CHANGE HAS COME.
SEIZE THE OPPORTUNITIES.

We are in the midst of huge, unprecedented change at an unimaginable pace. Cutting and pasting what we did or what we knew last year will not get us close to where we want to go this year. It is time to innovate or evaporate.

Attend Pivot, IEG 2017 and learn how to take advantage of dramatic marketplace shifts and put them to work for your partnerships, organizations and brands.

Come together with 1,200 of the brightest, most creative and most influential people across sports, entertainment, nonprofit and other types of partnership marketing to learn how to stay relevant and thrive in a world where even the disrupters are being disrupted.

You will hear, be inspired by and take away valuable ideas from a wide range of rightsholders and sponsors already seeing themselves and their partnerships in a new light and re-imagining what they can do together in a data- and digital-driven world.

From additional time for small-group round tables on topics of specific interest, to presentation tracks that will guide you to the most relevant sessions, IEG 2017 is poised more than ever before to deliver immense returns on your investment, take your partnerships to new and better places, and re-ignite your passion for what you do.

We are excited by the possibilities. If you are too, join us at Pivot.
"INSPIRING TO MEET PEOPLE FROM SUCH A WIDE RANGE OF ORGANIZATIONS. THE KEYNOTE SPEAKERS WERE AMAZING."
— ELYSE HALLER, NEW YORK ROAD RUNNERS
FEATURED SPEAKERS

Marketing leaders with partnerships at the heart of their business. Meet the people who will help you unlock the code to sponsorships that deliver real value.

MICHAEL NOLAN
Senior Marketing & Communications Leader

HOLGER VALTIN
Global Director, FC Bayern Munich

JON WERBECK
Vice President

MARK BRENNAN
Head of Digital Marketing & Innovation

BRIAN KEATING
Group Propositions & Brands Director

KELLEY WINN
Manager, Brand Sponsorships & Partnership Marketing

AL MADRIGAL
Producer

BETH JABICK
Director of Corporate Relations and Annual Giving

SHANNON SCOTT
Senior Manager, Strategic Partnerships

THOMAS PIETRAS
Marketing Event Manager

CURT MOSEL
VP, Marketing & Corporate Partnerships

MIKE ZAVODSKY
Executive Vice President, Global Partnerships

ARCHIE DIXON
VP, Sponsorship Sales & Strategy

KELLY DUHON
Community Relations Consultant

AMY POTTER
Senior Marketing Manager

JASON HUANG
Marketing Ops Manager

MIKE BERTOLINA
Vice President of Client Development

KAREN THOMPSON
Sponsor Account Manager

DAN FRYSTAK
Senior Manager, Brand & Sponsorship

GLENN WECKERLIN
University Partnerships & Association Relations

MEGAN GRABOWSKI
Senior Manager, Corporate Partnerships

ALLEN HERMELING
Senior Director, Corporate Partnerships

JESSICA WORLEY
Vice President, Corporate Partnerships

KEITH HESTER
Sports & Entertainment Partnerships
FEATURED SPEAKERS

JIM RUSHTON
Global Leader/Partner, Sports & Entertainment Practice

TJITSKE BENEDICTUS
Head of Sponsoring, Events & Activation

TARA CARSON
Manager, Regional Marketing & Consumer Promotions

LESA UKMAN
Partnerships

CRAIG SWEENEY
Strategic Partnerships Director

DENNIS DUQUETTE
VP, Head of Community Responsibility

ALICIA CHOITZ
Manager, Sponsorship and Events

ROB BLOOM
Group Head of Digital & Social Media

LAUREN ROTHMAN
Client Strategy Director

MARQUES JACKSON
Brand Manager, Sports & Entertainment Marketing

JEFF JURGELLA
Senior Director, Corporate Partnerships

DAVID WRIGHT
Chief Marketing & Commercial Officer

ERICA GRAHAM
Head of U.S. Partnerships

ALEX LOUW
Senior Vice President, Marketing

STEVE PAMON
COO

ADIB HASHEM
Director of Partner Relations

JED PEARSCALL
President

BILL DOYLE
Vice President

CARLEY ST. LUCIA
Director, Corporate Partnerships

JASON HELD
Director of National Corporate Partnerships

DARCY BROWN-MARTIN
National Director of Corporate Relations

MOLLY SAPIENZA
Group Head, Corporate Sponsorships

CHRIS RIEDEL-KING
Assistant Director, Sponsorships

JON SEVERSON
Director of Corporate & Government Relations

MIKE HETTICK
Director of Sales, Corporate Partnerships

NOREEN MAJOR
Director, Corporate Giving

JANE HAWLEY
Senior Vice President

YOLANDA CASTILLO
Director of Global Marketing

JARED MELZER
Director, Strategic Sponsorships

TYLER MCBRIDE
Event and Engagement Marketing Manager

NATHAN LINDBERG
Director of Global Esports Sponsorships

REFUGIO OROZCO
Marketing Chief

PIERRE LAXA
Marketing Division, Corporate Partnerships

DANIELE PENNA
First Vice President, Head of Group Strategic Sponsorship

MARIEKE BIANCHI
Senior Director, Strategic Partnerships & Activations

ALEXANDRA WILLIS
Head of Digital, Communications & Content

BRIAN MCCUE
Director of Sponsorship Sales

TYLER WILLIAMS
Fungineer

ANDREW WINSTANLEY
Senior Manager, Media & Integrations
AGENDA

SUNDAY MARCH 26

REGISTRATION 1 – 6:30pm

HEAD-START WORKSHOP AND PEER-GROUP NETWORKING 3 – 4pm
Making the Most of IEG 2017: What You Need to Know
William Chipps, Senior Content Editor, IEG and ESP Properties and Gail Lowney Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation
Get the most out of the conference with an up-to-speed briefing on the ever-changing landscape for partnerships and practical advice for navigating the next three days from veteran attendees.
Sector-Specific Discussions
Discuss common issues, goals and challenges with other attendees who work or have an interest in your sector of the industry in an informal, round-table format.

OPENING ADDRESS 4:15 – 5pm
Pivot: Discovering New and Sustainable Growth
Jim Andrews, Senior Vice President, IEG and ESP Properties
The theme of this year’s conference—Pivot—focuses on the opportunity that digital and data offer sports, entertainment and other rightsholders, along with their corporate partners, to move beyond the traditional property-sponsor model and engage more deeply with fans and consumers through relevant, meaningful and personalized experiences and content. The idea of pivoting is especially appropriate in our industry, as it emphasizes moving in new directions—content creation and distribution, analytics-based fan engagement, etc.—while remaining rooted in the fundamentals of creating value for audiences and partners.

WELCOME RECEPTION 5 – 6:30pm

“A VERY VALUABLE THREE DAYS WITH GREAT SPEAKERS, WORKSHOPS AND NETWORKING OPPORTUNITIES. I TOOK AWAY SEVERAL IDEAS THAT I PLAN TO IMPLEMENT.”
— AMY KIERZEK, THRIVENT FINANCIAL
MONDAY  MARCH 27

NETWORKING BREAKFAST
7:30 – 8:30am

ROUND TABLES
8:30 – 9am and 9:15 – 9:45am
(Each round table lasts 30 minutes and then repeats.)

- Developing a Sponsorship Sales Plan: Opportunity + Preparation = Sponsorship Luck
  Paula Beadle, President, Caravel Marketing
- The Digital Proposition: Building a Direct-to-Consumer Content Business to Drive Value for Brands and Fans
  Andy Thwaite, V.P., Digital Strategy, ESP Properties
- Emerging Sponsor Categories and How to Sell Them
  William Chipps, Senior Content Editor, IEG and ESP Properties
- Managing a High-Performance Sales Team
  Allen Hermeling, Senior Director, Corporate Partnerships, Chicago Cubs
- Outside the Box Ways for Organizations to Maximize Sponsorship Revenue
  Curt Mosel, V.P., Marketing & Corporate Partnerships, ArtsQuest
- How to Engage/Activate Your Community with Your Brand
  Ira Frankel, Senior V.P., Global Sports & Entertainment, EverFi
- How to Use Live Events to Build Community, Relevance & Revenue
  Giovanni Loria, Corporate Sponsorships, DTE Energy
- Investing in Your Long-Term Relationships: Must-Have Conversations between Sponsors & Sponsees
  Amy Potter, Senior Marketing Manager, BMO Harris Bank and Megan Grabowski, Senior Manager, Corporate Partnerships, Chicago Bulls
- The Nuts and Bolts of Audience Research
  Bill Doyle, Vice President, Performance Research
- Seven Must-Haves to Deliver Social Impact, Marketing Impact and ROI with Touring Events
  Marieke Bianchi, Senior Director, Strategic Partnerships & Activations, Warner Music Nashville
- Successfully Buying & Selling Multiplatform Programs: What You Need to Know
  Archie Dixon, V.P., Sponsorship Sales & Strategy, BET Networks
- Sweet Spot Activation: Teaming with Partners to Build Mutually Beneficial Solutions
  Thomas Pietras, Marketing Event Manager, American Family Insurance

SPECIAL-INTEREST GROUP MEETINGS
8:30 – 9:45am
(SIG meetings take the place of the round tables.)
Join a SIG and share ideas with your peers. You can start your discussion online before the conference and continue the conversation during the conference at the SIG group meetings. Choose from the following groups: Arts & Cultural Institutions, Causes, Participatory Sports and Professional Sports.

KEYNOTE ADDRESS
10 – 11am

Good Is the New Cool: Market Like You Give a Damn
Afdhel Aziz, Director, Absolut Labs
A passionate believer that sponsorships hold the greatest promise in a new era of marketing, Afdhel has led marketing innovation and partnerships for the iconic vodka brand for four years, with a focus on emerging tech and digital media. He has created groundbreaking experiences and activations incorporating virtual reality, augmented reality and other technology as a sponsor of Coachella and more than 100 other festivals globally, as well EDM artists Swedish House Mafia, Lady Gaga and other performers. Afdhel will explore a range of relevant topics, including the three essential considerations for every partnership; how marketers can generate meaning for their brands, their consumers and themselves, and the critical role of nonprofits and culture creators in building value.
PRESENTATIONS
11:15am – Noon

Achieving Success through B2B Sponsorship
Rick Penn, Director of Global Sales & Sports Partnerships, The Dow Chemical Co.
Having joined Dow after working to secure a partnership with the company while in business development for NASCAR’s Richard Childress Racing team, Rick will discuss how working with committed property partners has led to success in strengthening customer relationships, accessing new sales channels and enhancing the brand, among other results.

Audiences/Data/Engagement: The Keys to Commercial Success
Sam Yardley, Associate Director, Client Services, Two Circles
Insights into audiences is the single biggest driver of commercial revenue growth for rightsholders. This means having access to, organizing and connecting customer data. Although technology plays a part, smart properties approach this not as an IT challenge, but as an opportunity to deliver personalized marketing for your partners.

Every Sponsor Is Different: Aligning Multiple Partners, Activation and Content with Target Consumers
Vince Cicero, V.P. of Global Partnerships, Feld Entertainment; Keith Hester, Sports & Entertainment Partnerships, Chick-fil-A; Alex Louw, SVP, Marketing, National Vision, Inc.; and Tyler McBride, Event and Engagement Marketing Manager, Toyota North America
Feld Entertainment, whose touring attractions include Ringling Bros. and Barnum & Bailey, Monster Jam, and Disney On Ice, is adept at working with a wide range of sponsors—from experienced to first-timers and across many industries. Including two of the largest retail operators in their categories, this session will explore how a property can meet the needs of partners with different perspectives, communications strategies and target markets.

How to Ace the Opportunities Presented by Social Media
Alexandra Willis, Head of Digital, Communications & Content, The AELTC, Wimbledon
Wimbledon tennis may not be the first brand that comes to mind when looking for cutting-edge examples of using Snapchat, Twitter, Periscope, Facebook and other channels for property marketing. Yet that is exactly what you will find, as the All England Lawn Tennis Club has established a pioneering presence in social media, demonstrating deep understanding of what is relevant and appropriate for each platform. Alex will discuss how Wimbledon has delivered on the promise of making its virtual experience the next best thing to being there, and offer relevant ideas and takeaways for organizations seeking to grow their audiences demographically and geographically.

NETWORKING LUNCH AND KEYNOTE ADDRESS
12:15pm – 2:15pm

The Rush to Digital
Russell Simmons, Chairman & CEO, Rush Communications and Sanjay Sharma, President & CEO, All Def Digital
Few others in the last three decades have had such a deep influence across music, entertainment, fashion, culture and society as Russell Simmons. Best known as founder of Def Jam Recordings, Russell is an enlightened entrepreneur always a step ahead in knowing how to engage with fans, consumers and other audiences. A key force in hip hop, creator of HBO’s Def Comedy Jam (and its successor, All Def Comedy), founder of apparel company Phat Farm and numerous other music, media, lifestyle, empowerment and philanthropic initiatives, Russell’s latest successful venture is All Def Digital, the leading digital content network for urban Millennials. Russell and Sanjay will explore the opportunities for rightsholders and brands that stay authentic, maintain cultural relevance and live where their audiences live online.

PRESENTATIONS
2:30 – 3:15pm

Dutch Master: How ING Merged Tech and Culture to Promote Innovation
Tjitske Benedictus, Head of Sponsoring, Events & Activation, ING Netherlands
To support its positioning as an innovative financial services company, ING sought to use its role as sponsor of cultural organizations to spark conversation in traditional and social media. A longtime partner of the Rijksmuseum, home to many paintings of the “Dutch Masters,” ING and agency J. Walter Thompson, Amsterdam struck on the idea of using data and computing technology to create “The Next Rembrandt,” a new portrait “by” the renowned artist. Tjitske will share the story behind the project—which won 16 Cannes Lions in June—lessons learned, and the impact it has had on the bank and its “innovative spirit.”

Nontraditional Sponsorship Opportunities: What We Can Learn from Esports’ Success
Nathan Lindberg, Director of Global Esports Sponsorships, Twitch
Nathan has worked with many non-endemic sponsors of the world’s largest video game live streaming platform, including General Mills, Exxon Mobil, and Procter & Gamble, on effectively reaching a young, enthusiastic audience in ways they will be receptive to. He will work through case studies of how successful partnerships came to life and are achieving measurable brand visibility.
PRESENTATIONS (continued)

Straight from the Decision-Makers: Panel Discussion
Panelists: Marques Jackson, Brand Manager, Sports & Entertainment Marketing, MillerCoors; Molly Sapienza, Group Head, Corporate Sponsorships, PNC Financial Services; and Kelley Winn, Manager, Brand Sponsorships & Partnership Marketing, Alaska Airlines
A unique opportunity to put questions directly to and receive feedback from some of the most active sponsors in a range of categories.

What FC Bayern Munich’s Internationalization Means to the Club and Its Partners
Rudolf Vidal, President, Americas, FC Bayern Munich; Loren Angelo, Vice President, Marketing, Audi of America; and Holger Valtin, Global Director, FC Bayern Munich, Adidas
This past year was a monumental one for the leading German soccer club, which embarked on a successful summer tour in the U.S. as part of the Audi Summer Tour 2016 as part of its international brand building. It also embarked on an ambitious fan engagement project addressing digital channels, social media, mobile apps and other initiatives designed to give greater control and flexibility over the club’s digital content and its delivery. Learn the story behind these strategies and their importance to two of the team’s most important commercial partners.

ROUND TABLES
3:45 – 4:15pm and 4:15 – 4:45pm
(Each round table lasts 30 minutes and then repeats.)

- Leveraging Digital Influencers to Drive Value
  Jared Melzer, Director, Strategic Sponsorships, TE Connectivity

- Take Your Sponsorship Activation to the Next Level
  Anne Ristau, Senior Director, Global Sponsorships & GTM Strategic Initiatives, and Claudia Bernheart, Manager, Global Sponsorship, Dell EMC

- Aligning Properties’ Marketing Assets with What Your Sponsor Needs
  Mark Giovino, CEO/Founding Partner, Alliance Group

- Co-Creation: Managing a Paradigm Shift in Cultural Organizations
  Jon Severson, Director of Corporate & Government Relations, Science Museum of Minnesota

- Creating a Compelling Sales Proposition through Storytelling
  Brian McCue, Director of Sponsorship Sales, Winmo

- Increasing the Value of Association Partnerships
  Beth Jabick, Director of Corporate Relations and Annual Giving, Alzheimer’s Association

- Meeting a “Chapter” Organization Challenge: Sharing Activation Responsibility Nationally and Locally
  Jason Held, Director of National Corporate Partnerships, Playworks

- Using Technology to Enhance Fan Experiences and Deliver ROI for Event Organizers and Sponsors
  Stephen Person, V.P., Sports & Entertainment, Fish Technologies

- Building Effective Corporate/Nonprofit Partnerships
  Dennis Duquette, V.P., Head of Community Responsibility, MassMutual Financial Group

- Digital Activations That Build Fan Engagement and Sponsor ROI
  Jeff Jurgella, Senior Director, Corporate Partnerships, Minnesota Twins

- How to Create the Ultimate Fan Engagement Experiences
  Nick Arcuri, Vice President of Products, Omnigon

- Selecting the Right Partner for a Successful Activation
  Jane Hawley, Senior Vice President, Sparks

- Sweet Spot Activation: Teaming with Partners to Build Mutually Beneficial Solutions
  Craig Sweeney, Strategic Partnerships Director, Louisiana Marathon and Kellie Duhon, Community Relations Consultant, Blue Cross & Blue Shield

WORKSHOPS
3:45 – 4:45pm
(Workshops take the place of the round tables.)

Brand Confidential: Sponsor Peer Group Discussion
Moderator: Michael Nolan, Senior Marketing & Communications Leader, Accenture
Corporate marketers, in a session exclusively for them, will address their most pressing concerns surrounding sponsorship management, selection, activation and measurement through facilitated small-group discussion and feedback.

Emerging Technology and Its Potential Impact on Sponsorship Sales
Jon Werbeck, Vice President, AEG Global Partnerships
With more than a decade’s worth of experience creating partnerships for marketers ranging in size from Fortune 500 companies to start-ups and across multiple categories, Jon will share an insider’s perspective on emerging tech and how it’s playing out in the sponsorship industry. The session will address taking advantage of technology as a sales tool; trends that are shaping partnerships and altering the experience for on-site audiences as well as those who couldn’t get a ticket; and how to capture sponsors from this new industry.

CONTINUED
WORKSHOPS (continued)

How Sports & Community Can Power Your Brand
Moderator: Brian Cooley, President, EverFi Sports & Entertainment. Panelists: Jerome Williams, 9-year NBA veteran; Jamal Mayers, 15-year NHL veteran; and Jackie Grimes, Director of Marketing & Communications, United Way of Metropolitan Chicago

Sports can build a community, and a community can deeply impact your brand. How do you combine sports and community to power your brand? Hear perspectives from NBA and NHL legends and the United Way as they share strategies on:

- How athletes and non-profits view your brand
- Why partnerships work in the community and how they benefit sponsors
- How sponsors can maximize their relationship with an athlete or team

ProSocial: The Intersection of Money & Meaning
Lesa Ukman, Founder, Lesa Ukman Partnerships

From the rise of B Corps and social impact investing to the humane economy and the shifting role of brands—from cause marketers and check writers to change makers and stakeholders—the market for good is reaching a tipping point. But for sponsors and rightsholders, it is no longer enough to create social capital. Igniting customers, employees, supply and distribution channels now requires a universal currency to measure the value of the good created. And, not just for one cohort, but for the entire community.

EVENING RECEPTION
7 – 9pm

TUESDAY MARCH 28

NETWORKING BREAKFAST
7:30 – 9am

ROUND TABLES
8:30 – 9am and 9:15 – 9:45am
(Each round table lasts 30 minutes and then repeats.)

Driving Loyalty through Sponsorships
Keisha Kelly Thompson, Director, Sponsorship Programs, Hilton

How Nonprofits Can Answer the Market Call for Employee Engagement while Staying Mission-Focused
Darcy Brown-Martin, National Director of Corporate Relations, Playworks

How to Add Value to Your Sponsorship Offer
William Chipps, Senior Content Editor, IEG and ESP Properties

Keeping Long-Term Partnerships Relevant & Renewable
Carley St. Lucia, Director, Corporate Partnerships, Philadelphia Eagles and John Derham, Co-Founder & Head of Innovation, iQ Media

Key to Success: Implementing a Proven Sales Process
Paula Beadle, President, Caravel Marketing

Partnering in the Land of Impossible Expectations: How Nonprofits Go Corporate and Keep Their Souls
Diane Knoepke, Vice President, The Alford Group

Selling Cause and Association Sponsorship: What You Need to Know
David Jessey, Partner, Jessey Sports + Purpose

Aligning Brands, Goals and Outcomes between Nonprofit and Corporate Partners
Erica Graham, Head of Partnerships, Movember

Leveraging Partnerships to Create Successful Promotions
Refugio Orozco, Marketing Chief, and Pierre Laxa, Marketing Division, Corporate Partnerships, U.S. Army

Sponsorship and Event Tools that Drive ROI and Build Data
Darrell Gehrt, Vice President of Sales, CrowdCompass by Cvent

Sponsorships in a Digital Age: How to Stay Flexible and Relevant with Digital Content
Amy Potter, Senior Marketing Manager, BMO Harris Bank & Megan Grabowski, Senior Manager, Corporate Partnerships, Chicago Bulls

Sweet Spot Activation: Teaming with Partners to Build Mutually Beneficial Solutions
Thomas Pietras, Marketing Event Manager, American Family Insurance

SESSION OF PARTICULAR INTEREST TO:

= sponsors
= sponsees
= all

KEY: Partnership Sales & Strategies ▲ Partnership Activation & Results ◇ Digital/Content/Media ▪ Audiences/Data/Engagement
SPECIAL-INTEREST GROUP MEETINGS
8:30 – 9:45am

(SIG meetings take the place of the round tables.)

Join a SIG and share ideas with your peers. You can start your discussion online before the conference and continue the conversation during the conference at the SIG group meetings. Choose from the following groups: Associations, Entertainment, Media & Digital Content Companies and Sponsors.

KEYNOTE ADDRESS
10 – 11am

Shared Experiences, Brand Relevance: The Keys to Audi’s Sponsorship Success
Loren Angelo, Vice President, Marketing, Audi of America

Audi of America is a leader in activating sports and entertainment partnerships to forge emotional and meaningful connections with consumers. Loren will share how the automaker leverages digital content, social media, traditional advertising and technology to drive positive return on objectives, whether pioneering the development of engaging content and creating highly visible cultural moments to advance a specific message through its six-year Emmy partnership, or activating its Major League Soccer sponsorship with the MLS Player Index, involving consumers with a brand story—in this case Audi’s focus on innovation—by taking advantage of technology to deliver real-time statistics and improve the fan experience.

PRESENTATIONS
11:15am – Noon

From Banking to Beyoncé: Lessons To Be Learned from a Sponsorship Marketer’s Pivot
Steve Pamon, COO, Parkwood Entertainment

Following a successful run as head of sports and entertainment marketing at JPMorgan Chase—where he was responsible for the company’s global sponsorship portfolio—Steve joined Beyoncé’s management and production company as chief operating officer just over a year ago. Having been intimately involved in Beyoncé’s Super Bowl 50 blockbuster halftime show, the Formation World Tour, the release of the groundbreaking Lemonade and multiple business ventures, Steve will share his insights on this new era for entertainers and entertainment marketing, and what it all means for brands, event producers, distribution channels and other stakeholders.

How the Race to Digital & Social Victory Is Won with Data
Rob Bloom, Group Head of Digital and Social Media, McLaren Technology Group

It is no secret that compelling video content can achieve multiple objectives for rightsholders, as well as their commercial partners and sponsors. But an effective video strategy requires a great deal more than recording footage and putting it online. Rob will discuss how the McLaren-Honda Formula 1 team exposes insights through data that allow it to constantly refine and enhance how it engages with its audience and tells its brand story—as well as those of its partners—across owned channels, as well as Facebook, Instagram, YouTube, Pinterest and other social outlets.

It Starts with a Vision: Identifying, Owning and Executing Your Organization’s True North in a Hyper-Competitive Marketplace
David Wright, Chief Marketing & Commercial Officer, Minor League Baseball (MiLB)

Beginning with his 15 years at Major League Soccer/Soccer United Marketing and continuing in his current role at MiLB, David has been a key player in developing support pillars for each organization’s vision. From his experiences with these rightsholders—one a true start-up (MLS) and the other a 115-year-old “start-up” experiencing exponential change (MiLB)—David will show how a succinct and ambitious vision, strategic direction and critical support can lead to unprecedented change and sustainable growth; as well as share best practices on how to maximize business potential in a hyper-competitive entertainment marketplace.

Why Rightsholders and Partners Must Increase Their Digital/Content/Media IQ
Andy Wasef, Managing Director, Digital & Consulting Strategy, ESP Properties

Properties that adopt progressive approaches to creating and distributing content will derive a two-fold benefit: protecting sponsorship revenue and staking a claim for brands’ digital media budgets. Explore how to enhance digital assets and maximize their value.

NETWORKING LUNCH AND KEYNOTE ADDRESS
12:15pm – 2:15pm

Cheat Code: How to Get on the Fast Track to Success
Brian Wong, Founder & CEO, Kiip

Brian is quickly making a name for himself as the founder and head of Kiip, a mobile app rewards platform that lets brands give real-world rewards for in-app achievements. Brian founded Kiip six years ago at age 19, becoming one of the youngest entrepreneurs ever to receive venture capital funding. He will share insights from his just-published book, Cheat Code, focusing on innovation, team-building and people (including insights into new permissions and new norms involved with his generation, the most knowledge-enabled group ever), in addition to media and marketing.
**TUESDAY | MARCH 28**

**PRESENTATIONS**
2:30 – 3:15pm

**The Data Win-Win: Building Value for Audiences Returns Value to Properties**  
*Scott Mitchell, CEO, Hamilton Tiger-Cats*

As chief executive of the Canadian Football League team, Scott has led a data and digital transformation that is returning large dividends to the club. He will share the story of how improving the Tiger-Cats experience for fans and engaging with them through digital platforms is yielding highly valuable behavioral data that the team in turn is using to support ticket, concession and merchandise sales, as well as partner initiatives. Central to the club's efforts: a loyalty program that rewards followers for purchases and participation, whether entering a contest, watching highlights or participating in sponsor activations.

**Empower the Content, Don't Disrupt It: Storytelling through Successful Brand Partnerships**  
*Mike Bertolina, Vice President of Client Development, Branded Entertainment Network (BEN); Andrew Winstanley, Senior Manager, Media & Integrations, Zillow; and Al Madrigal, Producer, All Things Comedy*

Brand integration has emerged as a powerful way for marketers to reach and engage audiences, while also providing critical resources to content creators challenged to produce top-level programming with limited budgets. Join Mike, Andrew and Al as they discuss how to effectively navigate the symbiotic and evolving relationship between marketers and content creators, specific ways to craft a great story, the future of brand integrations and the tools available to connect corporate partners to consumers through the power of entertainment.

**Growing Audiences and Revenue through Social Media Live Streaming**  
*Nicolas Chapart, Head of Digital, FIBA, the International Basketball Federation*

Nicolas is the architect of a digital strategy that has become the envy of not-ready-for-TV-broadcast properties around the world. As rightsholder for hundreds of international youth basketball games, FIBA is live streaming the competitions through YouTube and Facebook Live and monetizing the asset through advertising income and an increased value proposition for sponsors. Nicolas will share the organization’s plan for investing in and profiting from this new form of content distribution.

**Sponsorship Sales in Real Time: Interactive Skill Building**  
*Moderator: Ryan Smith, Vice President, Sales, ESP Properties  
Panelists: Jared Melzer, Director, Strategic Sponsorships, TE Connectivity; and Chris Riedel-King, Assistant Director, Sponsorships, Principal*

This always popular, completely interactive session features audience participation in the form of brief pitches to sponsor decision-makers. In addition to Jared and Karen's honest, informed and practical assessment of what's working, what's not and what's missing, fellow attendees are also encouraged to offer suggestions.

**ROUND TABLES**
3:45 – 4:15pm and 4:15 – 4:45pm

(Each round table lasts 30 minutes and then repeats.)

- **Building Strategic Regional Partnerships**  
  Tara Carson, Manager, Regional Marketing & Consumer Promotions, JetBlue

- **Establishing Activation Priorities to Get the Biggest Bang for Your Buck**  
  Jason Huang, Marketing Ops Manager, Western Region, BMW North America

- **Projecting and Managing Sponsorship and Activation Budgets**  
  Alicia Choitz, Manager, Sponsorship and Events, Maui Jim Sunglasses

- **Revive and Thrive: How the Right Partnership Can Revive a Tired Asset**  
  Kristi Ellefson, Marketing Communications & Public Relations Manager, Delta Dental of Washington and Mike Hettick, Director of Sales, Corporate Partnerships, Seattle Sounders FC

- **Proposal Rehab: How to Make Your Offer Stand Out**  
  Noreen Major, Director, Corporate Giving, Shakespeare Theatre Company

- **Selling Solutions: Using Research to Target Prospects & Close Deals**  
  Jessica Parr, Manager, Solutions, and Ryan Smith, Vice President, Sales, ESP Properties

- **Sponsorship 360 – It’s ALL about the Customers – Sponsors, Attendees and other Stakeholders**  
  Gail Lowney Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation

- **What a Prospective Sponsor Wants to Know**  
  Chris Riedel-King, Assistant Director, Sponsorships, Principal

- **Awesome Brand Activation at Events**  
  Karen Thompson, Sponsor Account Manager, The Calgary Stampede

- **Good Sports: Upping ROI by Adding Purpose to Sports Partnerships**  
  Jessica Worley, Vice President, Corporate Partnerships, Chicago Fire

- **Increasing the Value of Nonprofit Partnerships**  
  Glenn Weckerlin, University Partnerships & Association Relations, Chevron

- **Sweet Spot Activation: Teaming with Partners to Build Mutually Beneficial Solutions**  
  Lauren Rothman, Client Strategy Director, Miami HEAT

**SESSION OF PARTICULAR INTEREST TO:**

- = sponsors
- = sponsees
= all
WORKSHOPS
3:45 – 4:45pm
(Workshops take the place of the round tables.)

Gen Next: Crafting Partnerships that Break Through to Reach Millennials and Gen Z
Meredith Ferguson, Managing Director, DoSomething.org & TMI Strategy
Building partnerships that engage people is one thing. Creating partnerships that truly drive millennials and Gen Z to action is an entirely different challenge. DoSomething.org activates 5.5 million members to drive positive change, both online and off, with partners such as H&M, CVS Health, and ESPN. Meredith will deliver a behind-the-scenes look at the insights and tactics that guide DoSomething.org’s programs and the strategies that its consulting division, TMI, develops for its clients.

Tapping a Longtime Partnership to Restore a Brand’s Reputation
Mark Brennan, Head of Digital Marketing & Innovation and Brian Keating, Group Propositions & Brands Director, AIB
If baseball is America’s national pastime, Gaelic Games is Ireland’s, with passion for the sport a part of the Irish identity. As a result of the economic crisis, AIB—one of Ireland’s largest financial services providers and a 23-year Gaelic Games sponsor—saw public trust and sentiment plummet, reaching a record low of six percent. Mark and Brian will detail how the revitalization of AIB’s Gaelic Games sponsorship and the addition of a major new element—underpinned with specialist knowledge of the sponsored property—restored brand trust, delivered on business objectives and is assisting in the journey towards total rehabilitation.

Trumped: When Market Research and Polling Gets It Wrong!
Jed Pearsall, President, and Bill Doyle, Vice President, Performance Research
This is not a political discussion, but a review of how flawed market research has misled decision makers into some of the biggest blunders in history. Simple mistakes can impact market research across all categories, including sponsorship in sports, arts, entertainment, non-profits, and just about any partnership where brands, rights holders, and people intersect. Join us for a lighthearted look back at some of the biggest research missteps of all time and a primer on how to avoid these common pitfalls when gathering your own sponsorship insights.

COCKTAIL RECEPTION
4:45 – 6pm

WEDNESDAY MARCH 29

NETWORKING BREAKFAST
7:30 – 9am

ROUND TABLES
8:30 – 9:15am and 9:15 – 9:45am
(Each round table lasts 30 minutes and then repeats.)

Using Technology to Connect Audiences and Drive Measurable Results
Dan Frystak, Senior Manager, Brand & Sponsorship, CDW

Creating a Compelling Sales Proposition through Storytelling
Kelly Hyne, Senior Vice President, Strategic Partnerships, Ladies Professional Golf Association (LPGA)

How Deals Get Done: Can’t-Miss Sales Strategies
William Chipps, Senior Content Editor, IEG and ESP Properties

Proposal Rehab: How to Make Your Offer Stand Out
Noreen Major, Director, Corporate Giving, Shakespeare Theatre Company

Shifting from Traditional to Experiential
Adib Hashem, Director, Partner Relations, PCMA

Sponsorship 360 – It’s ALL about the Customers – Sponsors, Attendees and other Stakeholders
Gail Lowney Alofsin, Director of Corporate Partnerships & Community Relations, Newport Harbor Corporation

Unusual Suspects: Creative Ways to Identify and Secure Sponsorship from Nontraditional Categories and Companies
Michael Aisner, Founder, Frame x Frame

What a Prospective Sponsor Wants to Know
Chris Riedel-King, Assistant Director, Sponsorships, Principal Measuring Social Capital Generated by Sports, Cause & Entertainment Partnerships
Lesa Ukman, Founder, Lesa Ukman Partnerships and Jed Pearsall, President, Performance Research

Re-assessing Partnership Value in a Digital World
Tom Perros, Vice President, Valuation + Analytics, ESP Properties

SESSION OF PARTICULAR INTEREST TO:
● = sponsors
● = sponsees
■ = all
WEDNESDAY

MARCH 29

KEYNOTE ADDRESS

10 – 10:45am

Leading Leaders: The Business of Culture
Scott O’Neil, CEO, Philadelphia 76ers, New Jersey Devils, Prudential Center

Scott oversees business operations of three of the top brands in sports and entertainment. Within the last year he has led his organization to sign the first jersey patch sponsorship in “big four” sports history, construct the largest and most technically advanced training complex in pro sports, establish an industry-leading innovation lab, and become the first professional sports franchise to acquire a world renowned eSports team. Scott will share his unique insights into the important role of culture in building sports and entertainment organizations, as well as how rightsholders can stay ahead of the curve—and the competition.

PRESENTATIONS

11 – 11:45am

Bringing a Nonprofit into the Digital Age
Yolanda Castillo, Director of Global Marketing, Rise Against Hunger

As a former brand marketing executive now working for a nonprofit aimed at ending world hunger by 2030, Yolanda sees digital and social media as “the great balancer” for small organizations like hers to compete with larger ones. She will share practical, real-world advice on everything from staffing and structuring to social measurement metrics to building emotional equity by having a dialogue through digital media and applying the principles of brand management and marketing to nonprofit organizations.

Inside a Successful Sponsorship: Creating, Managing and Keeping a Program Fresh
Daniele Penna, First Vice President, Head of Group Strategic Sponsorship, UniCredit S.p.A.

The European banking giant has used its sponsorship of the UEFA Champions League as part of a fully integrated, 360-degree communications platform to support and strengthen its master brand strategy. Daniele will detail how the partnership began with a disciplined selection strategy and how it continues to deliver return through smart activation and management.

Meeting Audience & Partner Expectations through Digital and Data
Jim Rushton, Global Leader/Partner, Sports & Entertainment Practice, IBM

As the former chief revenue officer for the Miami Dolphins, Jim brings a rightsholder’s perspective to his role at IBM, a longtime partner with numerous properties on raising their digital game and forming deeper, more relevant and more profitable relationships with their audiences. He will discuss how every rightsholder is a media company and what that means for delivering better experiences and better value for fans and brands.

Partnering on Impactful Activation: How a Sponsor and Property Found the Right Fit
Mike Zavodsky, Executive Vice President, Global Partnerships, Barclays Center & Brooklyn Sports & Entertainment and Tyler Williams, Fungineer, Zappos

Mike and Tyler will go behind the scenes of the nontraditional partnership between the sports and entertainment property and the online shoe and clothing retailer, outlining how activations such as a complimentary shoe-shine stand, selfie sofa and merchandise display amplified Zappos’ unique, fun and irreverent persona and drove engagement.

GENERAL SESSION

Noon – 12:45pm

Conference Wrap-Up and Takeaways
Jim Andrews, Senior Vice President, IEG and ESP Properties

This interactive session will explore, summarize and capture the themes, ideas and takeaways emanating from the conference.

REGISTER NOW!

REGISTER MULTIPLE ATTENDEES AND SAVE

- $2,145 for one registration
- $1,925 per person for 2 to 5 registrations
- $1,795 per person for 6 or more registrations

ONLINE: www.IEG2017.com
PHONE: +1.800.834.4850; outside the U.S. and Canada, please call +1.312.944.1727
EMAIL: ieg@sponsorship.com

IEG 2017 CONFERENCE CANCELLATION POLICY: Full refunds will be sent for written cancellations emailed or postmarked by March 3, 2017. Access to the conference app, plus 50% refund will be sent for written cancellations emailed or postmarked between March 4, 2017 and March 10, 2017. There will be no refunds or credits on registrations or cancellations made after March 10, 2017.

REGISTRATION INCLUDES ALL SESSIONS, NETWORKING EVENTS AND ONLINE RESOURCES

- MULTIPLE LEARNING FORMATS: keynotes, presentations, panels, workshops and round tables
- NETWORKING SOCIAL EVENTS SUNDAY, MONDAY AND TUESDAY
- SPECIAL-INTEREST GROUP MEETINGS AND INDUSTRY-SPECIFIC LUNCH TABLES
- EVENT APP: delegate contact information and message center, session recordings, speaker handouts and more
- MEALS: Sunday evening through Wednesday morning with dinner on your own Tuesday night

HOTEL INFORMATION
The Sheraton Grand Chicago has reserved a block of rooms at preferential rates of $219 per night. Rooms go fast, so book early. Call the hotel at +1.312.464.1000 and request the IEG Conference rate or visit www.IEG2017.com.

FROM IEG & ESP PROPERTIES
Having shaped and defined sponsorship over three decades, IEG is the globally recognized source for industry insights, trends, training and events. IEG is part of ESP Properties, a WPP company. As a commercial and creative advisor for rightsholders, ESP Properties helps organizations unlock greater value from their audiences and brand partnerships.