



**WORLD FOOTBALL SUMMIT**  
*WHERE THE FOOTBALL INDUSTRY MEETS*

# CONFERENCE CONCEPT

GOVERNANCE

ECONOMY

DEVELOPMENT

INNOVATION

ENVIRONMENT

COMMUNITY

GLOBALIZATION

FAN ENGAGEMENT

RIGHTS



**GG** **GOOD GOVERNANCE**

**CDP** **COMMUNITY DEVELOPMENT & PURPOSE**

**SFE** **SPORTS FINANCE & ECONOMY**

**ICG** **INTERNATIONAL SPORTS, COMPETITIONS & THEIR GLOBALIZATION**

**IT** **INNOVATION & TECHNOLOGY**

**RCF** **RIGHTS, CONTENT & FAN ENGAGEMENT**



# GOOD GOVERNANCE



Sport has become an integral part of identity for anyone involved – be it a fan or otherwise. In this renewed industry, more has changed at a governance level than ever before. Under this category, top-level administrators will further discuss the workings of people making the matches, tournaments and all-around sport happen - and its continued evolution.

## **The next best steps in Sports Governance**

The sports world is constantly addressing the next crisis - join these panels for how that is done with the future in mind.

## **International Sports Federations and their Administration**

Made to better understand the top-level decisions taken by sports federations, these discussions are all about the administration which makes the games tick.

## **Global Development of Sport**

Developing the sport industry is a multi-pronged responsibility, and so are the diverse nature of the sessions under this theme.

## **Elite Sport and the challenges in its growth**

Reaching the zenith has its hinderances and they are at their toughest when it comes to Elite sport - find out about the real difficulties on the path to glory here.



# COMMUNITY DEVELOPMENT & PURPOSE

CDP

No widespread progress through sport can be made without a vision - and that vision must have a definitive purpose. These sessions will encompass a better understanding of what actions have been taken to date, how they were delivered and focus on the greater good that can be achieved through sport.

## Holistic Development of communities through Sport

Sport is a powerful social change driver. 2020 has shown the need to stick together as a gigantic sport family and effectively tackle some of the world's main challenges.

## Gender Equality and Diversity in Sport

The time is ripe to focus on the opportunities for the future of sport which is fair, equal and just - and it starts here at WFS.

## Sports Integrity and Ethics

Acting ethically in sport is no different than in life - and the two hold together what we call Integrity in Sport.

## Athlete Influence and responsibility to do more

Reaching out to the sporting community has never been easier for Athletes. And with this added ability, comes a greater reliability to do more.



# SPORTS FINANCE & ECONOMY

SFE

Money matters, and it matters most when it comes to sports sponsorships. World economies today have a significant amount at stake, with unique challenges surfacing annually. These sessions, consisting of top brands and sponsors, discuss what brings in revenue to a sports entity, and also what keeps it coming.

## Sports Sponsorships, Partnerships and more

From short-term tactical partnerships to campaigns built around data and unique activation ideas, learn how the sports industry continues to adapt in sponsorships.

## Digital Sports Marketing and currency of data

The next-generation currency in sport is already established as data, and its implications in tandem with Digital Marketing will be discussed in these sessions.

## Finances of next generation of Sports clubs, federations and entities

Whether it is the clubs' commercial dependency or the debate about salary caps in sports - all will be answered in thrilling detail under this tag at WFS.

## Understanding Global Sports Investments & franchise building

Investments in clubs and widened sports groups have become the norm, and here we seek to keep you updated about where your money is best ploughed into.



# INTERNATIONAL SPORTS, COMPETITIONS & THEIR GLOBALIZATION

ICG

A sporting calendar with more unknowns than ever, management of international sports competitions are the talk of town. Bringing to you the latest updates in how sports will look like in the short and long-term future, these panels are unmissable.

## Hosting the Olympics, World Cups and all Global sports events

Gain an insight into hosting a mega-event like never before, as the top executives from the world of sports discuss how to prepare the biggest shows in the world.

## The challenges of an ever-changing sports calendar

Redefining the sports calendar, the new decade has brought with it some unforeseen challenges that our experts address in these panels.

## Continent-specific perspectives - learning from our global colleagues

Africa, Asia, Americas - all have a say here as we dig deeper into the most important issues of the day in sport for our global industry.

## Bids, Stadiums and the innovation in sports tournament structures

Stadium management, bidding for the mega events and the tribulations of technology in hosting - all covered in one of our most popular themes at WFS.



# INNOVATION & TECHNOLOGY



Dedicated to everything new and upcoming in sport, our talks under this banner will bring forth the very latest innovations in the industry. Experts from the community of sports technology, eSports, performance and more will join us for debates that will shed light in a fashion unseen anywhere else.

## Athletes Performance and impact of new technology in sport

Sport Performances today are highly linked to the use of new technology in training and beyond. Join the discussion as we recognize these impacts in real-time.

## eSports & its integration into physical sport

A well-established powerhouse in the industry, every talk under this tag will resonate the future of sports, eSports and everything in between because the digital sport era is here to stay.

## Blockchain, Artificial Intelligence, NFT's and their presence in Sport

These sessions look to address the myths and misconceptions about NFTs, blockchain and cryptocurrency as the next generation of value creation in sports knocks on the door.

## Innovation in sport - and its impact on the future

Get ahead of what's coming in sport - by joining the sessions designed for everything under the sun when it comes to innovation in sport.



# RIGHTS, CONTENT & FAN ENGAGEMENT

RCF

Where there is sport played, it needs to be showcased - and in a fashion that is unique, eye-catching and profitable. Innovations in the broadcasting world are an annual event, and all sessions under this theme bring insights from top speakers from the world of broadcasting, OTT and social media franchises.

## Broadcasting rights and their continued evolution

As the world evolves, so are the rights to broadcast sports at the highest level. Learn the new tricks of the trade at these discussions exclusively at WFS.

## Golden Age of sports content and OTT services

As the fast-paced lifestyle of the virtual sports world quickly becomes more real, don't miss how you can tap into the massive market which will never stop growing.

## All about Fan Engagement - keeping the consumer happy

Sportainment is what the market is all about - and the process for keeping your consumers is a vital discussion which is regularly held at WFS.

## Staying ahead of the game - building a vision for the next decade

The changing facets of sport mean we must move with the times, and then some. Looking to 2030, these panels will address what is to come & how to get ready.



# CONTACT US

## DO YOU HAVE WHAT IT TAKES TO BE A WFS SPEAKER?

These subjects will shape every event in 2021 so if you're interested in becoming a speaker on any of the topics then get in touch with us today at [info@worldfootballsummit.com](mailto:info@worldfootballsummit.com)