



SOCCEREX 

CONNECTED

21-25 SEPT 2020 • WORLDWIDE

**EVENT
BROCHURE**





IN HARD TIMES, EXPERIENCE COUNTS

Current events related to the COVID-19 pandemic have left the football family across the world facing the most challenging operating conditions known in peacetime.

This year saw Soccerex enter its 25th year of operations and once again, we will provide the industry with the platforms, knowledge and guidance to allow the game's stakeholders to adapt to - and excel in - football's new reality.

SOCCEREX IN NUMBERS



48
EVENTS



14
COUNTRIES



21
CITIES



70_k
ATTENDEES

Taking account of these new realities, Soccerex Connected will bring together the industry around the world via an online platform optimised for networking so that together we can come back stronger than ever.





A NEW WAY TO UNITE

All challenges bring with them opportunities, and this period allows us to embrace the digital equivalents of our physical events and bring together the global football community via a convenient online platform.

This event builds on other knowledge products we have been providing the industry via various channels, with added key networking features to overcome the challenges of connecting decision makers and restarting the engine of football commerce.

The event will be hosted across 5 days, 21- 25 September, and will host multiple content streams to cater to the many sectors of the football community. The September placement of the event will prove ideal to allow effective insight and evaluation on the various strategies being implemented currently and with a much clearer view of the football landscape going forward, the ability to gain valuable and implementable takeaways will be much greater.



2000
ATTENDEES



25
EXHIBITORS



60+
COUNTRIES



500+
RIGHTSHOLDERS



65%
C-LEVEL/DIRECTOR



CONNECTIONS ARE KEY

If recent events have shown anything, it is the importance of being able to connect effectively as a function of doing business, and how that will be - at the least - challenging for the time to come.

Drawing from this, the Soccerex Connected platform which focuses on the facilitation of networking opportunities as opposed to the webinars widely available across the market.

KEY NETWORKING FEATURES



**A.I. DELEGATE
MATCHING**



SOCCERMATCH



ROUNDTABLES



**VIRTUAL
EXPO**





PAST ATTENDEES INCLUDE:





NEW IDEAS FOR NEW REALITIES

Our industry is facing unprecedented challenges affecting all aspects of the game's operation; medical protocols, stadium operation, commercial valuations and more.

This September, Soccerex will bring together the leading lights of the football industry to assess the resumption of the game and what the future holds.



GOVERNANCE & ADMINISTRATION



Effective structures are able to adapt to changes where necessary, and this stream will investigate pain points for the industry which have been revealed or exacerbated by the Covid-19 outbreak.

- The structure of the football calendar(s)
- FIFA's vision for football's growth
- Club licensing models



STADIA



Stadia and facilities are arguably impacted disproportionately by COVID linked restrictions such as distancing, but the work to be undertaken to adapt represents an opportunity to update infrastructure and future proof with health considerations at the fore.

- Venue operations and revenue generation in the 'new normal'
- Stadium design and future proofing
- Health & hygiene products and protocols



COMMERCIAL



The re-evaluation of the commercial football landscape, where value exists and how rightsholders can best interact with the fans of the game will be covered from multiple angles including:

BROADCAST

- Multiscreen Engagement
- Effective Programming Formats
- TV Rights protection

SPONSORSHIP

- Revaluing sports properties
- Diversification, Women's football & Esports
- Realities beyond the 1%

FAN ENGAGEMENT

- Interacting with fan generated content
- Personalising the fan experience

AGENTS

- Moving past 'just' transfers
- Valuing players beyond on the pitch performance



PERFORMANCE



A number of aspects of the restrictions placed upon the game have caused unique issues for performance team such as keeping players at peak fitness levels - both mentally and physically - within an ever changing and densely populated schedule, whilst at distance.

- Utilising analytics for effective insights
- The importance of nutrition and hydration
- Mental Health monitoring from youth to post career



FINANCE & LAW



Finance and the law underpin the modern game and with the first real downturn in the game in recent memory, will be essential to understand to ensure the changes which are required to strengthen the sport's fundamentals.

- Rationilising business operations and profitability
- Contract planning for future potential cessations.
- Can football afford the expense of planning for future outbreaks?



PAST SPEAKERS INCLUDE:



FATMA SAMOURA
SECRETARY GENERAL, FIFA



DAVID YANG
PRESIDENT, WANDA SPORTS



GILBERTO SILVA
2002 WORLD CUP WINNER



PATRICK MURPHY
CEO, DMC FORTIS



PHIL LYNCH
CEO - MEDIA, MANCHESTER UNITED



CHRISTIAN SEIFERT
CEO, BUNDESLIGA



DECO
CEO, D20 SPORTS



HERNAN CRESPO
VICE PRESIDENT, PARMA FC



KARINA LEBLANC
HEAD OF WOMEN'S FOOTBALL, CONCACAF



PAUL HOURIGAN
SPORTS MARKETING DIRECTOR, COCA COLA



CHARLIE STILLITANO
EXECUTIVE CHAIRMAN, RELEVANT SPORTS



VICTOR MONTAGLIANI
PRESIDENT, CONCACAF



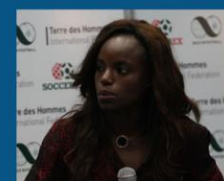
LAURA GEORGES
GENERAL SECRETARY, FRENCH FOOTBALL FEDERATION



JAVIER TEBAS
PRESIDENT, LA LIGA



DON GARBER
COMMISSIONER, MLS



ENIOLA ALUKO
FORMER PROFESSIONAL, CHELSEA, JUVENTUS, ENGLAND



JORGE MAS
OWNER, INTER MIAMI CF



AMANDA VANDERVORT
CHIEF WOMEN'S FOOTBALL OFFICER, FIFPRO



JACCO SWART
CEO, EREDIVISIE



LANDON DONOVAN
MANAGER, SAN DIEGO LOYAL



JUAN SEBASTIAN VERON
CHAIRMAN, CLUB ESTUDIANTES DE LA PLATA



NASSER AL KHELAIFI
PRESIDENT, PARIS SAINT GERMAIN




DAVID DEIN
FORMER VICE CHAIRMAN, ARSENAL & THE FA



SPEAK TO THE WORLD

Soccerex's physical events are always accompanied by an international footprint through media coverage and this virtual event will be no different with key media invited to report on the important messages generated by the event conference programme





HOW TO BE INVOLVED

SESSION SPONSORSHIP



Take the lead in front of your peers globally by joining the event Conference Programme as a sponsor.



BRANDING

- Official Event Sponsor Designation
- Listing on sponsor page of the event
- Logo bug onscreen throughout session
- Logo hosted at www.soccerex.com for the duration of the event
- Corporate profile page including intro video, white papers/case studies, links, and key contacts



MARKETING COMMS

- Sponsorship announcement across all social channels (65,000 audience reach)
- Sponsorship announcement within Soccerexpert newsletter (7,000 recipients)
- Sponsorship announcement featured on www.soccerex.com
- Preview mailer of your session to database
- Logo on official event communications



SESSION SPONSORSHIP



Take the lead in front of your peers globally by joining the event Conference Programme as a sponsor.



THOUGHT LEADERSHIP

- Sponsored session within area of expertise ("*session in association with*")
- Work with Soccerex conference team on deciding key topics for panel
- Session on Soccerex Youtube channel post event



ACCESS

- 5 Attendee passes for Soccerex Connected (granting access to networking and conference elements)
- Account Manager Support to ensure smooth delivery and utilisation of the platform



EXHIBITOR ROUNDTABLES



Promote your goods/services to a global audience and drive the conversation around your sector



ROUNDTABLE

- Lead a roundtable session for up to 50 people
- Drive conversation in your sector
- Provide valuable insight and actionable points



MARKETING & EXPOSURE

- Exhibitor announcement across all social channels (65,000 audience reach)



BRANDING

- Listing on exhibitor page of the event
- Corporate profile page including intro video, white papers/case studies, links, and key contacts



EXHIBITOR ROUNDTABLES



Promote your goods/services to a global audience and drive the conversation around your sector



STRUCTURED NETWORKING

- 1 Place in SoccerMatch structured networking
- Ability to schedule meetings with interested parties via your exhibition stand's diary



ACCESS

- 3 Attendee passes for Soccerex Connected (granting access to networking and conference elements)
- Account Manager Support to ensure smooth delivery and utilisation of the platform



ATTENDEE PASS



Don't miss the opportunity to learn from and unite with your colleagues at a critical period for the ongoing recovery of our game.



NETWORK

- Connect with and message attendees from across the globe
- Meet exhibitors and sponsors and find out more about the products and services to help the game thrive once again.



LEARN

- Attend more than 10 hours of thought leading content related to changes in the industry and best practice to prosper in the new landscape
- Attend available roundtables discussing the issues affecting your sector



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CONTACT US TODAY

