



MARKETING OF SPORT FEDERATIONS, LEAGUES, CLUBS, TOURNAMENTS AND STADIUMS

INTERNATIONAL CONFERENCE

MARSPO 2018

11th-12th of April 2018

«OTKRITIE ARENA», MOSCOW

+7 499 704 84 24

INFO@MARSPO.RU

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1st day – April, 11 2018

09:00 – 10:00	Registration. Welcome coffee. Exhibition
10:00 – 11:00	Breakfast session with market experts
11:00 – 11:10	Word of Welcome



11:10 – 12:30

Opening Session

Key Problems and Trends of Sports Marketing in Russia and in Europe

Moderator: Nikita Bokarev, ESforce, Head of Media Direction

Top managers of Russian and European leagues, federations and clubs will attend the MarSpo Opening Session. We want to talk about the perspectives of the Russian sports business in general and the perspectives of sports marketing in particular.

- Which European sports marketing practices can be applied for Russian sports?
- Is Russian sport ready and able to become interesting to sponsors and partners?
- Are clubs able to become self-sufficient in the foreseeable future and bring income to investors and owners through the tickets sales, merchandising, etc.?
- What can (or should) the key leagues and federations do to move towards this direction?
 - Sergei Kushchenko, Edinaya Liga “VTB”, President
 - Adolfo Bara, LaLiga, Marketing and Commercial Director (Spain)
 - Frank Bohmann, DKB Handball-Bundesliga, CEO (Germany)
 - Arayik Tonyan, Bookmaker’s Rating, CEO
 - Emin Antonyan, Russian Computer Sports Federation, Chairman of the Board, General Secretary

12:30 – 13:00

Coffee Break. Exhibition

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13:00 – 13:15	<p>Author's Presentation</p> <p>Sport Sensus</p>		
13:15 – 13:40	<p>On-Stage Interview</p> <p>NBA International Communications and its Role in Promoting of the World's Premier Basketball Brand</p> <p>Maik Matischak, NBA, Associate Vice President Communications, EMEA (UK)</p> <p><i>Interviewer: Alexandra Savraeva, SBK. Sports Business Consulting, Development Director</i></p>	<p>Discussion Panel</p> <p>Esports in Russia and in the World – the New Reality</p> <p><i>Moderator: Nikita Bokarev, ESforce, Head of Media Direction</i></p> <ul style="list-style-type: none"> – Emin Antonyan, Russian Federation of Esports, Vice-President – Roman Dvoryankin, Virtus.pro, General 	<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>

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<p>13:40 – 14:05</p>	<p>On-Stage Interview</p> <p>How to Work with Fans? The Experience of the Italian Football Club “Roma”</p> <p>Luca Danovaro, AS Roma, Chief Marketing Officer (Italy)</p> <p><i>Interviewer: Egor Kretsan, “Zenit” Football Club, New Media Director</i></p>	<p>Manager</p> <ul style="list-style-type: none"> – Maksim Maslov, Epic Esports Events, General Manager – Rodion Sokolov, MediaMarkt Russia, Head of Media Direction – Aleksandr Klimov, Media Direction Sport, Executive Director – Aleksandr Shepilov, “Vkontakte” social network, Head of marketing “Movie, games and eSports” direction <p>ESports is a progressive and fast-growing industry, which has gained staring attention of millions of players and viewers, and together with it – the world's largest brands and entrepreneurs-innovators. In 2018 the volume of the eSports market will exceed 1 billion dollars, and that’s where Russia does not stand behind the world’s leaders: in addition to significant private investments and transactions, the state plans to invest in</p>	
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13:30 – 14:00	<p>On-Stage Interview</p> <p>AS Roma Italian Football Club: How to Work with Fans?</p> <p>Luca Danovaro, AS Roma, Marketing Director (Italy)</p> <p><i>Interviewer: Egor Kretsan, “Zenit” Football Club, New Media Director</i></p>	<p>its development more than 500 million rubles. Within the eSports session our speakers will talk about eSports trends, marketing opportunities for the brand in the industry, will present cases and examples of the eSports integrations, as well as share forecasts of the eSports market development for the coming years.</p>	
14:05 – 14:30	<p>Author's Presentation</p> <p>Disruptive Sports Marketing</p> <p>Award-Winning Best Cases From JvM/SPORTS - Europe's Most Awarded Sports Marketing Agency</p> <p>Robert Zitzmann, Jung von Matt/SPORTS, Board Member (Germany)</p>		
14:30 – 15:30	Lunch		

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15:30 – 16:00	<p>On-Stage Interview</p> <p>How does Spartak Interact with Fans and Sponsors?</p> <p><i>Moderator: Svetlana Arkhipova, SportEngineering, Editor-in-chief</i></p> <p>Aleksandr Atamanenko, “Spartak” FC, Commercial Director</p>	<p>Discussion Panel</p> <p>Session partner “The Bookmaker’s Rating”</p> <p>Bookmaker’s Market and Russian Sports. New Opportunities and Challenges.</p> <p><i>Moderator: Arayik Tonyan, “The Bookmaker’s Rating”, General Manager</i></p>	<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>
16:00 – 16:15	<p>Presentation</p> <p>Merchandising. The Main Global Trends in the Production and Marketing of Sports Merchandise</p> <p>Evgeniy Lavrikov, Atributika&Club, General Manager</p>	<p>What determines the relevance of a new topic for the conference?</p> <p>First of all, the market scale. The volume of the Russian betting industry is 677 billion rubles per year, the income of the Russian betting companies is 47 billion rubles per year. Impressive figures.</p> <p>Secondly, a year has passed since the legislation changes, which became</p>	

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16:15 – 17:00

Case Session (part I)

How to Attract Fans and Partners to Non-gaming Sports?

This year we pay special attention to the marketing of non-gaming sports. We did our best to look for the most successful cases from not the most popular sports, which, apparently, can hardly pretend for a seriously big sponsors' attention and filled tribunes.

➤ **How can Clubs and Federations Become more Attractive to Sponsors and a New Audience, Including the Internet**

Sonya Sheveleva, Sports.ru & Tribuna.digital, Deputy Head of Sales Department, Sports Director of Fever Pitch Agency

➤ **From Free Tickets to Full Arenas: How ACB Made the Audience Like Mixed Martial Arts**

Aleksandr Zubekhin, Marketing Director of ACB League

revolutionary for the betting market of Russia. In early April 2017 the changes to the gambling activities and support of the sports laws demanded Russian bookmakers to make contributions to sports federations and, at the same time, allowed betting companies to make adverts at sporting events.

During the whole last year a lot of sponsorship contracts with betting companies were signed by leagues, federations and clubs. How did this influence the market? We'll discuss it here.

- Timur Dzhumaniyazov, BC "Winline", Vice-President on Marketing and Strategy
- Konstantin Makarov, BC "Bingo-Boom", President
- Dmitriy Sergeev, BC "Bwin", CEO
- Julia Nemtseva, Adconsult, Managing partner

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	<p>➤ How to Work with Fans in Autosport: SMP RDRC Experience</p> <p>Tigran Seferyan, Head of the RAF drag racing Committee, Head of SMP RDRC</p>		
17:00 – 17:15	Coffee Break. Exhibition		



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17:15 – 18:30	<p>Case Session (part II)</p> <p>How to Attract Fans and Partners to Non-gaming Sports?</p> <ul style="list-style-type: none">➤ How to Attract Sponsors to Non-gaming Sports? Kirill Zangalis, Manager of the Vice World chess champion Sergey Karjakin➤ How to Make Any Kind of Sports Popular on YouTube Vadim Babeshkin, Founder of the “Diving” YouTube channel, Marketing expert➤ How to Work with Fans of a Small Football Club? Timur Feoktistov, “KAMAZ FC”, Deputy General Director➤ Why Does the Russian Audience Like Drift? Dmitriy Dobrovolskiy, Russian Drift Series (RDS), General Manager		<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>
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2nd day – April, 12 2018

09:30 – 10:00	Registration. Welcome coffee. Exhibition		
10:00 – 10:45	<p>Discussion Panel</p> <p>The Future of the Russian Football. Will We Come Out to Plus?</p> <ul style="list-style-type: none"> – Igor Efremov, Football National League (FNL), President – Evgeniy Savin, Russian Football Premier League (RFPL), Director for Strategy, Development and Special projects – Aleksey Kirichek, Lokomotiv Football Club, Executive Director – Andrey Yakimenko, JSC "BDO Unicon Business Solutions", Senior Executive Director – Maxim Belitsky, International school of sports management MIRBIS, the Head 		
10:45 – 11:45	<p>Discussion Panel</p> <p>LaLiga: International and Digital Strategies</p> <p><i>Moderator: Dmitry Navosha, Sports.ru and Tribuna.com, General Director</i></p> <ul style="list-style-type: none"> – Alfredo Bermejo, LaLiga, Digital Strategy Director (Spain) – Stefanie Przybisch, LaLiga, International Social Media Coordinator (Spain) – Alexey Guryanov, the SMG Agency, CEO 	<p>Case Session</p> <p>Technologies and Digital in Sports Marketing</p> <p><i>Moderator: Yuriy Garkunov, CHL, Director of Internet projects Department</i></p> <p>The digitalization of sports is the main trend of recent years. The Internet is the primary place of dissemination of the information about sports clubs, leagues and events, the place for the new broadcasting opportunities development. The smartphone becomes the</p>	<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>

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	<p>– Andrey Mel’nik, VK, Sports Communications Manager</p>	<p>key tool of interaction with fans, which now can be reached without the enormous television and outdoor advertising costs. The brightest digital promotion cases from the top football and hockey clubs of the country - on MarSpo.</p>	
<p>11:45 – 12:45</p>	<p>On-Stage Interview Javier Tebas, LaLiga, President <i>Interviewer: Daniel Cerejido, Representative in Russia and Belarus</i></p>	<p>➤ The Rebirth of “Spartak” Football Club: How Did the Most Popular Football Club in Russia Come to a Big Digital</p> <ul style="list-style-type: none"> – Pavel Shvets, “Spartak-Moscow” FC, Deputy Commercial Director – Dmitriy Shipachev, Finch, Creative Director <p>➤ Record Tickets Sales: the Experience of “Spartak” Hockey Club and the Weekend Agency</p> <ul style="list-style-type: none"> – Laptev Anton, “Spartak” Hockey Club, Head of Ticketing Department – Maksim Polkunov, Weekend Agency, Co-Founder <p>➤ International Expansion of the Football Brand</p> <p>Egor Kretsan, “Zenit” Football Club, New Media Director</p>	

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12:45 – 13:00	Coffee Break		
13:00 – 13:30	<p>Interview</p> <p>How to Build and to Develop the Sports Organization Brand. The Experience of the Basketball “Lokomotiv-Kuban” Club</p> <p>Andrey Vedishchev, “Lokomotiv-Kuban” PBC, the President</p> <p><i>Interviewer: Maxim Belitsky, International school of sports management MIRBIS, the Head</i></p>	<p>Discussion panel (with the elements of presentation)</p> <p>The Present and the Future of Sports Broadcasting and Media Content</p> <p>Rather complicated relations between Russian sports and Russian TV channels have led to predictable results – the most active leagues and clubs find alternative ways for broadcasting. Today the amount of “views” and “likes” of sporting events in social networks and video services can be compared and even exceeds the results of Federal TV channels. What’s the true profit of such translations and why there are not so many similar cases on the market? We will discuss this issue with representatives of all sides of the market.</p> <p>– Ivan Ugryumov, Department of TV studies Mediascope, Chief of Special Projects Department</p>	<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>
13:30 – 14:00	<p>On-Stage Interview</p> <p>Bundesliga as Innovation Driver for Football</p> <p>Hendrik Weber, PhD, Bundesliga, Head of Sports Technology and Innovation Match Data & Performance Analytics, a league’s perspective</p>		

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14:00 – 14:30	<p>Author's Presentation</p> <p>“Fan’s route”. The Experience of Creating the Additional Fan’s Services in “Dinamo-Minsk” HC</p> <p>Artem Vasilyev, JSC “Dynamo-Minsk” Hockey club”, Head of marketing and commercial activities</p>	<ul style="list-style-type: none"> – Leonid Shlykov, Manager of Sports Partnerships “Odnoklassniki” social network – Andrey Stebunov, Youtube, Head of the Partner Program in Russia in the “Sports” Category – Aleksandr Volodin, Odnoklassniki, Strategic Partnerships Director – Andrey Samoylov, Sportradar GmbH, Senior Digital Products Manager 	
14:30 – 15:30	Lunch		
15:30 – 16:15	<p>Discussion Panel</p> <p>The effectiveness of Sponsorship in Russian Sports. To Be or Not to Be?</p> <p><i>Moderator: Anna Dunaeva, SportConcept, Sponsorship Director</i></p> <ul style="list-style-type: none"> – Maxim Kleiman, Nielsen Sports Russia, Commercial Director – Philipp Orlov, Sponsorship programs Expert – Dmitriy Vargin, SPINE (LLC “Sport- 		<p>Presentation of sports marketing awards projects “MarSpo Awards-2018”</p>

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	<p>Industry”), CEO</p> <ul style="list-style-type: none"> – Aleksandr Zherebtcov, OJSC “MegaFon”, Head of sponsorship and partnership 		
16:15 – 16:30	Coffee Break		
16:30 – 18:00	<p>Case Session</p> <p>Sponsorship in Russian Sport</p> <p>We deliberately did not invite to this session the representatives of state and regional companies, which are the main sponsors, owners and investors of Russian sports. We are interested, whether sports clubs, leagues and federations in Russia can become valuable for brands in the sphere of marketing, whether the right holders are ready to offer the necessary level of product and communication, and whether the agencies are needed in this scheme.</p> <ul style="list-style-type: none"> – Yaroslav Savin, Under Armour franchise, CEO VostokInvest – BQ – Meizu 		



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19:30 – 21:00

MARSPO Awards

To learn more about participation please contact **Julia Veletskaya** veleckaya@strategiumgroup.ru

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More about the terms of participation <https://marspo.ru/>



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