

# BUSINESS OF SPORTS

Africa 

Researched & Developed By:  
  
ITC  
Intelligence Transfer Centre

Adopting global practice in grooming future sports industry leaders

Date: 14 & 15 March 2018  
Venue: Indaba Hotel, Fourways, Johannesburg

## SPORTING INDUSTRY THINK TANK



**Stanley Mutoya**  
Chief Executive Officer  
AFRICAN UNION  
SPORTS COUNCIL  
(REGION 5)



**Jacques Grobbelaar**  
Chief Executive Officer  
STADIUM  
MANAGEMENT  
SOUTH AFRICA



**Nirishi Trikamjee**  
Director: Corporate  
Affairs  
SOUTH AFRICAN  
BREWERIES



**Stanton Fredericks**  
Former Professional  
Footballer, Football  
Analyst &  
Entrepreneur



**Luise Haunit**  
Consultant  
NAMIBIA FOOTBALL  
ASSOCIATION  
(NFA)



**Prof. Leon van Niekerk**  
HOD: Human Movement  
Science / Associate Prof:  
Sport Psychology  
UNIVERSITY OF FORT  
HARE



**Amy Sartori**  
Managing Partner  
SARTORI



**Kyllin Vardhan**  
Managing Partner  
SARTORI



**Bronson Mokabela**  
Deputy CEO  
MEGAPRO

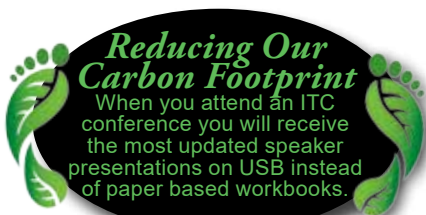


**Stacey Holland**  
Media Personality &  
Wellness Enthusiast  
STACEY HOLLAND



**Stephen Watson**  
Managing Director  
DISCOVER DIGITAL

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Media Partners:



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The African economy has grown in leaps and bounds and sport has played a crucial role in this milestone. Sports is a large contributor to the everyday lives of people throughout the continent, and through new technology and many revenue generating opportunities, the business of sport is sure to grow bigger within the next decade.

The far-reaching and complex business of sport is continuously challenging industry leaders to think differently, keep up-to-date with latest developments and find solutions to long standing impediments.

Statistics from Winning in the Business of Sports by management consulting firm AT Kerney. At an average rate of 7% per year, the sports market has grown faster than the gross domestic products (GDPs) of nearly every country in the world, and many times faster in some of the major markets such as the US, Brazil, the UK, and France. It is notable that Africa is fast catching up.

This premier event will see the most forward thinking minds gather and will provide in-depth knowledge and tactics for sport industry leaders.

## LISTEN

To the latest ground breaking strategies

## COMPREHEND

The newest trends to propel your brand

## ACQUIRE

Unrivalled insight into the business of sport to gain a competitive edge

## INCREASE

Your profitability

## PARTICIPATE

During interactive sessions

## NETWORK

In a conducive environment and COCKTAIL FUNCTION

## WHO SHOULD ATTEND?

### But not limited to:

- Sponsorship Manager
- Head: Marketing
- Chief Executive
- Football Lawyer & Partner
- Academics
- Training
- CEO
- Business & Finance Strategist
- Client Manager
- Regional Manager
- Head of Cricket
- Athlete Manager

- Fifa Agent
- General Manager
- Agent
- Attorney
- Advocate
- Senior Executive: Sports & Entertainment
- Media Director
- National Chairman
- Data & Design Manager
- Chief Enterprise Business Officer
- Group Business Intelligence Executive

- Director: Corporate & Brand Communications
- Manager: Executive Projects
- Director: Infrastructure Support Management & Delivery
- Brand Development Manager
- Business Analyst
- Chief Women's Football Officer
- Consumer Research
- Professional Athlete
- Retired Athlete

## KEY STRATEGIES TO BE DISCUSSED

- Commercialisation of sport: an African perspective
- Continuously generating workable revenue streams to assist in self sustainability post football
- Developing African sports to compete on a global level
- Highlighting the role played by women in sports and their contributions to the business of sports
- Tapping into multiple revenue streams - The business case behind digital content for sport in Africa
- Discussing revenue creation through sponsorship/ marketing
- Traditional marketing methods vs digital sports marketing
- Building an athletes brand

Propel your brand by becoming a sponsor. Contact [yashik@intelligencetransferc.co.za](mailto:yashik@intelligencetransferc.co.za)

# DAY ONE - 14 MARCH 2018

Registration will be taking place from 7:30am

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**08:00** Opening remarks by chairperson

**08:30** **KEYNOTE ADDRESS**

**Commercialisation of sport: an African perspective**

- Discussing global trends in the commerce of sport
- What are the determinants of sport commercialisation?
- Highlighting the barriers to commercialisation of African sport
- Transforming Africa's potential to performance – Africa's skin in the game

**Stanley Mutoya**  
Chief Executive Officer  
**AFRICAN UNION SPORTS COUNCIL  
(REGION 5)**

**09:15** **The importance of athletes being media trained and having an understanding on who they are as a brand**

**Stacey Holland**  
Media Personality & Wellness Enthusiast  
**STACEY HOLLAND**

**10:00** **Morning tea & networking opportunity**

**10:30** **Highlighting the role played by women in sports and their contribution to the business of sports**

- Considering the leadership and management of women in sports
- Highlighting the role played by sports science in including more women
- Looking at gender mainstreaming within sports
- Exploring the role of the sporting fraternity in making sports more inclusive for women
- Presenting the role of media in women's sports

**Speaker to be advised**

**11:15** **PANEL DISCUSSION**

**The monetary argument – Are female athletes paid less?**

**Claudine Claassen**  
Development Officer  
**NETBALL SOUTH AFRICA**  
&

**Luise Haunit**  
Consultant  
**NAMIBIA FOOTBALL ASSOCIATION (NFA)**  
&

**Stacey Holland**  
Media Personality & Wellness Enthusiast  
**STACEY HOLLAND**

**12:00** **Developing African sports as a business to compete on a global scale**

- Unlocking latest trends and developments in sports to guarantee your competitive edge
- Benchmarking with international standards to ensure competitiveness from an African perspective
- Developing appropriate marketing strategies to compete with other brands through your sponsors
- Looking at how SAB has contributed to the business of sport

**Nirishi Trikamjee**  
Director: Corporate Affairs  
**SOUTH AFRICAN BREWERIES**

**12:45** **Lunch & networking opportunity**

**13:45** **Continuously generating workable revenue streams to assist in self sustainability post football**

- Forming relevant partnerships within sport to contribute to your success after leaving active play
- Gaining business insight to ensure profitable business ventures
- Being a vital and integral part of sport from the sidelines

**Stanton Fredericks**  
Former Professional Footballer, Football Analyst & Entrepreneur

**14:30** **Dual-career development and career transition management in sport**

- Exploring dual careers in sport
- Exploring the development stages of dual careers
- Exploring dual career transitions through the development stages
- Implications for management of dual career development and transition

**Prof. Leon van Niekerk**  
HOD: Human Movement Science  
Associate Prof: Sport Psychology  
**UNIVERSITY OF FORT HARE**

**15:15** **Open forum discussion**

**15:30** **Closing remarks from chairperson, start of networking function**



**08:00** Opening remarks by chairperson

**08:30 CASE STUDY**

**Tapping into multiple revenue streams- The business case behind digital content for sport in Africa**

**Stephen Watson**  
 Managing Director  
**DISCOVER DIGITAL**

**09:15 Leadership in the business of sports**

- Leadership in business is the ability of a company's management to set challenging goals, take quick swift and decisive action, outperforming the competition and inspire others to perform well
- Establishment of a clear vision that others will follow willingly.
- Understanding what makes someone a leader taking into account their profession and leadership style
- Leadership skills in the modern age

**Jacques Grobbelaar**  
 Chief Executive Officer  
**STADIUM MANAGEMENT SOUTH AFRICA**

**10:00 Morning tea & networking opportunity**

**10:30 Discussing revenue creation through sponsorship/marketing**

- Marketing / Sponsorship historically seen in the business as just being about logos and brand management, tickets for events, doing a nice TV or radio ad;
- Sponsorship has in the past promoted more the association of the brand with an event or team – not driving the message of the business;
- Business leaders now require that Marketing and Sponsorships help drive the business objectives, and therefore are now under more scrutiny to reflect the value they add or the Return on Investment / Objectives; and
- As a result, the sporting entities, events, or anyone looking for sponsorship therefore has to ensure that their proposal / offering speaks to the needs and objectives of the organisation from which sponsorship is requested

**Bronson Mokabela**  
 Deputy CEO  
**MEGAPRO**

**11:15 PANEL DISCUSSION**

**Traditional marketing methods vs digital sports marketing**

**Stephen Watson**  
 Managing Director  
**DISCOVER DIGITAL**  
 &  
**Bronson Mokabela**  
 Deputy CEO  
**MEGAPRO**

**12:00 Lunch & networking opportunity**

**13:00 The NFA Girls Centre - A Case study from Namibia in Sport for Development**

- The Girls Centres in Windhoek and Kamen-Kaiserau (Germany)
- How the Sport for Development approach can enrich sport development
- Getting sponsors involved in Sport for Development

**Luise Haunit**  
 Consultant  
**NAMIBIA FOOTBALL ASSOCIATION (NFA)**

**13:45 90 MINUTE WORKSHOP**

**Building an athletes brand**

- Understanding the essence of a brand and ensuring its purest form is communicated and advocated
- Empowering athletes through personal brand empowerment, career management and sponsorship management
- Achieving unique and tailored strategies for specific brands

**Amy Sartori**  
 Managing Partner  
**SARTORI**  
 &  
**Kyllin Vardhan**  
 Managing Partner  
**SARTORI**

**About your facilitator**

Amy Sartori, has been involved in the sponsorship, sports and marketing industries for over a decade. Having worked for various marketing related agencies in a strategic role, Amy has gained extensive exposure + experience in strategy, sponsorship, marketing + brand activation across various sectors + sporting codes. Brands worked with, include: Vodacom, MTN; SAB; Sasol; BP; NBA Africa; Absa, Coca-Cola, Primedia and Audi Sport to name a few.

The theory behind the experience:

- B. Com. Honours Strategic Management (University of Johannesburg)
- B. Com. Sport Management (University of Johannesburg)
- Certificate in Exercise Science (HFPA)
- Marketing Management (UNISA)
- Social Media Marketing (Digital Business Academy)
- Diploma in Social Media Marketing (Shaw Academy)

Amy's passion for brands extends beyond the boardroom. She is also an avid athlete in her personal capacity, having participated in numerous events such as the Comrades Marathon and Ironman 70.3. This gives her a further understanding of the sacrifices that need to be endured, to achieve set goals, and places her in the perfect position to utilise this skill to develop brand strategies of success.

**15:15 Closing remarks from chairperson**



**About your facilitator**

Kyllin Vardhan, was a professional sportsman for over 9 years, + having set up two successful businesses, he understands the needs of sportsmen and women from both a performance + a professional perspective.

Professional athletes have a need for a competent agent advisor who understands the legal, business, + financial issues that an athlete will face. Kyllin has the experience + ability to recognise these needs, protect the athlete from liability, + deal with contractual + financial issues not only during the athlete's career, but in preparation for the athlete's life post their sporting career.

The skill behind the talent:

- Accredited agent across many sporting codes
- Honours in Bachelor of law (BA LLB HONS)
- CSA Level 3 Coaching
- South African Schools Team (Both Cricket + Hockey)
- The Dolphins Cricket Academy (2008 – 2011)
- The Lions Crickey Academy (2011 – 2013 South African Season)
- Manchester, Yorkshire, Northern Ireland ((2011 – 2013 European Season)
- Northern Crick Union, Titans (2014 – 2016)

Kyllin believes that it's important to look at all aspects of the athlete's life, + guide them through the difficult decisions, both inside + outside the sports arena. He believes that the role of the agent advisor does not end with the contract negotiation. Rather, the agent should present to help protect + advise the athlete regarding all aspects.

# BUSINESS OF SPORTS AFRICA

## Adopting global practice in grooming future sports industry leaders

Date: 14 & 15 MARCH 2018

Venue: Indaba Hotel, Fourways, Johannesburg

TO SECURE YOUR PLACE AT THIS COURSE - PLEASE COMPLETE THE FOLLOWING:

Company Name		VAT #			
Postal Address					
Telephone #		Fax #			
E-mail Address		Purchase Order Number			
Where did you hear about this event? E-mail <input type="checkbox"/> Post <input type="checkbox"/> Fax <input type="checkbox"/> Internet <input type="checkbox"/> Magazine <input type="checkbox"/> other _____					
	Title	Delegate Name	Designation	E-mail	Cell #
1					
	<input type="checkbox"/> Yes, please update me with relevant information				
2					
	<input type="checkbox"/> Yes, please update me with relevant information				
3					
	<input type="checkbox"/> Yes, please update me with relevant information				
4					
	<input type="checkbox"/> Yes, please update me with relevant information				
5					
	<input type="checkbox"/> Yes, please update me with relevant information				
6					
	<input type="checkbox"/> Yes, please update me with relevant information				

FREE

### EASY PAYMENT METHODS: DIRECT DEPOSIT OR CHEQUE:

NEDBANK, INTELLIGENCE TRANSFER CENTRE, BRANCH: SANDOWN, BRANCH CODE: 193305, ACCOUNT NUMBER: 1933207779  
IN ORDER TO SECURE YOUR REGISTRATION, PAYMENT IS DUE IN FULL UPON RECEIPT OF INVOICE.

Confirmation - Your registration will only be confirmed until such time as payment is received and may be subject to cancellation.

Right of Admission - Intelligence Transfer Centre reserves the right to refuse admission to the training course where evidence of full payment cannot be shown. Delegate Substitutions - Delegate substitutions are welcomed at any time and do not incur any additional charges. Please notify us in writing of any such changes.



BSA / GM

### PRICING

**STANDARD PACKAGE: R4999 EXCL. VAT**

**QUOTATION** (please tick relevant)  **INVOICE**

### APPLICATION FOR REGISTRATION AND ACCEPTANCE OF TERMS AND CONDITIONS

I acknowledge that I have read, understood and accept the programme and Terms and Conditions (including Payment Terms) and hereby apply for registration on behalf of myself (if a single delegate) or on behalf of the undermentioned organisation which I am duly authorised to represent.

Name: \_\_\_\_\_

Name of Organisation\*: \_\_\_\_\_

Job Title (Specific): \_\_\_\_\_

Email: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_  
(where organisation sends delegate/s and is responsible for payment of conference/course fee\*)

### 4 Easy Ways To Register



Fax your registration form to: +27 (0) 11 326 2960



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[godfrey@intelligencetransferc.co.za](mailto:godfrey@intelligencetransferc.co.za)



Phone us: +27 (0) 11 326 2501

**Delegate Cancellations:** All delegate cancellations must be received in writing and are subject to the following conditions:

- for any cancellations received 20 working days before the start of a training course, Intelligence Transfer Centre will issue a 100% credit for the value paid to be used for up to one year from the date of issue for any future INTELLIGENCE TRANSFER CENTRE training course
- for any cancellations received less than 20 working days before the date of the training course, the full fee will be payable and no refunds or credit notes will be given
- if a registered delegate does not cancel and fails to attend the training course, this will be treated as a cancellation and no refund or credit note will be issued
- Delegate substitutions are welcome-Please notify us 5 days before the event

**ITC Substitutions and Cancellations:** Speakers and topics are confirmed at the time of publishing of the programme, but ITC reserves the right to substitute, alter or cancel advertised speakers and/or topics in appropriate circumstances (and will give notice to such substitutions or alterations via email prior to the conference as soon as possible).

**ITC may use pictures taken at conferences to market our events without prior consent.**

### Intelligence Transfer Centre Cancellation & Postponement policy

In the event that Intelligence Transfer Centre cancels an event, delegate payments will be refunded. In the event that Intelligence Transfer Centre postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards a future event. This credit will be available for up to one year from the date of issuance. No refunds will be available for postponements. Intelligence Transfer Centre is not responsible for any loss or damage as a result of a substitution, alteration or postponement of an event. Intelligence Transfer Centre shall assume no liability whatsoever in the event this training course is rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this training course impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labour strike, extreme weather or other emergency.