESCU**  
Senior Lecturer of Sports Marketing  
at Bucharest University of  
Economics Studies



**Ming ZHAO**  
UK Project Coordinator at  
Super Sports (China)



**Nick SPEAKMAN**  
Head & Founder of SPORF  
Founding Team Member of  
Social Chain



**Orsolya TOLNAY**  
Founding Member of Sport &  
Sustainability International  
European Sport Policy  
Specialist



**Wim MATHUES**  
Founder of MCMC  
Senior Manager Ecommerce  
& Digital Partnerships at  
Coca-Cola Partners



**Yacine SAHNOUNE**  
Founder & CEO of  
SmartReplay



**Yves Le  
LOSTECQUE**  
Head of Sport at the  
European Commission



# Keynotes on Sports Marketing & Branding

## 'Expert Talk: Turning an Athlete into a Brand'

Managing Director of B-Engaged, an international marketing & commercial sport agency that has worked with some of the biggest names in the industry, such as Puma x Danny Williams, NBA, NFL, Hector Bellerin or FIFA.

- Managing Director of B-Engaged;
- Trustee of Heart 4 More Foundation;
- Sports Marketing & Athlete Marketing Lecturer.

## 'Expert Talk: How to Create a Strategic Digital Plan for Sport Organisations'

Alex Trickett is a digital consultant to the sports industry, calling on two decades of senior experience at Twitter, BBC Sport and brand agency Imagination. Alex specialises in creating and implementing social media strategies that grow reach, deepen engagement, enhance reputation and deliver against tangible commercial objectives.

- Director at Alex Trickett Consultancy;
- Global Head of Sport at Twitter;
- International Editor at BBC Sport;
- Alex is privileged to have worked closely with many of the biggest organisations in sport, including the IOC, FIFA, UEFA, Premier League, Man Utd, Man City, Liverpool, F1 and Wimbledon.

## 'Building a Sustainable Sports Marketing Strategy: An Eastern European Perspective.'

With +20 years working in building brands at local, regional & global levels, Lorand has worked, among other, with sport federations and the Romanian Olympic Committee.

- Head of Strategic Planning at Propaganda Creative Marketing;
- Advisor to the President of the Romanian Olympic Committee;
- Marketing Director at Romanian Handball Federation;
- Managing Director at Leo Burnett Romania.

## NBA - EME

SPORT  
BUSINESS CHAIR

MAIK MATISCHAK

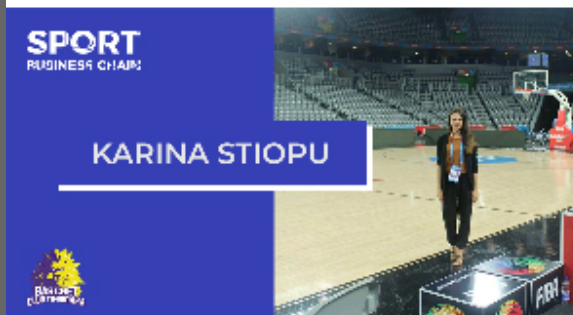


## On Stage Interview

## BC SCM Timisoara

SPORT  
BUSINESS CHAIR

KARINA STIOPU



# 'International Sports PR & How the NBA Is Approaching the European Market from a Communications Perspective'

Maik is Associate Vice President Communications EME and began to work for the NBA in 2014 as NBA EME Senior Director, Communications. Since 2017 he also oversees and sets the strategy from an overall business approach for the German market. Based in the NBA's EME headquarters in London, he manages the communication strategy and leads the execution of all public relations activities for the league in the region.

- Associate Vice President Communications at NBA EME;
- Consumer PR Manager at Advanced Micro Devices EMEA;
- Senior International PR Manager for EA Sports in Geneva, Switzerland;
- Director of Communications of NFL Europe in Frankfurt;
- PR Director of NFL Europe franchise, the Berlin Thunder.

Karina is the Team Manager of Basketball Club SCM Timișoara, and co-founder & executive VP of a basketball academy. As a strong basketball enthusiast and professional, she is eager to take part in developing the Romanian basketball.

- Team Manager at BC SCM Timisoara;
- Marketing Manager at BC SCM Timisoara;
- Founder & Executive Vice President at 'ASC Academia de Baschet pentru Timisoara';
- Graduated from the FIBA Academy Master's Programme;
- Venue Media Manager Assistant at Eurobasket 2015.

## Super Sports (China)

SPORT  
BUSINESS CHAIN

MING ZHAO



## Digiturk

SPORT  
BUSINESS CHAIN

ASLI KOÇ

Digiturk



# Keynotes on Sports Marketing & Media

## 'How to Stay Viable in the Sports Media Market: A Lesson from Emerging Markets'

UK project coordinator for Super Sports (China) since 2015: managing and coordinating media and commercial projects for the Premier League broadcasting rights holder in China and Macau.

- **UK Project Coordinator at Super Sports (China);**
- **Worked on marketing projects for Fanatics International, promoting Manchester City, Manchester United and Real Madrid club shops in China;**
- **Worked as Content Advisor for the Asian sports betting market.**

## 'Sports Digital PR and Digital Marketing'

An Experienced Event Specialist with a demonstrated history of working in the hospitality industry, currently having the role of Digital PR at Digiturk.

- **Digital PR at Digiturk;**
- **Writer at several digital and printed magazines about sports;**
- **Alumni of sports Management Master Programme at Bahçeşehir University.**



## Keynotes on Fan Engagement

### 'Engaging the Millennial Sport Fan'

Founder & Head of SPORF, the UK's highest followed and engaged Sport's digital publisher, with 15m sports fans worldwide.

- **Founder & Head of SPORF;**
- **Founding team member of Social Chain;**
- **Sport Industry NextGen Leaders - Class of 2018;**
- **TEDx Talker, Social Media Lecturer & Digital Events Panelist.**

### Panel | 'Expert Talk: Capitalising on Personalisation to Maximise Fan Engagement'

Founder & CEO at SmartReplay, an AI-powered interactive video technology.

- **Founder & CEO of SmartReplay;**
- **Former News Anchor at Vinci Autoroutes;**
- **Former News Anchor & Reporter at Radio France.**



## Keynotes on Sponsorships & Partnerships

### 'Co-Creating Value: a Value-Driven Approach towards Partnerships'

Founder of Acrobat | FCSM, with +30 years of experience in sports sponsorship & marketing, having worked with FC Barcelona, 15% of pro-football clubs in EPL/EFL and main Turkish and Greek football brands.

- Founder of Acrobat | FCSM, a premier consultancy firm concentrating on sport marketing, sponsorship and fundraising;
- Senior Lecturer on sports business at UCFB (Wembley & Etihad) and MMU.
- Former Chairman of the Chartered Institute of Marketing for sports and leisure.

### 'Expert Talk: The ROI & ROO of Building Strategic Long-Term Partnerships'

Account Executive at Johan Cruyff Arena International, also involved in a variety of events, such as EURO 2020 Innovation Summit, World Stadium Congress, Sports Analytics Conference.

- Account Executive at Johan Cruyff Arena International, activating in Romania through AA Innovation Management;
- Sports Business Consultant at 'A Sports Business Management';
- B2B Partner at Johan Cruyff Institute;
- General Manager at 'Asociatia George Ogararu pentru Cultura si Sport';
- Master's Degree in 'Sport Marketing & Sponsorship' at Johan Cruyff Institute.



## Strive Sponsorship



## MCMC



# Keynotes on Sponsorships & Partnerships

### Panel | 'Expert Talk: The Art of Sponsorship Activation'

Managing Director of Strive Sponsorship. With +18 years of international sport & entertainment sponsorship experience with brands, right holders, agencies and investors.

- **Managing Director of Strive Sponsorship;**
- **Has worked with global businesses like Guinness, British Airways, Barclays, Sky, 21st Century Fox, Jaguar Land Rover, Gatorade and Oakley;**
- **Has set-up and led professional cycling's Team Sky commercial partnerships department for five years.**

### 'European Sponsorship Strategy: Transformation from Traditional to Digital Sponsorship'

Wim Mathues has just joined Coca-Cola European Partners as Senior Manager Ecommerce & Digital Partnerships, while also heading up his own digital sports & entertainment marketing agency MCMC since 2011. Previously, he was Marketing Director Southern Europe in Paris and earlier Industry Lead Media & Entertainment at GfK in Belgium, coming from Nielsen Sports and Capgemini.

- **Senior Manager Ecommerce & Digital Partnerships at Coca-Cola European Partners;**
- **Founder of MCMC, a digital sports agency whose clients include bwin, Brussels Airport, Pro Basketball League, Napoleon Games Cup, Sniper Pro Cycling Team;**
- **sports marketing lecturer at UCLL in Belgium,**
- **Former jury member at the ESA Excellence Awards of the European Sponsorship Association in London, for the category "Best Sponsorship in Europe."**

## SBI Barcelona

SPORT  
BUSINESS CHAIN

DIEGO VALDES



## Cruyff Institute

SPORT  
BUSINESS CHAIN

LUKAS DORDA



# Keynotes on Sport Academia & Career Development

### 'Current Business Trends in the Football Industry: Strong Leadership Required by Tomorrow's Leaders'

Director at the Sports Business Institute Barcelona, Diego has provided training to executives from across the football industry at a global level, including clubs, federations, and media outlets.

- Director at the Sports Business Institute Barcelona;
- International Football Journalist;
- Provided training to executives from FIFA, UEFA, the IOC, Real Madrid, FC Barcelona, Liverpool FC, Manchester United, Manchester City FC, West Ham United, PSG, Inter Milan, Juventus, Galatasaray, or the Mexican Football Federation, among numerous other sports organisations worldwide.

### 'Educating the Next Generation of Leaders in Sport Management'

With +10 years of working in Sports Business across different European countries, Lukas is Marketing & Sponsorship Consultant at Johan Cruyff Institute.

- Marketing & Sponsorship Consultant at Johan Cruyff Institute;
- Tutor at Johan Cruyff Institute;
- Brand Manager at ERIC Sports;
- Marketing Manager at Conde Sports International.



## Keynotes on Career Development & Sustainability

### 'Athletes' Career Development: How to Meet Opportunities & Challenges'

A former professional handball player, Gabriela is the founder of GTS-Agency, an organisation committed to providing opportunities for sportspeople's development. She is also an accredited trainer and personal development advisor.

- Managing Director at GTS-Agency;
- Personal Development Advisor;
- Ex-Handball Player.

### 'Expert Talk: Key Learning Points from Ajax Amsterdam Academy - A Sustainable Performance & Education Model in Modern Football'

UEFA Pro Licensed Coach, currently Senior Consultant at Ajax Amsterdam Academy via Ajax Coaching Academy. George is also a former professional football player who has played for the Romanian National Football team, F.C. Sion, F.C. Ajax Amsterdam and F.C. Steaua Bucuresti.

- UEFA Pro Licensed Coach;
- Senior Consultant at Ajax Amsterdam Academy & Ambassador of Ajax Amsterdam;
- Assistant Coach at A.F.C. Ajax Amsterdam U23;
- Chairman of 'Asociatia George Ogararu pentru Cultura si Sport';
- Regional Coordinator of Eccentric European Sports;
- Former Professional Football Player.

## European Commission

**SPORT**  
BUSINESS CHAIN

YVES LE LOSTECQUE



## ENGSO - ASPIRE

**SPORT**  
BUSINESS CHAIN

ORSOLYA TOLNAY



# Keynotes on Sport Policy

Head of the Sport Unit in the European Commission, he started his career in the French national Ministry responsible for Youth and Sport, and joined the Commission in 1993.

- **Head of the Sport Unit in the European Commission;**
- **Served as the assistant of two general directors, Odile Quintin and Jan Trzuszczński;**
- **Member of the cabinet of the Romanian Commissioner, Leonard Orban;**
- **Lawyer in DG Internal market & responsible for inter-institutional issues in DG Education and Culture;**
- **Studied public, international and European law at the University of Rennes.**

European sport policy specialist, advocator for the power of sport for social change, which has been the inevitable consequence of her constant development in a variety of roles in sport, from athlete & student to project manager, communication and policy officer.

- **Has been involved in the ENGSO - the European Sports NGO since 2011 in the field of communication and advocacy;**
- **Manages ENGSO's ASPIRE Project (Activity, Sport and Play for the Inclusion of Refugees in Europe);**
- **Project Manager of the Sound of Sport project of ASVÖ Salzburg (Public Sport Federation of Austria – Salzburg Office);**
- **Founding Member of Sport and Sustainability International.**

## Super Early Bird Offer \*Ends 30 June\*

Super Early Bird tickets are available until 30 June, through our website. Reserve yours and save 40% today!  
Group Discounts are also available for bookings of 3+ attendees.

SBC 2018 explores '**Monetisation Streams & Sustainability in Sport Organisations**'.

Don't miss the chance to network with some of the key players in the international sport business industry and learn about the latest trends, insights & best practices around how you should run a successful and sustainable sport organisation in 2018.

