



International Congress

SPORTS MANAGEMENT

SUMMIT LATAM

September 18th of 2020
Virtual Conference

 **PRACTICA**
LA SOCIEDAD DEL CONOCIMIENTO

Sports Management Summit 2020



Introduction:

On September 18th of 2020, PRÁCTICA, a leading organization in business training & consultancy in Colombia, and one of the most prominent in Latin America, will carry out the Sports Management LATAM Summit 2020. It will be a virtual, completely free one-day event, in which executives of sport-related organizations and teams of several countries, sports sponsoring companies, state agencies, sports & entertainment event organizers, leagues of various sports, media companies, universities, students, entrepreneurs, and other industry stakeholders, will meet to learn about best practices, new trends and the latest advances in the successful management of sports entities & events. The focus of the agenda will be the development of the sports industry in LATAM markets. Participants will hear and interact with renowned experts and world-class speakers that will talk about the most relevant topics that impact the management of sport related organizations nowadays.

Also, this platform will facilitate the development of contact networks between participants, speakers and sponsors, to create synergies that enable new business and learnings.



Logistical details:

- Setting and time: Virtual conference, on September 18th of 2020. The event will be completely free for the participating audience
- Audience: 1000 executives of Latin American sport teams, governments, sponsors, leagues, gaming & betting organizations, sports & entertainment event organizers, universities, students and entrepreneurs
- Format: 1 complete day of event, including conferences, keynotes and panels

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Possible topics and potential speakers (work in progress):

- 1. Finding New Ways to Engage Customers: NBA's Success Case**
 - **Emilio García Duarte** - Head of Marketing LATAM at the NBA
- 2. Maximizing Profits through Onsite Customer Experiences: Mexico Soccer Team Use Case**
 - **Andrés Fassi** - President at Talleres de Córdoba and Vice President at Grupo Pachuca
- 3. The Foundation of Sports Sponsorships is Us - The Consumer**
 - **Tony Ponturo** - 17 years Vice President Global Media/CEO Busch Media Group at Anheuser-Busch
- 4. Rusia 2018 World Cup: Corona's 360 Marketing Campaign for the Mexican National Soccer Team**
 - **Alejandro Gershberg** - Marketing Comms Director at Grupo Modelo/AbInBev
- 5. Venturing into eSports in LATAM**
 - **Juan Diego García Squetino** - LATAM Director at Liga de Video Juegos Profesional
- 6. Diario AS: Strategies to Become the Sport Media Leaders in LATAM**
 - **Tomás de Cos** - Director of Digital Strategy, Distribution & International Expansion at Diario AS
 - **Sarah Castro** - Director for Colombia at Diario AS
 - **Mario Brisso** - Director for Chile at Diario AS
 - **Alejandro Gómez** - Director for Mexico and USA LATAM at Diario AS
- 7. Role of Media to Develop the Sports Industry in LATAM**
 - **Neal Pilson** - President at Pilson Communications. Former President at CBS Sports. 2018 Sports Broadcasting Hall of Fame Inductee
 - **Tim Bunnell** - Senior Vice President of Production, Programming, Marketing and Advertising Sales at ESPN International
 - **Michael Neuman** - Founder, Executive Vice President and Managing Partner at Scout Sports and Entertainment. Inaugural member of Horizon's Media Diversity, Equity and Inclusion (DEI) Council
- 8. Opportunities and Challenges of Women Sports in LATAM**
 - **Paola Kuri (Wera Kuri)** - #FutSinGénero Creator & Advocate for Equality in Sports
 - **Alejandro Gershberg** - Marketing Comms Director at Grupo Modelo/AbInBev
- 9. FC Bayern Munich Brand Internationalization Strategy: Incursion in LATAM Markets**
 - **Michael Roth** - Head of Partnerships for the Americas at FC Bayern Munich
- 10. Deportivo Cali's Transformation: Social & Community-Based Strategies to Maximize Impact & Sponsorships**
 - **Marco Caicedo** - Chairman at Deportivo Cali
 - **Nicolás Borrero** - Marketing Director at Deportivo Cali
- 11. Soccer Players Representation & Promotion**
 - **Eduardo Hernández** - Founder & President at Promofut
- 12. Future of the Sports Industry Business**
 - **Scott Rosner** - Academic Director of the Masters in Sports Management at Columbia University. Co-author of the book "The Business of Sports" with Kenneth Shropshire

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Information about PRACTICA:

PRACTICA is a Colombian organization, with a trajectory of 21 years dedicated to the realization of large congresses and seminars about the issues of greatest impact in the business context, led by the most recognized national and world experts.

During this time PRACTICA has carried out more than 5,000 events in the main cities of the country, which have been attended by thousands of executives from public and private organizations, not only from Colombia but also from neighboring countries.

PRACTICA's objective and commitment with the realization of its congresses and seminars, is to provide customers with insights, best practices and knowledge of the most relevant and latest advances in the business world, to enable them to maximize their organizational success and make them more competitive, more sustainable and more social.



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