



# WFS

SPEAKERS  
BUREAU

— A true Masterclass about football and the sports industry —

POWERED BY  
WORLD FOOTBALL SUMMIT



# OUR BACKGROUND



**SPEAKERS  
BUREAU**

**World Football Summit is where the football industry leaders meet to shape the future of the game and the business.** We host the largest and most influential community in football, providing a voice to the multiple stakeholders involved, allowing them to come together to discuss, promote and generate business opportunities. **WFS has evolved from an annual gathering in Madrid to a powerful platform that connects leaders and brands** across a growing series of physical and digital events, delivering tailor-made solutions for those aiming to stand out in the growing, complex and highly competitive business of sports.





Since our first summit in 2016, **more than 1,000 speakers have taken the stage at our events.** We have gathered a wide range of decision-makers belonging to the most important organizations within the sports and entertainment industry, including CEOs and presidents of clubs, leagues, governing bodies, retailers, service providers, sponsors and broadcasters. We have also hosted household names from the sporting side of the business: from coaches, sporting directors and current athletes to some of the sport's most legendary figures.

Our extensive network spans six continents and includes the world's leading experts across the different fields of this broad business. Along with **our experience, these connections allow us to quickly identify and entice the most suitable speakers, therefore shaping insightful discussions** around the past, present and future of the beautiful game.

Thanks to this unique network, we have designed the **WFS Speakers Bureau** – a comprehensive roster of the most acclaimed names in the business of football, sports & entertainment.

Committed to providing innovative ideas and solutions to our customers, the WFS Speakers Bureau works with its clients to deliver **the most appropriate and engaging personalities, collaborating with them to develop dynamic and inspirational presentations.**



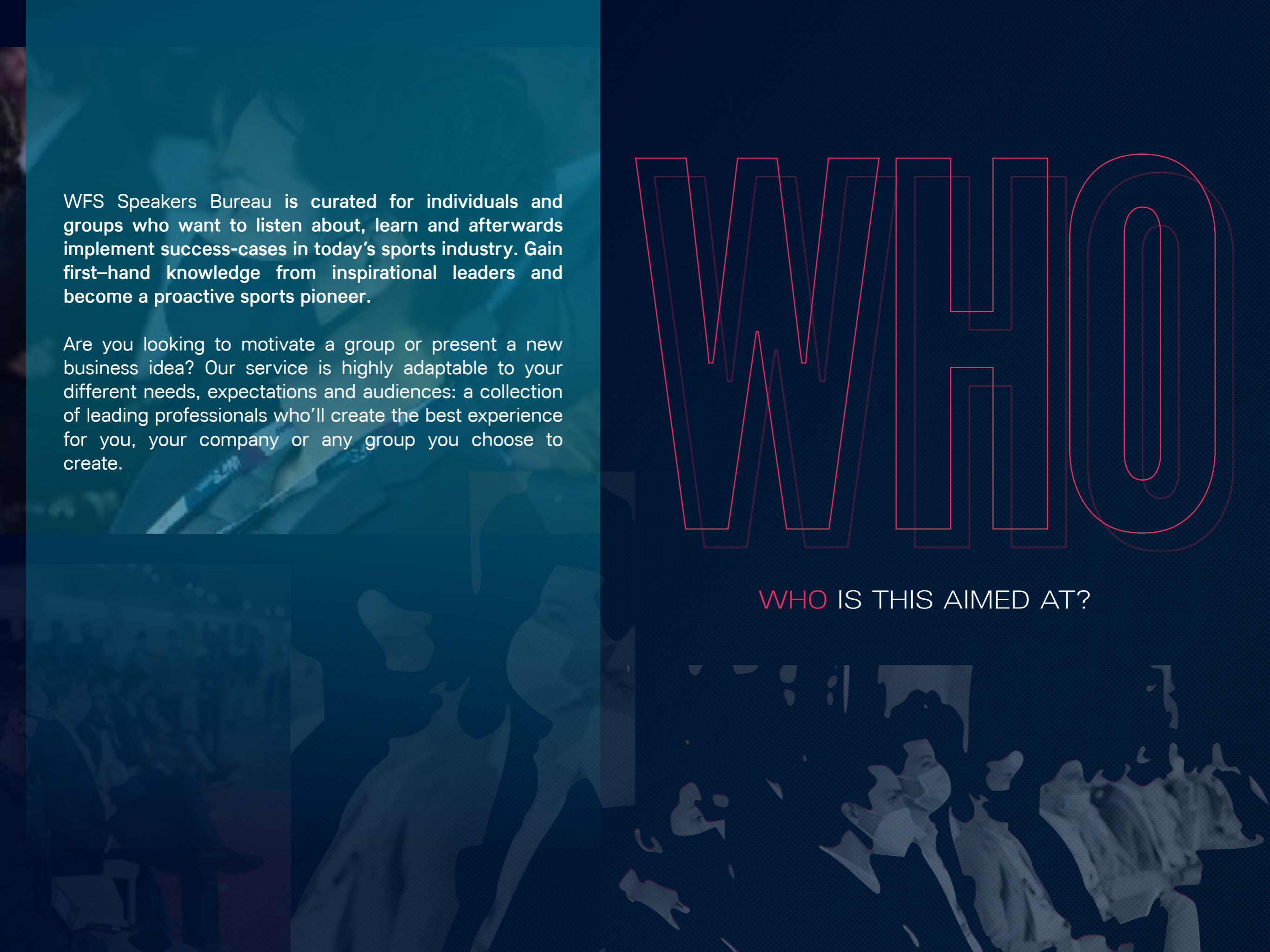


WFS Speakers Bureau is curated for individuals and groups who want to listen about, learn and afterwards implement success-cases in today's sports industry. Gain first-hand knowledge from inspirational leaders and become a proactive sports pioneer.

Are you looking to motivate a group or present a new business idea? Our service is highly adaptable to your different needs, expectations and audiences: a collection of leading professionals who'll create the best experience for you, your company or any group you choose to create.

WHO

WHO IS THIS AIMED AT?





# OUR TOPICS



BUSINESS



SOCIETY  
& CSR



TECHNOLOGY



REVENUE  
STREAMS



STAKEHOLDERS



# OUR TOPICS



## BUSINESS

- ▶ Communication
- ▶ High Management
- ▶ Management
- ▶ Marketing
- ▶ Motivation



## SOCIETY & CSR

- ▶ Football & Development
- ▶ Inclusion & Diversity
- ▶ Philantopry
- ▶ Racism
- ▶ Women's Empowerment



## TECHNOLOGY

- ▶ Artificial Intelligence
- ▶ Augmented and Virtual Reality
- ▶ Blockchain and Cryptocurrency
- ▶ Innovation



## REVENUE STREAMS

- ▶ Broadcasting
- ▶ Prizes
- ▶ Fan engagement
- ▶ Sponsorship
- ▶ Stadia management
- ▶ Ticketing



## STAKEHOLDERS

- ▶ Agents
- ▶ Athletes
- ▶ Broadcasters
- ▶ Clubs
- ▶ Federations
- ▶ Competitions
- ▶ Companies/Start ups
- ▶ Governing bodies
- ▶ Investors in sports
- ▶ Tax authorities



# SERVICES

## CONFERENCE

WFS Speaker Bureau gives you **the opportunity of organizing a congress with top experts in your field.** With this format, you can offer several presentations and activities concentrated in the timeframe that better suits your schedule: from one-day to periodical (for example, monthly) events.

The participation of the public in these events will be determined according to the client's needs.



## COACHING

Workshops are designed to showcase a specific perspective of the sports sector, with a more practical approach. These events are invitation-only and adjusted **to the requirements of our clients, handpicking some of the most influential professionals from the industry**, with a variety of backgrounds.

Companies will address a maximum audience of 25 attendees, selected according to their needs.



## WORKSHOP

In a less time-consuming set-up, speakers will provide their limited audience motivational insights which can empower attendees to think, behave and work differently. Audience participation will be generally **more active than in previous events, maximizing learning and engagement.**

Under the recommendation and experience of WFS, the maximum (tentative) audience will be 15 attendees, selected according to their needs.





# SUCCESS CASE

EuroLeague Basketball is a global leader in the sports and entertainment business, devoted to running the top European competitions of professional basketball clubs under a unique organizational model.

In January 2021, EuroLeague's management decided to hire WFS' services to host four separate masterclasses in sports sponsorship. WFS attracted four high profile individuals from the sports and entertainment industry for these events, directed to a selected list of EuroLeague partners. The speakers were:



**Euroleague**  
Basketball



**RICARDO FORT**

An excellent track record dealing with major global and local sporting organizations, as well as the savvy of having negotiated over a billion dollars in sponsorship contracts, position Ricardo as an expert with unique skills to help investors evaluate, decide and negotiate partnerships.



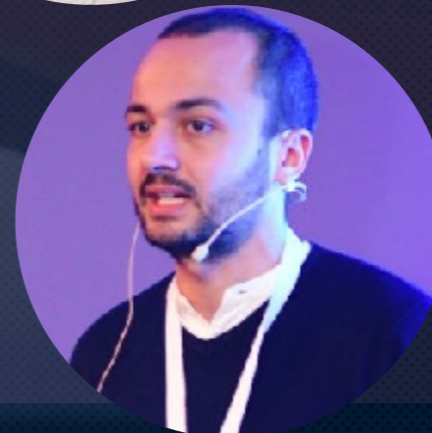
**TOM THIRLWALL**

COPA90 is the largest digital football media business, reaching over than 50 m fans every week with premium content series, documentaries and entertainment shows in 200+ countries.



**SIMON CHADWICK**

More than 25 years' experience working across global sport. He has particular expertise working at the intersection of sport, business, politics, and technology, specifically in a Eurasian context.



**NOEL NUEZ**

Noel's international experience started at the age of 20 in Germany, contributing to the development and internationalization of start-ups and has recently led for almost 3 years the launch of the TikTok app, the fastest growing video platform in the world, in Spain and LATAM.



# PROPOSAL

The WFS Speakers Bureau is a customer-driven service. Our product will be fully oriented towards the needs of our clients, and we will generate ad-hoc proposals based on those requirements, their expectations and their possibilities.

The duration of each type of event will be determined by the client.

## WHAT'S INCLUDED IN THE SERVICE?

- Previous meetings with the company who showed interest in WFS Speakers Bureau through our questionnaire
- Contact and hiring of the speakers
- Content assessment, guidance and support
- Invitations
- Travel Arrangements or Connection tool (if the service is handled online)





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