

SOCCEREX
GLOBAL
CONVENTION

26-30
NOVEMBER 2011
RIO DE JANEIRO

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SOCCEREX

Hosted by



SECRETARIA DE
ESPORTE E LAZER

SOMANDO FORÇAS

2011 CONFERENCE PROGRAMME



**WHERE THE
WORLD OF FOOTBALL
LEARNS**



10.30 – 11.30 STUDIO 1

OPENING CEREMONY

The official opening of the Soccerex Global Convention 2011.

- Sérgio Cabral, Governor, Rio de Janeiro
- Tony Martin, Chairman, Soccerex
- Aldo Rebelo, Brazilian Minister of Sport
- Mário Zagallo

09.30 – 13.00 STUDIO 2

CLUB COMMERCIAL WORKSHOP

Designed to help clubs maximise revenue growth, this workshop is for Clubs and Rights Holders only with a designated lunch afterwards.

- Sebastian Giani, Marketing and Commercial Manager, Boca Juniors - Club Panel
- Armenio Netto, Marketing and Sponsorship Director, Santos- Club Panel
- Lorenzo Perales, Sponsorship Director, Real Madrid - Club Panel
- Hélio Viana, H Business Bank - Moderator
- Barry Kahn, CEO, Qcue - Commercial Presentation
- Leonardo Moura, CEO, Figueirense FC, Renan Dal Zotto, Chief Marketing Officer and Marcos Teixeira, Sporting Director of Professional Football, Alliance Sports - Commercial Presentation
- Nicholas MacGowan Von Holstein, Hamburger SV - Club Case Study
- Michele Ferraris, Product Manager Milan Junior, AC Milan - Club Case Study
- Ricardo Alarcon, President, Club Nacional and Pablo Marques, CEO, Punto Ogilvy Uruguay - Club Case Study

12.15 – 13.15 STUDIO 1

A DAVID DEIN MASTER CLASS - BRAZIL & THE PREMIER LEAGUE

David Dein will talk openly about the Premier League and the comparisons that can be made with Brazilian football including key issues like the renewed tension between clubs and the international governing federations, TV rights, technology, overseas investment and ownership – how they differ in the two football mad nations.

- David Dein, Former Arsenal and FA Vice Chairman
- Matt Lorenzo - Moderator

14.30 – 15.30 STUDIO 1

FOOTBALL BRANDS THE WORLD

Looking at relevant case studies, this session will examine why investors perceive football and sport in general as a key component of growth strategies for brands.

- Fernando Chacon, Director of Marketing, Banco Itaú
- Rick de La Croix, President Latin America and Advisor to CEO, Hublot
- Claus-Peter Mayer, VP Global Sports Marketing Football, Marketing, adidas
- Thierry Weil, Director of Marketing, FIFA
- Paulo Queiroz, COO, Grupo ABC - Moderator

14.30 – 18.30 STUDIO 2 - SPONSORED BY PwC

BRAZIL HOST CITIES WORKSHOP

The 12 Host Cities of the 2014 FIFA World Cup™ are invited to present individual updates on their progress ahead of the tournament and discuss business opportunities still available in conjunction with their preparations.

17.00 – 18.30 STUDIO 1

THE ROLE OF AGENCIES IN MAJOR SPORTING EVENTS

Join our panel of world leading sports agencies to hear their insight on the future of sports marketing around major sporting events and how the traditional role of agencies will be affected going forward.

- Nizan Guanaes, Chairman, Grupo ABC
- Rick Dudley, President & CEO, Octagon Worldwide
- Luiz Fernando Lima, Director of Sports, TV Globo - Moderator





09.30 – 10.30 STUDIO 2 MANAGEMENT, MARKETING AND LAW IN SPORTS

This session discusses new technologies for online learning and new academic content for the FIFA/CIES/FGV course in Management, Marketing and Law in sports.

- Prof. Stavros Xanthopoulos, Online Executive Director, FGV
- Dr. Ricardo Trade, Brazilian Coordinator, CIES

10.00 – 11.00 STUDIO 1 1-2-1 WITH MÁRIO ZAGALLO

An exclusive interview with the legendary Brazilian player and coach, looking back at his illustrious career and his thoughts on Brazil's football future.

- Mário Zagallo
- Ricardo Setyon - Moderator

11.00 – 11.45 STUDIO 2 SOCIAL MEDIA WORKSHOP

This session will listen to experts discuss the benefits and challenges football faces in embracing social media.

- Guilherme Santa Rosa, COO, MoWA
- Nigel Tatlock, CEO, Atlas Premium Brands

11.30 – 13.00 STUDIO 1 EVENTS THAT LAST A LIFETIME - INFRASTRUCTURE AND SUSTAINABILITY

Industry experts present their ideas on how to design and implement development programmes which serve the community long after their completion.

- Sir Howard Bernstein, Chief Executive, Manchester City Council
- Diogo Jurema, Project Manager, TSE Consulting Switzerland
- Christopher Lee, Senior Principal, Populous
- Steve Revell, Commercial Director, Rapiscan
- Ben Avison, Editor, Host City Magazine - Moderator

12.15 – 13.00 STUDIO 2 FIFA 'PERFORMANCE' WORKSHOP

'PERFORMANCE' is a new FIFA programme which focuses on supporting national football federations by giving them advice and training on a wide range of issues.

- Thierry Regenass, Director Member Associations & Development Division, FIFA
- Rodrigo José Cobo Morales, Administrative and Financial Managing Director, Colombian FA
- Kevan Pipe, FIFA Consultant, 'PERFORMANCE' programme
- Alexander Koch, Corporate Communications Manager, FIFA - Moderator

14.00 – 14.45 STUDIO 2 WOMEN'S FOOTBALL WORKSHOP

As the fastest growing sport in the world this workshop explores what the future holds for women's football including its commercial potential.

- Tatjana Haenni, Head of Women's Competitions, FIFA
- Eniola Aluko, England International
- René Simões, Women's Football Coach Specialist - Moderator

14.45 – 15.45 STUDIO 1 THE GLORY DAYS OF FOOTBALL

Our football legends discuss the best players, teams and tournaments of their time and relive the defining moments of their careers in this special session.

- Carlos Alberto Torres
- Ossie Ardiles
- Eusébio
- Ruud Gullit
- Bryan Robson

15.45 – 16.15 STUDIO 2 STAGING SAFE MAJOR SPORTING EVENTS

The International Centre for Sport Security (ICSS) explore the challenges and share best practice for staging safe major sporting events.

- Mohammed Hanzab, President, ICSS
- Helmut Spahn, Executive Director, ICSS

16.45 – 17.15 STUDIO 2 TRENDS IN FOOTBALL STADIA DEVELOPMENT & COMMERCIALISATION

This session highlights the pivotal role played by the development of stadia in helping increase the revenues of clubs in Europe.

- Andrea Sartori, Partner, Sports Advisory, KPMG

17.30 – 18.30 STUDIO 1 2014 FIFA WORLD CUP™ -AN UPDATE FROM THE LOC

The Local Organising Committee will report on how the preparation for the 2014 FIFA World Cup™ is taking shape including a look at the milestones leading to the FIFA Confederations Cup 2013 and the 2014 tournament.

- Dr. Ricardo Trade, Executive Director of Operations, LOC





10.00 – 11.00 STUDIO 1

DANNY JORDAAN'S WINNING TEAM

Danny Jordaan invites a team of experts from past World Cup host nations for a master class on how to shape, structure and deliver a successful World Cup.

- Danny Jordaan, Former CEO, South Africa 2010 Local Organising Committee
- Zahira Asmal, Director, Designing South Africa
- Derek Blanckensee, Chief Competitions Officer, 2010 FIFA World Cup Organising Committee South Africa
- Erick Alexander De La Fuente, Media and Communications IT Manager, 2010 FIFA World Cup Organising Committee South Africa
- Prof Eugene Pierre Jansevanvuuren, Structural Engineer/Sport Venue Consultant
- Harold Mayne-Nicholls, President, Ganamos Todos Foundation - Moderator

10.00 – 10.45 STUDIO 2

IS THE GRASS ALWAYS GREENER?

Industry experts will consider the effects of turf in relation to player performance in this specialised workshop.

- Johannes Holzmüller, Group Leader FIFA Quality Concept, FIFA
- Alessandro Oliveira, CEO, SoccerGrass
- Ícaro Moreno Junior, Maracanã Manager of Works

11.30 – 12.30 STUDIO 1

BEYOND THE FINAL WHISTLE...FOOTBALL'S SOCIAL LEGACY

The legacy of hosting an event like the FIFA World Cup™ can be hugely positive on society but it does not happen spontaneously... Listen to leading organisations discuss development programmes in conjunction with football which will play out in society long after the final whistle.

- Laudemar Aguiar, Advisor, Brazilian Ministry of External Relations
- Robson Caetano, Brazilian Athlete
- Alexandre Lourdes, Communications Manager, Ambev
- José Carlos Brunoro, Owner, Brunoro Sport Business - Moderator

12.30 – 13.15 STUDIO 2

MATCH AND MATCH HOSPITALITY WORKSHOP

Senior representatives from MATCH and MATCH Hospitality will outline how they are supporting the LOC and FIFA to facilitate a successful FIFA World Cup™ in Brasil in the areas of Hospitality, Ticketing, Accommodation and IT.

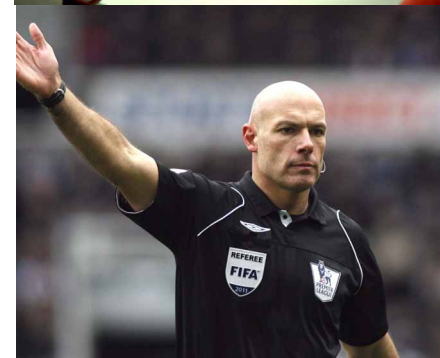
- Chris Budd, Ticketing, MATCH
- Pascal Portes, Hospitality, MATCH
- Paul Whelan, Accommodation, MATCH
- Dick Wiles, IT, MATCH
- Ray Whelan, Managing Director Global Sports International, MATCH - Moderator

14.30 – 15.30 STUDIO 1

THE GREAT FOOTBALL DEBATE

Listen to leading names in the business give their opinions on the latest football headlines. With no set agenda, this session will be shaped by questions asked by you, the audience. We will be inviting the industry to get involved by sending the questions they want answered by our panel. Get involved by posting your questions on the Soccerex LinkedIn group.

- Marcel Desailly, French World Cup Legend
- Umberto Gandini, Organising Director, AC Milan and Vice Chairman, ECA
- Carlos Alberto Parreira, Former Brazilian National Team Manager
- Howard Webb, Referee, FIFA listed



Event Partners



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**CONTACT US TODAY TO TAKE YOUR PLACE
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