

# EVERYONE'S ROLE IN ACHIEVING & SUSTAINING BIGGER CROWDS

Monday 25 June, Tuesday 26 June & Wednesday 27 June, 2012  
**SYDNEY**



**REGISTER  
BEFORE 5PM  
MONDAY 13 FEB  
AND PAY ONLY  
\$795**

VISIT – [www.sportisfantastic.com](http://www.sportisfantastic.com)

<b>DAY 1</b>	<b>MONDAY 25 JUNE 2012</b>
3.30pm - 3.55pm	<b>Registration followed by Welcome</b>
4.05pm - 4.50pm	<b>OPENING CONFERENCE KEYNOTE</b> - To be announced soon
4.55pm - 5.40pm	The Stadium vs the Lounge – what role can venues play, now and in the future to encourage fans to prefer to attend matches live rather than watch them on TV <b>STADIUM PANEL DISCUSSION</b> <b>Danny Wilson</b> Head of Sales and Service, Manchester City FC (UK) Other panelists to be announced soon
5.40pm - 7.30pm	<b>Cash Bar</b>

<b>DAY 2</b>	<b>TUESDAY 26 JUNE 2012</b>		
8.50am - 9.35am	Persuading NZ individuals and communities to become part of the Stadium of 4,000,000 <b>AUSTRALASIAN KEYNOTE</b> <b>Martin Snedden</b> former CEO, Rugby NZ 2011 (Rugby World Cup organising committee) (NZ)		
9.40am - 10.25am	Getting the right balance between broadcast access & match attendance <b>PANEL DISCUSSION</b> - Panelists to be announced soon		
10.25am - 10.50am	<b>Morning Tea</b>		
10.50am - 11.35am	Why Seattle Sounders FC average 15,000 more spectators per home game than the next best MLS team <b>INTERNATIONAL KEYNOTE</b> <b>Bart Wiley</b> Director of Business Development, Seattle Sounders FC (USA)		
11.40am - 12.25pm	Best Practice Sponsorship activation that sells tickets; either directly or indirectly <b>INTERNATIONAL KEYNOTE</b> <b>Brian Gainor</b> Sports Marketer at GMR Marketing & Founder of Partnership Activation (USA)		
12.30pm - 1.10pm	<table border="1"> <tr> <td>Selling of Premium Seats &amp; Hospitality <b>Danny Wilson</b> Head of Sales and Service, Manchester City FC</td> <td>Marketing to ethnic communities <b>Panel Discussion</b> <b>Charlie Tannous</b>, Director, Diverse Communications Other panelists to be announced soon</td> </tr> </table>	Selling of Premium Seats & Hospitality <b>Danny Wilson</b> Head of Sales and Service, Manchester City FC	Marketing to ethnic communities <b>Panel Discussion</b> <b>Charlie Tannous</b> , Director, Diverse Communications Other panelists to be announced soon
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1.10pm - 2.00pm	<b>Lunch</b>		
2.00pm - 2.45pm	Using a range of digital initiatives to firstly sell tickets and then contribute to a memorable event experience <b>INTERNATIONAL KEYNOTE</b> - <b>Jonathan Dusing</b> Owner/Creative Director, Row27 Studios (USA)		
2.45pm - 3.25pm	<table border="1"> <tr> <td><b>Connecting with your most passionate fans</b> (Supporter Groups and Fan/ Member-sourced decision making) <b>Bart Wiley</b> Director of Business Development, Seattle Sounders FC (USA)</td> <td>To be announced soon</td> </tr> </table>	<b>Connecting with your most passionate fans</b> (Supporter Groups and Fan/ Member-sourced decision making) <b>Bart Wiley</b> Director of Business Development, Seattle Sounders FC (USA)	To be announced soon
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3.25pm - 3.50pm	<b>Afternoon Tea</b>		
3.50pm - 4.30pm	Utilizing players as Ticket Sales Drivers – the different perspectives from different stakeholders/roles <b>PANEL DISCUSSION</b> - Panelists to be announced soon		
4.35pm - 5.30pm	Three fan development case studies - to be announced soon		
5.35pm - 7.00pm	<b>Networking drinks</b> (complimentary entry for conference delegates)		
7.30pm - 11.00pm	<b>Conference Dinner</b> (complimentary entry for conference delegates)		

<b>DAY 3</b>		<b>WEDNESDAY 27 JUNE 2012</b>	
8.50am - 9.35am	Making a visit to Manchester's Etihad Stadium the best experience in world football <b>INTERNATIONAL KEYNOTE</b> <b>Danny Wilson</b> Head of Sales and Service, Manchester City FC (UK)		
9.40am - 10.25am	Ticket pricing, bundling and discounting <b>KEYNOTE PANEL DISCUSSION</b> <b>Brian Gainor</b> Sports Marketer at GMR Marketing and Founder of Partnership Activation <b>Shane Harmon</b> GM Marketing, Rugby NZ 2011 Other panelists to be announced soon		
10.25am - 10.50am	<b>Morning Tea</b>		
10.50am - 11.35am	<b>Sponsorship Activation that ultimately sells tickets</b> - Ensuring sponsorship activation also engages with fans <b>AUSTRALASIAN KEYNOTE</b> <b>Kim Skildum-Reid</b> Director, Power Sponsorship (AUSTRALIA)		
11.40am - 12.25pm	Event presentation <b>KEYNOTE PANEL DISCUSSION</b> <b>Bart Wiley</b> Director of Business Development Seattle Sounders FC <b>Trevor Dohnt</b> General Manager Event Operations, Melbourne Cricket Club Other panelists to be announced soon		
12.30pm - 1.10pm	To be announced soon	At-event sponsorship activation To be announced soon	
1.10pm - 2.00pm	<b>Lunch</b>		
2.00pm - 2.45pm	<b>Pre-event sponsorship activation</b> - selling 10,000 tickets for a game played in a farm paddock <b>AUSTRALASIAN KEYNOTE</b> <b>Nick Rogers</b> Tui Brewery Commercial Manager, DB Breweries (NZ)		
2.45pm - 3.25pm	<b>Event extension</b> - how Fan Zones and the Rugby World Cup fan trail turned Auckland' Rugby World Cup matches into "memorable occasions" <b>Jennah Wootten</b> , Manager – Major Events, Auckland Tourism, Events & Economic Development	To be announced soon	
3.25pm - 3.45pm	<b>Afternoon Tea</b>		
3.45pm - 4.35pm	Best Practice – Some ticket selling ideas <b>Brian Gainor</b> Sports Marketer at GMR Marketing and Founder of Partnership Activation (USA)	Grassroots participation as a ticket sales catchment To be announced soon	
4.35pm - 5.25pm	Key contributors to the success of the Wellington International Sevens event <b>AUSTRALASIAN KEYNOTE</b> <b>Avan Lee</b> Chairman, Wellington Sevens (NZ)		
5.30pm - 7.30pm	<b>Cash Bar</b>		

# SELLING TICKETS TO SPORTS EVENTS – BEST PRACTISE FROM AUSTRALIA ,NZ & THE WORLD.

The **The ACHIEVING BIGGER CROWDS – EVERYONE'S ROLE** conference is a world-class showcase of case studies from some of the world's best sports marketers.

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#### Who should attend:

- Club/franchise CEOs
- Club/franchise Digital/New Media managers
- Club/franchise Commercial managers
- Club/franchise Ticketing/Membership managers
- Corporate sponsors
- Stadium CEOs
- Stadium Commercial managers
- Suppliers of IT services to both sporting venues & professional franchises/clubs
- Sponsorship agencies
- Digital agencies and consultancies
- Video Production houses
- Website developers
- Developers of Mobile, i-phone & i-Pad apps for both professional & grassroots sport
- Governing Body CEOs
- Governing Body Commercial managers
- Governing Body Ticketing/Membership managers
- Governing Body Digital/New Media managers

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To register, go to **[www.sportisfantastic.com](http://www.sportisfantastic.com)**

**COST - \$795** AUD – if registering on/before Monday, 13 February 2012

**\$945** AUD – if registering after 10 February but before/on Monday, 26 March

**\$1095** AUD – if registering after 26 March but before/on Monday, 11 June

**\$1245** AUD – if registering after Monday, 11 June

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