**TTOC’s 2016 Sport Marketing & Business of Sport Conference**

**Towards Economic Growth & Diversification: Sport Rising to the Challenge**

**Wednesday 9th March 2016 at the Hyatt Regency Hotel**

**Concept**

Having taken up the gauntlet of achieving 10 Gold medals by 2024, the Trinidad and Tobago Olympic Committee (TTOC) continues its mission to be an advocate and catalyst for developing sport. The TTOC in fulfilling its mandate to develop, promote and protect the Olympic Movement in accordance with the Olympic Charter is moving beyond 2024 and has now set its sights on 2030. The TTOC is committed to championing and advocating for the existence of a viable sports industry as a means to provide for the social, economic and professional future of athletes and sport practitioners in Trinidad and Tobago and the Caribbean.

To begin the conversation on what this industry Blueprint will look like, the TTOC is hosting its first Sports Business Conference on March 9th 2016. At this conference the TTOC hopes to bring together stakeholders from sport, the private and public sector and academia who may have an interest in the success of this industry. This includes athletes, representatives from National Sporting Organizations (NSO’s), Government, Labour, Finance and the wider Business Community, Entrepreneurs, Venture Capitalists, Economists, Financiers, Facility Managers, Event Management, Marketing and Advertising Professionals and thought leaders.

Key stakeholders were invited to be part of this conversation as the first concrete step towards a viable and contemporary sporting industry in Trinidad and Tobago.

The following are the relevant details:

**Venue:** Hyatt Regency Hotel

**Date:** Wednesday 9th March 2016

**Time:** 9 a.m. – 4:30 p.m.

**TTOC’s Sport Marketing & Business of Sport Conference**

**Wednesday 9th March 2016**

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| **CONFERENCE AGENDA** | | |  |
|  | **Time** | **Activity** | **Speakers** |
| **OPENING SESSION** | 8:00 – 8:50 | **Registration** |  |
| 8:50 – 9:00 | **Hyatt Security Brief**  **National Anthem**  **Video** |  |
| 9:00 – 9:05 | **Welcome Remarks** | *Brian Lewis, TTOC President* |
| 9:05 – 9:25 | **The Local Sports Industry: Policy Formation** | *Mr. Ephraim Serrette, President National Association of Athletic Administrations Trinidad and Tobago* |
| 9:25 – 9:45 | **Keynote: An Overview of the Global Sports Industry: Can Trinidad and Tobago** **Compete and Succeed** | *A Global View by Mr. Kevin Roberts, Founding Editor, SportBusiness International* |
| 9:45 – 10:05 | **Sports Role in Economic Diversification** | *Honourable Minister of Sport and Youth Affairs Mr. Darryl Smith, MP* |
| 10:05 – 10:20 | **Questions and Answers** |  |
|  | **10:20 – 10:30** | **COFFEE BREAK & NETWORKING** | |
| **MORNING SESSION** | 10:30 – 10:50 | **Business Idea Generation and Strategy for Marketing Sports, & the Role of Academic Institutions** | *Mrs. Terri Ann Joseph-Brathwaite, Lead Consultant, Sandstone Consulting* |
| 10:50 – 11:10 | **Business Sport Investment and Strategy for Financing Sports** | *Mr. Jason Julien, Deputy CEO Business Generation, First Citizens* |
| 11: 10 – 11:30 | **Business Sport Success and Strategy for Legal Protection** | *Ms.Carla Parris, Attorney at Law (LLB, LLM Entertainment & Intellectual Law)* |
| 11:30 – 11:50 | **Business Sport Management, Creating, Leveraging and Driving Revenue** | *Mr.Michael Phillips, Chairman Sport Company of Trinidad and Tobago* |
| 11: 50– 12:05 | **Questions and Answers** |  |
|  | **12:05 – 1:05** | **LUNCH** | |
| **AFTERNOON SESSION** | 1:05 – 1:25 | **Sports Success and Its Relationship to Social Issues** | *Mr. Conrad Enill, Former Trinidad and Tobago Minister of Finance and Minister of Energy* |
| 1:45 – 2:05 | **Sports Success Using Media and Technology** | Mr.Kurleigh Prescod, VP, Technology, Flow |
| 2:05 – 2:25 | **Sports Success: The Way Forward to Building the Trinidad and Tobago Sports Business Industry** | *Mr.Kevin Roberts, Founding Editor Sport Business International* |

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|  | 2:30 – 2:45 | **COFFEE BREAK & NETWORKING** | |
| **CLOSING SESSION** | 2:45 – 3:20 | **Panel Discussion: Sports Success The Way Forward to Building the Trinidad and Tobago Sports Business Industry** | *Mr. Kevin Roberts (Moderator),*  *Mrs. Racquel Moses, President InvesTT,*  *Ms. Lisa Ghany, Director Xceptional Events Ltd*  *Mrs. Joan Mendez, Permanent Secretary in The Ministry of Sport and Youth Affairs* |
| 3:20– 3:35 | **Concluding Communiqué and Reflections** | *Brian Lewis, TTOC President* |
| 3:35 – 3:40 | **Thank You** | Mrs. Annette Knott, TTOC Secretary General |
| 3:40 - 4:00 | **Photo Opportunity**  **Questions from Media** |  |