



# EVENT PROGRAMME

**MONEY IN SPORT 2016**

**MIS**  
MONEY IN SPORT

**SPORTS CONFERENCE**  
GOLD COAST | AUSTRALIA  
NOVEMBER 14TH & 15TH, 2016

  
**TRIBAL**  
SPORTS GROUP

[#moneyinsport2016](https://twitter.com/moneyinsport2016)



## PRE CONFERENCE

SUNDAY 13TH NOVEMBER

6.00pm REGISTRATION OPENS Jupiters Poolside

7.00pm WELCOME DRINKS Jupiters Poolside

## DAY 1

MONDAY 14TH NOVEMBER

8.00am REGISTRATION OPENS **Breakfast** – Surfers Paradise Room

8.55am **Opening Address** Andy Jackson: Global Brand Director, FourFourTwo (Singapore)

9.00am **“Money In Sport”** Joshua Medcalf: Founder, Train to Be Clutch (USA)

9.20am **What Makes A Brand**

*Keynote Speaker:*

- Barry Cupples – CEO, Omincom Media Group (UK)

*Panel:*

- Victor Pablo Dana – Founder and Managing Partner, Heritage Wealth (UAE)
- Gwyn Dolphin – CEO, Western Australia Tourism
- Tyron Brant – CEO, BLK

*Moderator:*

- Kirsty Muddle – Owner/Partner, Cummins and Partners

10.20am MORNING TEA **Networking Break**

10.40am **Leading Your Organisation: From A CEO’s Perspective**

*Panel:*

- Andrew Travis – CEO, Gold Coast Suns FC
- Steven Trigg – CEO, Carlton FC
- Jonathan Harris – Managing Partner for SRi Australia and New Zealand
- Paul Sergeant – Director, PMY Group

*Moderator:*

- Michael Lynch – Senior Sports Writer, Fairfax Media

11.30am **Why Sports Need To Think Like Agencies**

*Keynote Speaker:*

- Sean Callanan – Sports Geek and Co Founder of Chunky Media

12.30pm LUNCH **Surfers Paradise Room**

WORKSHOPS **Coolangatta Rooms**

## DAY 1 CONTINUED

**2.00pm Women In Sport**

*Panel:*

- Tanya Gallina – General Manager Consumer Services, Hawthorn FC
- Vickie Saunders – Founder, The Sponsorship Consultants
- Kym Aust-Howlett – General Manager, Commercial Blues Super Rugby (New Zealand)

*Moderator:*

- Cassandra Heilbronn – Senior Associate, Minter Ellison

**2.50pm AFTERNOON TEA**

**Networking Break**

**3.10pm Difference Between A Customer And Fan**

*Panel:*

- Kym Aust-Howlett – General Manager, Commercial Blues Super Rugby (New Zealand)
- Will Brown – Director, Arsenal FC (Singapore)
- Tanya Gallina – General Manager Consumer Services, Hawthorn FC
- James Kitching – Head of Sports Legal Services, Disciplinary, and Governance AFC (Malaysia)
- Dave Arthur – CEO and Founder, Institute of Sport and Sport Business Resources

*Moderator:*

- Andy Jackson: Global Brand Director, FourFourTwo (Singapore)

**4.00pm What Makes A Successful Sponsorship**

*Panel:*

- Will Brown – Director, Arsenal FC (Singapore)
- Luke Bould – Head of Commercial and Media Rights, FFA
- Gwyn Dolphin – CEO, Western Australia Tourism
- Barry Cupples – CEO, Omincom Media Group (UK)
- Tyron Brant – CEO, BLK

*Moderator:*

- Maurizio Barbieri – Chief Commercial Officer, Ballr (Singapore)

## MONEY IN SPORT NETWORKING DRINKS

**7.30pm Networking Drinks**

Pavilion Marquee

## DAY 2

## TUESDAY 15TH NOVEMBER

8.00am

Breakfast – Surfers Paradise Room

9.00am

**Populous Presents:  
 Bringing Brands To  
 Life In Stadiums**
*Panel:*

- Chris Patterson – Senior Principal, Populous
- Blair Crouch – Head of Partnerships, AFL
- Alan Graham – General Manager, Suncorp Stadium
- Jeremy Francis – General Manager Marketing, Marketplacer

*Moderator:*

- James Smith – Market Leader, Populous Activate

10.00am

MORNING TEA

Networking Break

10.20am

**Where Are We Heading?  
 Future Trends In Sport**
*Panel:*

- Maurizio Barbieri – Chief Commercial Officer, Ballr (Singapore)
- Andy Jackson – Global Brand Director, FourFourTwo (Singapore)
- Anter Isaac – CEO, Kleinmann Wang
- Tanya Gallina – General Manager Consumer Services, Hawthorn FC

*Moderator:*

- Cassandra Heilbronn – Senior Associate, Minter Ellison

11.10am

**Social Media Is Big  
 Business**
*Panel:*

- Sean Callanan – Sports Geek and Co Founder of Chunky Media
- Luke Young – Director, Snap Central
- Mahamoud Fahour – Head of Commerical APAC, Kwickie
- Anthony Mason – Manager Social Media Intelligence Group, KPMG

*Moderator:*

- Adrian Del Monte – International TV Presenter

12.00pm

LUNCH

Surfers Paradise Room

WORKSHOPS

Coolangatta Rooms

01.30pm

**Data Is Changing Sport**
*Panel:*

- Paul Yeomans – Managing Director, PMY
- David Mackay – Media and Entertainment practice, SPP
- Ryan McCumber – Director Management Consultant, KPMG
- Drew Oryszczyn – Managing Director, Polar Electro Australia

*Moderator:*

- Francis Leach – Morning Show Co Host, SEN 1116

## DAY 2 CONTINUED

2.15pm eSports

*Panel:*

- Daniel Ringland – Head of eSports and Competitive, Riot Games
- Nick Vanzetti – Managing Director, Electronic Sports League (ESL) Australia
- Dave Harris – Founder, Guinevere Capital

*Moderator:*

- Jake 'Spawn' Tiberi – eSports Shoutcaster and Product Lead, Riot Games

3.00pm **The Next Big Thing  
In Sport: Virtual Reality**

*Keynote Speaker:*

- Trent Clews-de Castella – Co-founder, Phoria

*Moderator:*

- Maurizio Barbieri – Chief Commercial Officer, Ballr (Singapore)

3.45pm CONFERENCE CONCLUDES



*At Tribal Sports Group, our goal is to be a trusted partner for our clients in all areas of sport, marketing and entertainment*

[www.tribalsportsgroup.com](http://www.tribalsportsgroup.com)