



Sports Business Summit and Networking Event 2013

SUMMIT PROGRAM

Thursday, April 11th, 2013 | New York City

Join us at @sportslatinvision



An official event of the
Latin Media and Entertainment Commission
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Sports Business Summit

AGENDA

April 11th, 2013

Note: Management reserves the right to make changes to Summit's sessions and speakers. All sessions are filled on a first come, first seated basis. Recording devices and cameras, still or video are prohibited.

TIME	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
08:00 - 08:30	Registration	Check-in and Breakfast for Conference Participants	
08:30 - 08:45	Conference Opening & Special Presentation	<p>Welcoming remarks by:</p> <p> Carlos Vassallo CEO, LatinVision Media</p> <p> Brad Fay COO and Author, The Face-to-Face Book, Keller Fay Group</p> <p> Edward Gordon Sr. Director Distribution & Audience Research, ESPN</p>	<p>How do you build a worldwide soccer franchise? The story behind one of the most successful sport brands in the world: FC Barcelona</p> <p>Hispanics engage in 53% more word-of-mouth than the total public – 110 brand conversations per week vs. 72 for the total public.</p> <p>Paid advertising drives Hispanic WOM. Advertising is referenced in 33% of all conversations among Hispanics, and 40% of brand conversation among Spanish-speaking Hispanics vs. 25% among the total public.</p> <p>Word of mouth among Spanish-speaking Hispanics, in particular, is likely to contain a buy/try recommendation, to be passed along to others, and to lead to purchase.</p>
08:45 - 09:00	Coffee Break & Networking		
09:00 - 10:00	Panel 1 Sports Social Media Today: Connecting with Fans on Multiple platforms	<p>Panelists:</p> <p> Freddy Rolón VP Programming & Business Initiatives, ESPN Deportest</p> <p> Marcelo Tripoli CEO Brazil SapientNitro iThink</p> <p> Diego Prusky CEO, InPulse Digital</p> <p> Jason Kohll CEO, Professional Sports Partners</p> <p>Moderator:</p> <p> Betti Ortega VP, Taylor</p>	

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Hispanic Market Weekly is the leading authority on news and events moving the U.S. Hispanic market.

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Since 1997, Hispanic Market Weekly has been the publication of record for those working in Hispanic media, advertising, P.R. and marketing. Subscribers receive our daily News Briefs, CMO Essentials, Hispanic Sports Business, and Hispanic Entertainment Business, as well as our industry-leading Monday morning newsletter.

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TIME	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
10:00 - 10:15	Coffee Break & Networking		
10:15 - 11:15	Panel 2 Sports Marketing and Sponsorship: Engaging Consumers to Grow Your Brand	<p>Panelists:</p> <ul style="list-style-type: none">  Vincent Cordero EVP & General Manager Fox Deportes, News Corp  Matt Neidl Group Director Multicultural Marketing, Octagon  Camilo Durana Global Director, Sports and Entertainment, Anheuser-Busch InBev  Steven Ship CEO, Lucha Libre USA <p>Moderator:</p> <ul style="list-style-type: none">  Adrian Dickson Journalist and Media Executive, Adrian Dickson 	
11:15 - 11:30	Coffee Break & Networking		
11:30 - 12:30	Panel 3 How tech start-ups are changing the sports landscape	<p>Panelists:</p> <ul style="list-style-type: none">  Anthony Rodriguez CEO, Lineage Interactive  Antonio Gomez-Tembleque Romillo CEO, Linkingsport  Vasu Kulkarni Founder & CEO, Krossover Intelligence  Andrea Pagnanelli CEO, LeapSeats <p>Moderator:</p> <ul style="list-style-type: none">  Jason Belzer Founder and President of Global Athlete Mngm Enterprises, Inc. (GAME, Inc.) 	In just a matter of decades, technology has fundamentally changed the way sports fans follow and engage with the sports, athletes and the teams they love. Hear from a select group of entrepreneurs that are disrupting the sports landscape today and shaping its future.

TIME	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
12:30 - 13:15	Power Lunch and networking	Special Presentation:  Christian Alfonsi EVP Strategic Planning, Taylor	Based on its extensive research into the recent explosive growth of the Hispanic consumer audience, Taylor will highlight the most important emerging "megatrends" about Hispanic consumers that brand marketers and media executives should be aware of; and explain why Hispanics are "the indispensable segment" for any brand seeking future growth in the U.S. market.
13:15 - 14:15	Panel 4 The Leagues	Panelists:  Ernie Ellison Dir of Diversity, Inclusion Initiatives & Community Relations, PGA  Sabrina Macias Director, Marketing Communications IM, NASCAR  Magdalena Hill Manager, Fan Strategy & Marketing, NFL  Eric Conrad VP of Sports Programming & GM for the FIFA World Cup and FIFA Properties, Univision Deportes Moderator:  Grant Wahl Senior Writer, Sports Illustrated	Learn a unique perspective on how sports leagues are reaching Hispanic audiences through broadcast, online and social media properties, including events.
14:15 - 14:30	Coffee Break and Networking		
14:30 - 15:30	Panel 5 Marketing and Retail: Sports Brands in the Global Marketplace	Panelists:  Vicente Navarro Director of Hispanic Marketing, Eurosport  Jaime Cardenas CEO, ACM Connect  Ignacio Cassinelli Chief Blogger, Todosobrecamisetas.net  Martin Munoz-Elena Editor in Chief, Yahoo! En Español Moderator:  Cesar Diaz Editor-in-Chief, LatinoSports.com	

TIME	GENERAL THEME	PRESENTER/TOPIC	KEY POINTS
15:30 - 15:45	Coffee Break and Networking		
15:45 - 16:45	Panel 6 Women and Sports	Panelists:  Elisa Padilla Vice President, Marketing at Brooklyn Nets/Barclays Center  Celine Del Genes Women's Global Head of Marketing and Go-To-Market Reebok International  Eryn McVerry Director, Sports & Entertainment Marketing, Ogilvy Moderator:  Lisa Hyman Partner & SVP, Strategic Communications, Leaddog Marketing Group Inc.	
16:45 - 17:00	Closing Remarks	Panelists:  Jorge Hidalgo EVP Network Sports, Telemundo  Howard Handler Chief Marketing Officer, MLS soccer  John Saintignon CEO, ILC/Reebok Team  Joan Oliver CEO & Partner, Former CEO of FC Barcelona, CS Sport Brands	Network Sports The Business of College Sports. How do you build a worldwide soccer franchise? The story behind one of the most successful sport brands in the world: FC Barcelona.
17:00 - 19:00	Business Networking	www.latinvision.com/events	Expand your network by connecting with people who "do what you do". Our events are designed to maximize your opportunity for meeting contacts.

Stage, Speaker, Business Networking, Event and Catering Managers:
 Betty Ortega, SVP, Taylor Primero | Amanda Smith, Owner, Amanda Smith Caterers

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See you on Thursday, April 10, 2014

2013 Summits: www.latinvision.com/marketing



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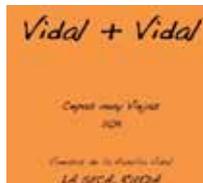
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