

SPORT INDUSTRY SUMMIT 2013

24 October, 2013

Deloitte Johannesburg Office

08h00 – 09h00: REGISTRATION AND NETWORKING

09h00 – 09h10: Welcome – A birds' eye view of the industry: where we are now and what we can become
Dan Nicholl – Host of the Sport Industry Summit

THE MORNING IN FOCUS: THE PAST AND THE PRESENT

09h15 – 10h: Opening Panel – The African Business Perspective

Panellists:

- Jenny Pheiffer – Head: Group Brand & Sponsorships, Standard Bank
- Sam Ramsamy – Executive Member, IOC
- Imtiaz Patel – Group Chief Executive Officer, MultiChoice South Africa

Facilitator:

- Dan Nicholl

10h – 10h20: VODACOM MOBILE PHONE BREAK

Breakout Panels –

10h20 – 11h20: Break-out Panels Round 1 (Attendees choose one of the below three to attend)

11h30-12h30: Break-out Panels Round 2

The Rules – Our Industry's Biggest Challenge
Understanding the debate

Panellists:

- Alastair Hewitt – GM, Castle Lager
- Rodney Swigelaar – Director, WADA Africa
- David Becker – CEO, The Sports Consultancy

Facilitator:

- David Sidenberg – Director BMi Info

The Media – Our Industry's Biggest Voice
Making the link to sponsorship

Panellists:

- Clinton Van Der Berg - Head of Communications, Supersport
- Kevin McCallum – Sports Editor, Independent News
- Tank Lanning – Founder of Tankman Media

Facilitator:

- James Monteith – Managing Director, Sport Industry Group

The Operations – Our Industry's Biggest Stage
Ramping up your stadium/venue/events

Panellists:

- Amadou Gallo Fall – MD, NBA Africa
- Graeme Hawkins - COO, Gold Circle
- Tom Jones – Principal, Populous

Facilitator:

- Justin Sampson – Independent Sponsorship Consultant

12h30 – 13h30: LUNCH AND NETWORKING

13h30 – 14h15: Lunchtime Keynote – Governance in Sport

David Walsh - Chief Sports Writer, The Sunday Times

**THE AFTERNOON IN FOCUS: WHAT'S NEXT?
WHERE OUR INDUSTRY IS HEADING**

14h30 – 15h10: Panel – The Future of the industry

Panellists:

- Amadou Gallo Fall – MD, NBA Africa
- David Sidenberg – Director, BMI Info
- Richard Dunn, MD, Playmakers

Facilitator:

Practical Sessions –

15h15 – 16h00: Practical Sessions Round 1 (attendees choose one of the below three to attend)

VODACOM MOBILE PHONE BREAK

16h15-17h00: Practical Sessions Round 2

New Platforms – The Next Channel

How to make digital outlets and tools work for your business

Hosts:

- Mike Sharman – Owner, Retroviral Digital Communications
- James Hutchison – Commercial Director, Superbru

New Markets – The Next Level

How to engage new markets with the same budget, and leverage your existing assets to scale up your business

Hosts:

- Thomas Jankovich – Head of Innovation, Deloitte
- Yolanda Arendse – CMO, EXP South Africa

New Communications – The Next

Activation

How to be creative and get results from a PR strategy

Host:

- Drew Barrand – Associate Director, Pitch PR

17h00 – 17h10: VODACOM MOBILE PHONE BREAK / QUICK CHANGE

17h10 – 17h30: The BIG Interview

- **Views on the future of the industry from those closest to the action**

17h30 – 21h00: NETWORKING DRINKS