

BREAKOUT SESSIONS ON MARKETING & MEDIA - Tuesday, November 27
(S): Speaker/Moderator
(R): Rapporteur
Breakout 1 - WORKSHOP: Leveraging value in the current TV rights marketplace

IEC in Sports	HAIGH	Nick	Director, Television Properties	(S)
IAAF	DIGEL	Helmut	Council Member	(R)
Active Rights Management	TOWNLEY	Stephen	Chairman	
Metro Denver Sports Commission	COHEN	Robert	Executive chairman	
Fédération Internationale de Gymnastique	STREBEL	Olivier	Television Rights & Sales Manager	
Fédération Internationale de Natation	MARCULESCU	Cornel	FINA Executive Director	
International Handball Federation	ORBAN	Mona	Marketing	
International Ice Hockey Federation	LICHTNER	Horst	General Secretary	
International Judo Federation	BARTA	Vladimir	Sports Director	
International Luge Federation (FIL)	WEGSCHEIDER	Babett	Marketing Staff	
International Sailing Federation	FROST	Claire	Head of Marketing and Media	
Union Cycliste Internationale	RUMPF	Alain	Manager UCI Protour	
Union Internationale de Pentathlon Moderne	DAWE	Martin	Executive Board member for Marketing	
International Triathlon Union	MCDONALD	Les	President	
Dominique Curchod Communication	CURCHOD	Dominique	TV Producer-Journalist	
Eurovision	TERNISIEN	Julien	Manager summer sports	
IEC in Sports	PERSSON	Jonas	CEO	
WCSN	SILVA	Carlos	President and COO	

Breakout 2 - WORKSHOP: Event rights and the law... "must-haves" for IFs

Sports / Media law firm	HARRINGTON	Dan	Sports lawyer	(S)
FITA	DIELEN	Tom	Secretary General	(R)
Sportcal.com	LAFLIN	Mike	CEO	
IOC	DUCREY	Pierre	Project Manager- Sports Department	
IAAF	OBENG	Ernest	Director of Broadcasting	
International Baseball Federation	SCHILLER	Harvey	President	
International Biathlon Union	LEISTNER	Klaus	Vice-President for Finances	
International Handball Federation	HELMY	Hala	Managing Director	
International Luge Federation (FIL)	ROMSTAD	Svein	FIL Secretary General	
International Softball Federation	PORTER	Don E	IF President	
International Weightlifting Federation	NEMETH-MORA	Aniko	Director	
ISSF	SCHREIBER	Horst	ISSF Secretary General	
Union Cycliste Internationale	SHELLENBERG	Dieter	Directeur Général	
Union Internationale de Pentathlon Moderne	SCHORMANN	Klaus	President	
World Curling Federation	THOMSON	Mike	Secretary General	
Fédération Int. de Bobsleigh et de Tobogganing	STOREY	Robert H	President	
International Triathlon Union	MAHONY	Brian	Director, Media and Television	
PA SPORT	CAMPBELL	Ian	Managing Director	
Eurovision	HANNESSON	Ingolfur	Senior Manager winter/indoor Sports	
IEC in Sports	SAMUELSSON	Karl	COO	
WCSN	HORVATH	Laurent	Director of Programming Acquisitions	

Breakout 3 - CASE STUDIES: Maximising media exposure on a budget

DLI Radio Sport (International)	LUDDY	David	Managing Director	(S)
WCSN	RUIBAL	Claude	CEO	(S)
Union Cycliste Internationale	MCQUAID	Pat	President	(R)
Sportbusiness Group	LEWIS	Stuart	International Business Director	
Bodybuilding & Fitness	SANTONJA	Rafael	IFBB President	
International Federation of American Football	HUBER	Robert	General Secretary	
International Paralympic Committee	SCHAEFER	Alexis	Marketing Manager	
International Powerlifting Federation	KRAFT	Anton	EPF Media Officer	
International Surfing Association	AGUERRE	Fernando	ISA President	
International Waterski Federation	BURKE-KENNEDY	Des	Chairman Media & Marketing	
JJIF (JuJitsu International Federation)	HOGLUND	Paul G	President	
JJIF (JuJitsu International Federation)	PERSINA	Elena	Assistant to President	
UIAA	SAFFORD	Judith	Executive Director	
IFSC - International Federation of Sport Climbing	SCOLARIS	Marco	President	
International Dragon Boat Federation	HASLAM	Mike	Executive President	
UIM	VANDEKERCKHOVE	R	Secretary General	
International Cricket Council (ICC)	WALLER	Douglas	Business Development Manager	
FISU - Fédération Internationale du Sports Universitaire	KILLIAN	George	President	
Badminton World Federation	SUBRAMANIAM	Selvam	Administration Manager	
FIH	MORRIS	Steven	Marketing Manager	
FITA	MIEVILLE	Didier	Marketing & Communication Director	
FISA	GALLIMORE	Marion	Marketing & Communication Manager	
International Ski Federation	RAKIC	Riikka	Communications Manager	
International Baseball Federation	SRAMEK	Erika	Manager TV + Marketing	
International Boxing Association	BAKER	Richard	PR & Communication Manager	
International Canoe Federation	GARCEVIC	Ana-Marija	Sports Assistant	
International Sailing Federation	SMITH	Luisa	Director	
International Tennis Federation (ITF)	IMISON	Nick	Communications Officer	
International Triathlon Union	BOURDEAU	Stephen	Media Manager	
ICF	LOPEZ	Jose Perurena	1st Vice President	
AIBA	BLASER	Nadine	Marketing Manager	
FILA	MULLER	Evelyne	Assistante de Direction	
WTF	PARK	Kyunghee	New Media Development	
PA SPORT	ELLIOTT	Andy	Directore of Content	
HIT THE ROOF	ROGER	Cédric	Senior Producer	
EBU-Eurovision	VICKERS	Peter	Head of Marketing & Business Management	
Eurovision	ANHALT	Nicole	Business Manager	
IEC in Sports	HORNE	Guy	Director Sports Rights Asia	
IEC in Sports	BJÖRKMAN	Anders	Director, Television Properties	
WCSN	RUIBAL	Claude	CEO	

BREAKOUT SESSIONS ON MARKETING & MEDIA - Wednesday, November 28

Breakout 7 - WORKSHOP: Federations & Industry...friends or enemies?

World Federation of Sporting Goods Industry	DE KOCK	Robbert	Secretary General	(S)
International Softball Federation	PORTER	Don E	President	(R)
Active Rights Management	TOWNLEY	Stephen	Chairman	
Metro Denver Sports Commission	COHEN	Robert	Executive chairman	
IOC	DUCREY	Pierre	Project Manager- Sports Department	
AIBA	BLASER	Nadine	Marketing Manager	
Fédération Internationale de Natation	MARCULESCU	Cornel	FINA Executive Director	
FIH	MORRIS	Steven	Marketing Manager	
IAAF	DIGEL	Helmut	Council Member	
International Biathlon Union	LEISTNER	Klaus	Vice-President for Finances	
International Canoe Federation	GARCEVIC	Ana-Marija	Sports Assistant	
International Handball Federation	ORBAN	Mona	Marketing	
International Sailing Federation	SMITH	Luissa	Director	
Union Cycliste Internationale	SHELLENBERG	Dieter	Directeur Général	
Union Internationale de Pentathlon Moderne	DAWE	Martin	Executive Board member for Marketing	
PA SPORT	CAMPBELL	Ian	Managing Director	
IEC in Sports	HAIGH	Nick	Director, Global Operations	
IEC in Sports	PERSSON	Jonas	CEO	
METEKSAN EVENTS	OLGUN	Murat	Director - Event Solutions	

Breakout 8 - WORKSHOP: IF event development...vision and strategy for your sport

International Olympic Committee	DUBI	Christophe	Sports Director	(S)
International Baseball Federation	SCHILLER	Harvey	President	(R)
FITA	MIÉVILLE	Didier	Marketing & Communication Director	
International Handball Federation	HELMY	Hala	Managing Director	
International Weightlifting Federation	NEMETH-MORA	Aniko	Director	
ISSF	SCHREIBER	Horst	ISSF Secretary General	
Union Cycliste Internationale	MCQUAID	Pat	President	
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International Triathlon Union	MAHONY	Brian	Director, Media and Television	
International Tennis Federation (ITF)	IMISON	Nick	Communications Officer	
ICF	LOPEZ	Jose Perurena	1st Vice President	
GAISF	VERBRUGGEN	Hein	President	
ASOIF	OSWALD	Denis	President	

Breakout 9 - CASE STUDY: Maximising exposure or revenue...what's the priority?

FITA	DIELEN	Tom	Secretary General	(S)
International Boxing Association	BAKER	Richard	PR & Communication Manager	(R)
Sportcal.com	LAFIN	Mike	CEO	
Sportbusiness Group	LEWIS	Stuart	International Business Director	
Bodybuilding & Fitness	SANTONJA	Rafael	IFBB President	
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