



THE 29th ANNUAL JOHN MOLSON SPORTS BUSINESS CONFERENCE

DELEGATES PACKAGE

OMNI HOTEL | NOVEMBER 6-8

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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 28 GREAT ITERATIONS, AND A 29TH 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.

13

UNIVERSITIES
REPRESENTED

20+

INDUSTRY
PROFESSIONALS

400+

PASSIONATE
DELEGATES

11

PANELS &
WORKSHOPS

STATISTICS FROM THE 2024 JOHN MOLSON SPORTS BUSINESS CONFERENCE

PANNELS 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. 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.

RECRUITMENT COCKTAILS

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 OFFICER, 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

MATTHEW WILKES, SR MANAGER CORPORATE SPONSORSHIPS, PWHL

BUILDING BRAND SPONSORSHIP CAMPAIGNS FOR PWHL PLAYERS

LAST YEARS SCHEDULE

(GET A GLIMPSE OF WHAT OUR CONFERENCE IS LIKE)



DAY ONE

3:00 - 6:00 PM
6:30 - 6:45 PM
6:45 - 8:00 PM
8:15 - 9:30 PM
9:30 - 10:30 PM
10:30 PM

THURSDAY, NOVEMBER 21, 2024

REGISTRATION & CHECK IN
OPENING CEREMONIES
FOSTERING CULTURE
LEVELING THE PLAYING FIELD
NETWORKING COCKTAIL
REP YOUR TEAM NIGHT OUT

DAY TWO

8:00 - 10:30 AM
11:00 - 12:15 PM
12:30 - 1:45 PM
1:45 - 2:30 PM
2:30 - 4:45 PM
4:45 - 6:45 PM
6:45 - 8:45 PM

FRIDAY, NOVEMBER 22, 2024

CASE COMPETITION
MARKETING THE MOMENT
BEHIND THE BENCH
FREE TIME
WORKSHOP SERIES 1
FREE TIME
RECRUITMENT COCKTAIL

DAY THREE

9:30 - 10:45 AM
11:00 - 12:15 PM
12:30 - 1:45 PM
1:45 - 2:40 PM
2:40 - 4:50 PM
4:50 - 7:00 PM
7:00 - 10:00 PM
10:30 PM

SATURDAY, NOVEMBER 23, 2024

BUSINESS BLUEPRINT
ART OF THE DEAL
OPERATING EXCELLENCE
FREE TIME
WORKSHOP SERIES 2
FREE TIME
GALA DINNER
KAMPAI NIGHT OUT

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

SELECT THE PASS THAT BEST SUITS YOU



ALL ACCESS PASS & HOTEL \$435

7 Panels
4 Workshops
Networking Cocktail
Recruitment Cocktail
2 Nights Out
3 Night stay at the omni hotel

NIGHT OUT 2

~\$5.00-\$15.00

Our last night out of the weekend (Location TBA).
**TICKETS TO BE RELEASED
CLOSER TO THE
CONFERENCE DATE**

ALL ACCESS PASS \$200.00

7 Panels
4 Workshops
Recruitment Cocktail
2 nights out

THURSDAY PASS

\$50

2 Panels
Night Out : THEME TBA+
Drink Deals

FRIDAY PASS

\$55

2 Panels
2 Workshops

SATURDAY PASS

\$50

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

RECRUITMENT COCKTAIL PASS \$55.00

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 \$80

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.

FRIDAY BUNDLE

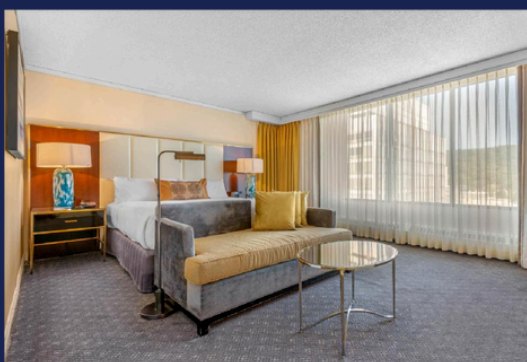
\$90

2 Panels
3 workshops
Recruitment Cocktail

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**

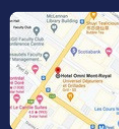
12:00 pm Thursday

**CHECK
OUT**

12:00 pm Sunday



[Room
Service](#)



[Google
Maps](#)



[Dining
Options](#)

HOTEL AMENITIES



Enhanced
Cleaning
Procedures



Free & Paid Wifi
Options



24-Hour Fitness
Center



24-Hour Business
Center



Self Parking
Garage & Valet
Parking



On-Site Bar &
Café

WHAT'S NEARBY (CLICK TO OPEN GOOGLE MAPS)

- Tim Hortons (5 min walk)
- Second Cup Coffee (7 min walk)
- Universel Déjeuners et Grillades (1 min walk)
- Ben & Florentine (7 min walk)
- Peel Metro Station (3 min walk)
- Place MTL 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.



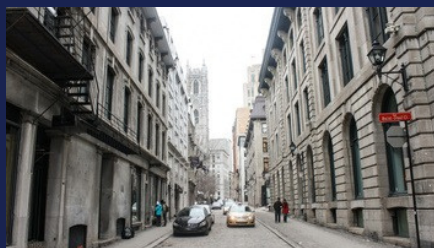
GRAB A BITE

- [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 29TH 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 29TH 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 4TH TO 6TH, AT THE OMNI HOTEL.

THE PANELS AND WORKSHOPS, OUR CONFERENCE'S HIGHLIGHTS, ARE ALL DESIGNED WITH A FOCUS ON INNOVATION, EDUCATION, AND INTERACTIVITY. 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 29TH CONFERENCE, GIVEN THE YEAR WE ALL HAD AND THIS ITERATION'S HISTORIC NATURE, IS AS MEMORABLE AS EVER! THE JMSM 2025-2026 TEAM LOOKS FORWARD TO WELCOMING YOU TO MONTREAL IN NOVEMBER.

HOPE TO SEE YOU THERE,

MICHEALA FUDALI

VP DELEGATES RELATIONS

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