

## III Football Business conference 2011

Topic	Football
Date	March 7, 2011
Location	Olympic Center ul. Wybrzeże Gdynskie 4 01-531 Warszawa
Costs	E305,- incl VAT

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III Football Business Conference is a unique opportunity to broaden horizons for those acting and working in the world of football. 7th of March Warsaw will become a place of exchanging knowledge, best ideas and opinions for football representatives from the western, as well as middle-eastern Europe. The variety of guests will make every issue unique since it will be presented from different points of view. Additionally that fact guarantees unrepeatability opportunity for constructive conversation and exchanging experiences on those subjects linked to football and business.

Presence of the world's class outstanding lecturers with complementary topics (main problems which will be covered this year are: business development of football club, business superiority of football sponsorship, business relations with fans, economic and social meanings of football contests) makes FBC a first-rate conference in Europe.

One of our main goals is to show the opportunities and advantages that come within the area of football for those sponsored as well as sponsors themselves and how to convert those advantages to economic results of a club, sponsor, stadium, etc.

### Why us?

- best location in the middle of Europe where east and west meet
- direct exchange of contacts and experience on football business
- business consciousness of those working on the football market of products and services
- huge doze of education on best football business ideas in and out of Europe
- passing on the knowledge on the use of business opportunities after EURO 2012
- an opportunity to ask many questions and discuss on football business related topics
- useful technical and organizational knowledge on football business

What outstands us?

- we are the first professionally made conference concerning football business in this part of Europe
- exclusive place- Olympic Center PKOL
- worlds class lecturers
- vast and interesting range of topics
- numerous of invited guests will allow loose and constructive integration of the football environment.

To sum up, III edition of Football Business Conference is a international meeting for those taking part in football business which aim at the exchange of contacts, experiences and opinions. Taking part in this type of meeting is a great opportunity to gain the knowledge and skills which you may find helpful due to upcoming UEFA EURO 2012 in Poland and Ukraine.

## **Program**

Main topics of III FBC:

### **Business development of football club**

With our current business activity, owners of the clubs aim for building not only strong sports centers, but also well functioning business organisations. Festive openings of constantly new built stadiums provide huge opportunities for gaining financial resources and therefore a constant development of the clubs. Professional merchandising, fans shop or modern and comfortably made places for VIP's service (hospitality) is just a tip of the iceberg. You will be able to get to know these and many other secrets of football club business development from outstanding western specialists and practitioners from Poland.

**Moderator:** *Janusz Basalaj ( Orange TV, Managing Director )*

**Speakers:** *David Cook ( Business Development Manager at Celtic Football Club), Carsten Cramer ( Borussia Dortmund - Sales and Marketing Director), Leonardo Giammaroli ( Sport und Markt - International PR Manager), Ausrys Labinas (European Club Association-FK Ekranas ), Emanuel Macedo de Medeiros (EPFL - Chief Executive Officer), Leszek Miklas ( Vicepresident at Legia Warsaw), Michal Viktorin ( AC Sparta Praha - Commercial and Marketing Director)*

### **The use of business advantages in football sponsorship and business relations with football fans**

Football sponsorship gives big benefits for companies supporting sports. We are talking about promoting ones brand in a given town or country as well as promoting abroad (the team taking part in international championships or while on a season turnee). But the promotion of ones brand isn't everything. The key is the ability to convert investments of football sponsorship into economic results: increase the sale of the product or simply improving its profitability.

Football sponsorship, if well fulfilled, gives huge opportunities to clubs as well as companies. In the west, special consulting companies take care of supporting decision- makers. They have the tools and the know-how that simplify the decision on which companies should engage in sponsorships, precise budget and return on the investment.

It is commonly known that without the fans football clubs wouldn't simply exist. They wouldn't even have the right. Why? Because fun and fascination of fans is the very core of this sport! Football is for them! But the relation of club vs. fan doesn't just apply to sports aspects. A well-prepared product (a club) should provide a good quality of service for the fans and should satisfy football lovers while the football organisation gains profit. And it's not only the fans club cards, which are considered as standard for most countries in the western Europe, but a bunch of other matters like restaurants, sports bars, gift shops, new and improved system of ticketing, field trips for fans etc. Clubs are constantly coming up with new solutions for fans to satisfy them and to broaden the spectrum of ones business. For example, fans club cards that allow getting numerous bonuses in stores or clubs travel agencies.

**Moderator: Krzysztof Sachs** ( Ernst and Young Poland)

**Speakers: Carsten Buhl** ( Carlsberg Group - Senior Project Manager), **Mario Leo** ( Result Sports - founder and General Manager), **Ulrik Ruhnau** (Sportfive- Vice President Marketing & Business Development) , **Thomas Schweda** (UniCredit - Head of Sponsoring Department), **Olga Szejnert** (advocate), **Maria Walsh** ( Sport und Markt - International Sales Manager)

### **Economic and social impact of football events**

People all over the world always found football very exciting. It gives you the rush of adrenaline and it generates income. You can perfectly see it by looking at big championship events (UEFA EURO 2008, FIFA WORLD CUP 2011 etc.). In those countries that organize such tournaments everything is subordinated to preparing these events. You can especially see it on the host- towns. There are modern stadiums being built, airports, highways and hotels etc. These tournaments attract thousands of fans that only generate great income. You should also keep in mind that the objects built on the purpose of the event will serve to the citizens and guests throughout the years. Thanks to the world's cup or the European championship, host- towns develop their infrastructure and economy.

Take Austria and Switzerland, the hosts of last UEFA EURO that fully took advantage of development opportunities.

The ambassadors and representatives of embassies of UEFA EURO 2008 (Austria and Switzerland) and FIFA WORLD CUP 2011 (Republic of South Africa) will be this years lecturers.

### **Tourism-the winner of EURO 2012!**

The panel under the auspices of the Polish Tourism Organization will be dedicated to the crucial issue of turning investments related to international football event into long-terms revenues generating mechanism. Moreover tourism specialist will describe how to involve the smallest town or community into celebration of EURO 2012 and make it profitable in a tourist sense.