THE 26TH ANNUAL JOHN MOLSON SPORTS BUSINESS CONFERENCE

DELEGATES PACKAGE

OMNI HOTEL | NOV 10-11-12

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ABOUT US

The John Molson Sports Marketing Committee (JMSM) is a nonprofit student organization representing Concordia University in Montreal, QC. Our student group is committed to providing students with knowledge, exposure, and connections to the sports business industry.

OUR CONFERENCE

The John Molson Sports Business Conference is a three-day event hosted in the heart of Montreal. It features two dozen distinguished sports industry executives and welcomes over 400+ sports business impassioned students from across North America, who aspire to pursue careers in the industry.

With 25 great iterations, and a 26th conference on the horizon, the John Molson Sports Business Conference has given students the chance to broaden their sports business knowledge, interact with sports business professionals, and network with fellow delegates & corporate partners, all while taking in everything the city of Montreal has to offer.

30	25	400+	15
UNIVERSITIES REPRESENTED	INDUSTRY PROFESSIONALS	PASSIONATE DELEGATES	PANELS & WORKSHOPS

Statistics from the 2019 John Molson Sports Business Conference

PANELS, WORKSHOPS & COCKTAILS

PANELS

A panel is an hour-long, free flowing discussion lead by a moderator, regarding a common subject that all speakers have professional experience with and can contribute to in conversation. The panels offer delegates a glimpse into the speakers' lives in the industry and views regarding the chosen topic.

WORKSHOPS

Sports industry speakers host topic-oriented presentations, in the form of a workshop. These presentations serve as interactive learning experiences where delegates learn new perspectives and skills. The more personal setting allows for high quality Q&A opportunities.

NETWORKING & RECRUITMENT COCKTAILS

Following Thursday's panels, JMSM hosts its networking cocktail. Approximately 100 delegates participate in the cocktail to network amongst each other, as well as with Thursday's speakers and company representatives. On Friday, JMSM hosts its recruitment cocktail, a more enriched setting for delegates seeking employment opportunities.

PAST PANELS & WORKSHOPS

PAST PANELS INCLUDED...

DRAFT KINGS

LAURENCE GILMAN, ASSISTANT GENERAL MANAGER, TORONTO MAPLE LEAF

KEVIN ABRAMS , VP FOOTBALL OPERATIONS & ASSISTANT GENERAL MANAGER, NEW YORK GIANTS

CAPTAINS OF CANADA

DIEGO A. MORATORIO, GENERAL MANAGER, MLS

RANDY AMBROSIE, COMMISSIONER, CFL

KEVIN THISTLE, CHIEF EXECUTIVE OFFICER, PGA

THE DEFENSE RESTS

MARCUS BANKS, BASKETBALL LEGAL COORDINATOR & ASSOCIATE TEAM COUNSEL, LA CLIPPERS

SCOTT WILKINSON, CHIEF LEGAL OFFICIER, ATLANTA HAWKS

RICH SLIVKA, EVP & GENERAL COUNSEL, DENVER BRONCOS

SHOW ME THE MONEY

BEN MILSOM, CHIEF TICKETING OFFICER, TAMPA BAY BUCCANEERS

CRAIG BENZEL, VP OF SALES & BUSINESS DEVELOPMENT, GREEN BAY PACKERS

WADE MARTIN, CHIEF REVENUE OFFICER, VANCOUVER WHITECAPS

PAST WORKSHOPS INCLUDED...

NINA PETERSON, INSIDE SALES REPRESENTATIVE AT MSG

HOW TO FORMAT YOUR CVS, APPLY FOR JOBS, AND INTERVIEW WELL

RICH SLIVKA , VP & GENERAL COUNSEL, DENVER BRONCOS

CHAIRMAN BOARD MEETING

DULCEDO MANAGEMENT

MATCHING ATHLETES TO BRANDS IN ORDER TO PROPERLY MARKET THEM WITH

WADE MARTIN, CHIEF REVENUE OFFICER, VANCOUVER WHITECAPS

HOW TO BRING IN SALES AND INCREASE FAN INTERACTIONS FOR VANCOUVER WHITECAPS

CONFERENCE SHEDULE
(TENTATIVE)

DAY ONE	THURSDAY, NOVEMBER 10TH, 2022
12:00/ 2:00-6:00PM	REGISTRATION / HOTEL CHECK IN
6:00-6:30PM	OPENING CEREMONIES
6:45-8:00PM	PANEL 1
8:15-9:30PM	PANEL 2
9:30-10:30PM	NETWORKING COCKTAIL
10:30PM	NIGHT OUT: REP YOUR TEAM

DAY TWO	FRIDAY, NOVEMBER 11TH, 2022
8:00-12:00PM	CASE COMPETITION PRESENTATIONS
10:30-11:45AM	PANEL 3
12:00-1:15PM	PANEL 4
2:30-3:30PM	WORKSHOP SERIES 1
3:45-4:45PM	WORKSHOP SERIES 2
4:45-6:30PM	FREE TIME
6:45-8:45PM	RECRUITMENT COCKTAIL

DAY THREE	SATURDAY, NOVEMBER 12TH, 2022
10:00-11:00AM	PANEL 5
11:30-12:45PM	PANEL 6
1:00-2:00PM	PANEL 7
2:50-3:45PM	WORKSHOP SERIES 3
4:00-5:00PM	WORKSHOP SERIES 4
7:00-10:00PM	GALA DINNER
10:30PM	NIGHT OUT: CLOSING PARTY

*PLEASE NOTE: SCHEDULE IS SUBJECT TO CHANGE UNTIL THE START OF THE CONFERENCE

SELECT THE PASS THAT BEST SUITS YOU

ALL ACCESS PASS & HOTEL

$400.00

7 Panels
4 Workshops
Networking Cocktail
Recruitment Cocktail
2 nights out
3 night stay at the Omni Hotel

GALA PASS

$60.00

Gala is a formal dinner with a guest speaker and we typically do an auction, ends off the conference weekend with a 3 course meal

ALL ACCESS PASS

$250.00

7 Panels
4 Workshops
Networking Cocktail
Recruitment Cocktail
2 nights out

THURSDAY PASS

$40.00

2 Panels
Networking Cocktail
Night Out : Rep Your Team
+ Drink Deals

FRIDAY PASS

$40.00

2 Panels
2 workshops

SATURDAY PASS

$50.00

3 Panels
2 Workshops
Night Out : Closing Party
+ Drink Deals

RECRUITMENT COCKTAIL PASS

$50.00

Attendees will have the opportunity to network with speakers and recruiters looking to hire from various companies. In a more intimate setting, delegates will build their business network and recruitment opportunities.

CASE COMPETITION PASS

$100.00

In teams of 2-4 individuals, present a case confronting a sports business-related problem. Teams will prepare their presentation in advance of the conference, and present to a panel of judges and company representatives.

READY TO PURCHASE

PURCHASE THE TICKET OF YOUR CHOICE BY SCANNING OUR QR CODE!

VENUE INFORMATION

WELCOME TO THE OMNI HOTEL MONT-ROYAL

A TIMELESS MONTREAL ESCAPE

Located downtown on the vibrant Sherbrooke Street West, the luxury Hotel OMNI Mont-Royal dominates the Golden Square Mile's historical district. Sophisticated, luminous and inviting, the environment showcases an authentic and refined stay. Footsteps away from Montreal's finest shopping, dining, art galleries and more!

CHECK IN	12:00 PM Thursday
CHECK IOUT	12:00 PM SUNDAY

Room Service

Google Maps

Dining Options

HOTEL AMENITIES

- Enhanced Cleaning Procedures
- 24-Hour Business Center
- Free & Paid Wifi Options
- Self Parking Garage & Valet Parking
- 24-Hour Fitness Center
- On-Site Bar & Café

WHAT'S NEARBY *(CLICK TO OPEN GOOGLE MAPS)*

- Tim Hortons (4 min walk)
- Second Cup Coffee (7 min walk)
- Universel Déjeuners et Grillades (1 min walk)
- Ben & Florentine (7 min walk)
- McDonald's (13 min walk)
- Peel Metro Station (3 min walk)
- Place Montreal Trust Shopping Center (5 min walk)
- SAQ Liquor Store (7 min walk)

WELCOME TO MONTREAL

LET JMSM BE YOUR GUIDE

ABOUT MONTREAL, QC

JMSM takes place in the beautiful city of Montreal, Quebec, a diverse and multicultural city which is constantly buzzing with life: from vibrant nightlife full of bars and clubs on Rue St-Laurent, shops on St-Catherine's, to the cobblestone streets of Old Montreal filled with charming cafes and boutiques. As the conference itself takes place in the heart of downtown Montreal, JMSM represents the perfect opportunity to explore our city.

GRAB A BITE

- Orange Julep
- La Banquise
- Schwartz's Deli
- St-Viateur Bagel

GRAB A DRINK

- Moose Bawr: the go-to Concordia bar
- Ayers Rock: JMSM's favorite Australian-themed sports bar
- Randolph: a cocktail bar with board games
- Crew Collective and Café: historic bank turned café

MUST DO'S

- Olympic Stadium Tour
- La Grande Roue de Montreal (Old Port Ferris Wheel)
- Igloo Fest
- Clubbing: Apt.200, Kampai, Le Rouge Bar & Muzique

YOUR INVITATION

TO OUR 26TH ANNUAL JOHN MOLSON SPORTS BUSINESS CONFERENCE

It is with great pleasure that we invite you to attend this year's installment of the John Molson Sports Business Conference. This year marks the event's 26th anniversary and it promises to be our most outstanding edition yet! Join us in sharing our passion for the industry we love, and for some, looking to pursue. This year's conference will be held from November 10th to 12th, at the Omni Hotel.

The panels and workshops, our conference's highlights, are all designed with a focus on innovation, education, and interactivity. Our Thursday night Networking Cocktail offers delegates the chance to meet face-to-face with our sports industry speakers and sponsors. On Friday, we will be hosting our Annual Sports Business Case Competition, where delegate teams demonstrate their business strategy and presentation skills, to solve a sponsor's current business challenge. The night closes with the Recruitment Cocktail, where company recruiters looking to hire, speak one-on-one with a limited number of delegates.

JMSM believes in promoting access to the sports business industry for all students, creating a network of like-minded students from across North America. Our Delegate Relations team will demonstrate consistent and reliable contact with all of our partnered delegations, from their first email to the conference's close. For all logistics and planning needs, we promise to assist you in overcoming any barriers that may arise.

With business at hand and sports at heart, we have worked tirelessly to ensure that our 26th conference, given the year we all had and this iteration's historic nature, is as memorable as ever! The JMSM 2022-2023 team looks forward to welcoming you to Montreal in November.

Hope to see you there,

LAUREN GLAZER

VP DELEGATES RELATIONS

Phone number: 514 945-2004

email: lauren.glazer@jmsm.ca

PROFILE LINK