

UPDATED TIMETABLE OF EVENTS

MONDAY 26TH NOVEMBER 2007

Time	Topic	Speakers	Location
09:30-10:30	Soccerex Opening Ceremony	<ul style="list-style-type: none"> • Joseph Sepp Blatter, FIFA President • Premier Mbhazima Shilowa, Gauteng Provincial Government • Carlos Alberto Parreira, General Manager, South African FA • Lucas Radebe, Soccerex Ambassador & South African Football Legend • Tony Martin, Soccerex Chairman Moderator Matt Lorenzo , Sky Sports	Soccerex Studio
10:30-11:30	VIP Tour of Exhibition Halls followed by Press Conference		
12:00-13:00	Meet the Celebrities at Red Bee Media Café (Hall 1)		
13:00-14:00	World Cup Focus: The Opportunities of Partnerships leading up to 2010 in the Gauteng Province	<ul style="list-style-type: none"> • Barbara Creecy, Minister of Sport for Gauteng Province • Paul Mashatile, Minister of Finance & Economic Affairs for Gauteng Province • Mphathisi Filtane, Business Manager - Football Division, Avusa Media Moderator Gary Bailey	Soccerex Studio
13:00-14:00	Club Focus: Innovation for Sport - Turning Fans into Customers	<ul style="list-style-type: none"> • Stefan Leibhard, CTO, Allianz Arena Munich • Geoffrey King, Chief Executive, Southend United FC • Adam Elliott, Divisional Director of Concessions, Elior UK • John Allan, CEO, South African Rugby Legends Association • Mark Davies, Marketing and Customer Services Manager for Coventry City Football Club 	Workshop 1
14:00-15:00	The US Sports Business Model under the microscope	<ul style="list-style-type: none"> • Ivan Gazidis, Deputy Commissioner, Major League Soccer • James P. Cain, Former President and CEO of Carolina Hurricanes of the NHL • Paul Samuels, Executive Director, AEG Europe Moderator Dean Bonham , Chairman and CEO, The Bonham Group	Soccerex Studio
14:00-15:00	Company Presentation: Omega Wave Player Performance Optimization & Reducing Injuries	<ul style="list-style-type: none"> • Dr. Bernardino Petrucci, Team Doctor, Lazio • Jonathan Dalzell, PhD – Head Performance Coach, Portsmouth FC • Dr. Gil Rodas, Team Doctor, FC Barcelona Moderator Dr. Riccardo Proietti , Sports Scientist & consultant	Workshop 2
15:00-16:00	Meet the South African Provinces and the LOC 2010 at Betfair Café (Hall 2)		
16:00-17:00	Club Focus: Bridging the gap - Competing Commercially with Football's Elite	<ul style="list-style-type: none"> • Ebru Koksal, General Co-ordinator, Galatasaray SK • Vassilis Parthenopoulos, General Manager, Panathinaikos FC • David Sheepshanks, Chairman, Ipswich Town FC Moderator Andrew Croker , Executive Chairman, PTV-Inform	Workshop 1
16:00-17:00	World Cup Focus: Leaving a legacy- The commercial benefits of CSR	<ul style="list-style-type: none"> • Federico Addiechi, Head of CSR, FIFA • Marcel Desailly, French International and Unicef Ambassador • Lander Unzueta, General Manager, FC Barcelona Foundation • Macharia Kamau, South African representative for Unicef • Jürgen Griesbeck, Managing Director, StreetFootballWorld 	Soccerex Studio
17:00-18:00	Club Focus: Is the scout the most valuable person at a Football Club? Discovering brilliant youth	<ul style="list-style-type: none"> • Tony Farrell, Head of International Football Development, Everton FC • Dr. Andreas Bleicher, Sports Director, ASPIRE Academy • Graham Taylor, Former England Manager • Phil Thompson, Former Liverpool Player & Coach Moderator Jeff Powell , Daily Mail	Workshop 2
19:00-late	Networking // Social Events		

TUESDAY 27TH NOVEMBER 2007

Time	Topic	Speakers	Location
09:30–10:30	Football in Dubai – How Clubs and Federations can exploit a growing market	<ul style="list-style-type: none"> • Mehdi Meghdadi, Director, Dubai Cup • John Barnes, Football Legend • Nigel Spackman, ART Television Moderator U. Balasubramaniam , CEO, Dubai Sports City	Workshop 1
10:30–11:30	Networking Break // Stadia Social event at the Marketing Store Café (Hall 1)		
11:30–12:30	Managing the communications strategies of the world's most high profile football organisations	<ul style="list-style-type: none"> • Adrian Bevington, Director of Communications, The Football Association • Ms Tumi Makgabo, Communications Manager, South Africa LOC, 2010 FIFA World Cup • Andreas Herren, Head of Media, FIFA Moderator Jeff Powell , Daily Mail	Soccerex Studio
11:30–12:30	Brand Focus: Sponsorship Activation	<ul style="list-style-type: none"> • Steve Sayer, Head of Sponsorship & Partnership, Manchester City FC • Charles Croft, Managing Director, The Marketing Store • Paul Witten, Director of Football, Betfair 	Workshop 2
12:30–13:30	Clubs and Sponsors closed Networking Lunch		
13:30–14:30	Media Focus: The Future Value of Media Rights	<ul style="list-style-type: none"> • Volker Winter, Vice President Sports Rights, Premiere • Phil Lines, Head of Media Operations, Premier League • Philippe Le Floc'h, Director of Marketing & Media Rights, UEFA Moderator Andrew Croker , Executive Chairman, PTV-Inform Group	Soccerex Studio
13:30–14:30	Brand Focus: Rights Holders and Partnerships for the Future	<ul style="list-style-type: none"> • Pedro Tomas, General Director, RCD Espanyol • Andrew Dart, Head of Image Rights, Chelsea FC 	Workshop 2
14:30–15:30	One-on-One Interview	<ul style="list-style-type: none"> • David Dein, Former Vice Chairman of Arsenal FC will share his views on the current issues challenging the World of Football Moderator Matt Lorenzo , Sky Sports	Soccerex Studio
14:30–15:30	World Cup Focus: Putting on the Show HOK Workshop	<ul style="list-style-type: none"> • Bob Van Bebber, Director, Boogertman & Partners • Prof. Eugene van Vuuren, Professional Engineer, TECHNOburo Technical Services • Jeff Keas, Principal, HOK Event • George Khunou, Chief Executive, Royal Bafokeng Holdings • Johnny Dladla, Marketing Director, Office of the Chief Executive, Eskom • Sibongile Mazibuko, Executive Director 2010, City of Johannesburg Moderator Barry Lowe , Managing Director, HOK	Workshop 1
15:30–16:30	Networking Break // Media Social event at the Betfair Café (Hall 2)		
16.30–17.30	World Cup Focus: World Cup meets Olympics	<ul style="list-style-type: none"> • Danny Jordaan, CEO- South Africa LOC, 2010 FIFA World Cup • Richard Caborn MP, England's 2018 World Cup Bid Ambassador Moderator Jeff Powell , Daily Mail	Soccerex Studio
16.30–17.30	New Media – "From terraces to Youtube" Strategies of communicating to a global fanbase	<ul style="list-style-type: none"> • Charles-Henry Contamine, Head of New Media, FIFA Marketing & TV AG • David Brown, Former CEO, Serious • Andrew Croker, Executive Chairman, PTV-Inform Group Moderator Kevin Roberts , Editorial Director, SportBusiness Group	Workshop 2
19:30– late	Gala Dinner and Soccerex Merit Awards		

WEDNESDAY 28TH NOVEMBER 2007

Time	Topic	Speakers	Location
9:30–10:30	Logistical Preparation for a FIFA World Cup: From ticketing to hospitality	<ul style="list-style-type: none"> • Dick Wiles, MATCH Services AG • Jaime Byrom, MATCH Services AG • Pascal Portes, MATCH Hospitality • Tim Stead, HBS 	Workshop 2
10:30–11:30	Brand Focus: Exporting your Brand Overseas	<ul style="list-style-type: none"> • Johan Jervøe, Corporate Vice President, Global Marketing, McDonald's • Daniel Schloesser, Chief Marketing Officer, FC Barcelona • Paul Barber, Executive Director, Tottenham Hotspur Football Club • Alexander Koch, Media Officer, Marketing Communications, FIFA <p>Moderator Kevin Roberts, Editorial Director, SportBusiness Group</p>	Soccerex Studio
11:30–12:30	Developing Football in China	<ul style="list-style-type: none"> • Ian Ayre, Commercial Director, Liverpool FC • Claes Bourghardt, Chairman, Premier Goals • Dr Rogan Taylor, Director Football Industry Group, Liverpool University • Steve Sayer, Head of Sponsorship & Partnership, Manchester City FC <p>Moderator Paul Smith, Former Chelsea FC and IMG</p>	Workshop 1
12:30–13:30		Networking Break	
13:30–14:30	Soccerex Closing Panel: 'No Fear of Failure'	<ul style="list-style-type: none"> • Daniel Topolski, Oxford University Rowing Coach • Carlos Alberto Parreira, General Manager, South African FA • John Barnes, Football Legend • Andrew Main Wilson, Chief Operating Officer, Institute of Directors Worldwide • Lucas Radebe, Soccerex Ambassador & South African Football Legend <p>Moderator Jeff Powell, Daily Mail</p>	Soccerex Studio

Extra Events:

The Soccerex Football Festival on Sunday 25th November will be sponsored by **Kagiso Exhibitions & Events**

Navyblue Branding Gym (Stand 456)

Monday 26th November 16:00 – 17:00
 Tuesday 27th November 16:00 – 17:00

Media Briefing: Tour Operator Announcement: 2010 FIFA World Cup Open to media with a scheduled Q&A session scheduled in the Bill Gallagher Room;
 Monday 26th November 13:30-14:50

The Look Company are hosting a Networking Party at the Fashion TV in the Michelangelo Towers
 Monday 26th November Evening

VIP Champagne Reception for Football Clubs hosted by **Graham Taylor and Hextalls** in the VIP Lounge
 Monday 26th November 18:00 – 19:00

Meet the VIPs at the Soccerex Stand (316)
 Tuesday 27th November 16:00 – 16:30
 Wednesday 28th November 12:30 – 13:00

Conference Panel Cancellation:

HKS Sports & Entertainment Workshop 09:30 – 10:30 Tuesday 27th November

Exhibition Cancellations:

Forlife Holdings Pty Ltd // Worldfan Interactive Television Ltd // Turkish FF // 1PAL Ikasi Sports Ltd // TEAM Africa

Johnnic Communications are now known as Avusa Media

Companies within the GEP Pavilion:

Lydy Production // Lillyrose Promotion // Ukhosi Production // TSE Consulting // Epozi Sportstainment // SA Football Museum // Boundary Breakers // Talking Beads // Designashirt // National Crafts Association // Kwa-Eden // Lapeng Villagem // Nozi's Quest House // Phumelela Tours & Transfers // Thibla Sports Management // Dreamfields Projects // Boysee Innovations Trading