

2nd Annual Sports Management Forum

28th and 29th October 2015, Indaba Hotel, Fourways, Sandton, Johannesburg

“Sports serve society by providing vivid examples of excellence.”–

George F. Will



Secolo Consulting & Training services boast of a team of conference management and training services specialists with a depth of experience unrivalled in the industry.

Address:
340A West Avenue, Ferndale,
Randburg, Johannesburg
South Africa
Tel: 011 791 2490
Fax: 011 791 3766
email: info@secolo.co.za
website: www.secolo.co.za



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Overview

We all know that African sport must adapt to a rapidly changing landscape to remain strong, viable and successful in a challenging and competitive environment.

Our 2nd Annual Sports Management Forum picks on from where we left in our Inaugural Forum in 2014. It will provide participants with an opportunity to learn and contribute to discussion on the future of Africa's sporting industry, with practical insights into leading strategies and current ideas that are integral to the growth of African sporting success. Such discussion will include developments in technology and research, new media trends, and this new thinking will allow for the building of effective strategies for an improved national sports system.

The Forum's key themes will focus on sports development, transformation in sports, gender scales, participation growth and technology and innovation in sport and building capable and effective organisations.

You will learn practical and useful strategies and ideas, which can be applied to your organisation to improve participation, drive growth and build a better business.

Our 2nd Annual Sports Management Forum is THE must-attend industry event and presents an unrivalled learning and networking opportunity for professionals involved in the sports management industry.

By attending the Forum, you will:

- Examine contemporary issues and explore growth opportunities in sports.
- Address the long term outlook and sustainability of sports in Africa
- Examine the extent to which challenging projects have transformed sport.
- Gain a greater insight into how technology, media trends continue to open up new sports business revenue streams
- Enhance knowledge and understanding of sports management
- Develop a network of sport managers to collaborate in the sporting industry



What past Delegates Had to Say

'It was a good Sports Management Program, I learnt a lot'

SAFA Transnet School of Excellence

'Sports Management Forum was excellent' Limpopo Academy of Sports

'Forum was a Success, it Highlighted Major Issues Affecting Sports'

Levy Mwanawasa Stadium

'The presentation and speakers were on point, I will implement all that was shared' Botho University



Who Should Attend

Leaders from Sports Organising Committees, Government Bodies, Federations, Sponsors, Agencies and Suppliers

- Sport Administrators
- Sport Directors
- Sport Scientists
- General Managers
- Sport Agents
- Sport Facility Managers
- Sport Event Managers
- Presidents and Vice Presidents of Sports Federations
- High Performance Managers
- Team & Individual Sport Coaches
- Sport Psychologists
- Sport Development Managers
- Sponsorship Managers
- Academics
- Sport and Leisure Science Representatives
- Board Members and Representatives of Sporting Bodies
- Sport Marketing and Promotion Representatives
- Sport Service providers



Day One

07:30-08:20: Morning Tea and Registration

08:20-08:40: Chairman Opening Remarks

08:30-10:30: Sports Development VS Sports for Development: The Thin Line between Possibility & Probability

- Sport for social change
- Ethical leadership
- Strategic sport management
- Sport and social inclusion
- Youth development
- Social entrepreneurship
- Health and wellbeing
- Sport and international development
- Corporate social responsibility

Norman Mphake, Technical Director, Sports Tec: International Sports Development Agency. Founder of Physical Education Institute of South Africa

10:30-11:00: Mid- Morning Tea Break

11:00-12:30: Combining Economic and Social Benefits of Sports

- Sports as a driver of economic and social development

- Gross value added generated by sports activities
- Direct effect of Sport combined with its multipliers effects
- Employment generated by sports activities
- Fostering social integration, social guidance and self motivation relationships building between different races, genders, ages, social classes, people with disabilities, cultures, nationalities and religions.
- Why is sports a highly intensive R&I sector
- Maximizing efficiency of investment in sports infrastructure

Nomsa Mahlangu, Senior Director, University of Johannesburg Sports, Managing Member: South African Football Association

12:30-13:00: **INTERACTIVE DISCUSSION:** Current Issues in the World of Sports

In this session we identify and investigate the issues that key players in the wider world of sport are facing. We go on to consider what the future might hold for the sports market in a world of increasing economic and political uncertainty and investigate where new opportunities might lie and what challenges to future growth might emerge.

13:00-14:00: Lunch Break and Networking

14:00-15:00: Football Development in Africa

- Is African Football Progressing
- Quality of players being developed
- Tackling gender issues in Football
- Development Education: targeting schools and young people
- Issues and Challenges that affect development in the area

Ashley Kotzin, CEO, ForwardZone

15:00-15:15: Afternoon Refreshments

15:15-16:00: **DISCUSSION:** Spectator Strategies to Get the Fans from the Couch to the Stadium

- Understanding fan motives and behavior

- Reducing the reasons to say no
- Developing Stadium experience value
- Generating demand through communications

16:00-16:15 Recap and End of Day One

Day Two

07:30-08:20: Morning Tea and Registration

08:20-08:30: Chairperson's Remarks

08:30-10:30: The Scale of Gender Inequality: Masculinity & Feminity in Sport in South Africa

- Tackling gender inequality and raising gender awareness through Sport & Development initiatives
- Gender and Development
- Sport as a Tool to Promote Gender Equity
- Limitations of Sport to Achieving Gender Equity and the Empowerment of Women
- Sport, Gender Equity and the Millennium Development Goal
- International Frameworks for Sport and Gender
- Fostering Self-Esteem and Empowerment
- Facilitating Social Support and Inclusion
- Challenging Gender Norms
- Opportunities for Leadership and Achievement

[Solly Malatsi, MP, DA Shadow Minister for Sports and Recreation](#)

10:30-11:00: Mid-Morning Tea Break

11:00-12:00: Career Paths for Women in Sports

[Fran Hilton-Smith, Technical Director/General Manager, South Africa Football Association](#)

12:00-13:00: Developing Managers in Sports

In today's changing business environment, leaders and managers face new challenges, requiring new approaches and capabilities. This presentation will cover the following:

- Strategies for improving your leadership performance and effective succession planning
- Methods for more effective, clearer communication with staff and stakeholders
- A senior leader's toolkit for decision making and negotiation
- Implementing successful leadership models into your everyday practice
- Stepping from Aspiring Leader to Executive Leader
- Embodying the core skills of a respected leader
- Mentoring upcoming leaders within your organisation

[Adam Gordon, Director of Executive Education, Wits Business School](#)

13:00-14:00: Lunch Break and Networking

14:00-15:30: How Social Media is changing Sports Marketing: Opportunities & Pitfalls in the NEW Sports Economy

Twitter, Facebook and other social media platforms are having a tremendous impact on the sports world for fans, players, teams and sponsors alike. This presentation addresses the following:

- The different ways social media has changed sports during the past few years.
- How Fans and Players are using Social Media
- Sports brands capitalization of social media to engage the fans
- The pitfalls of social media

[Dr Nikolaus Eberl, Chief Executive Officer, Brand Ovation](#)

15:30-16:00: Global Trends in the Sports Market

- The rise of "smart arenas"
- Cracking the code of even deeper fan engagement
- Using technology for sponsorship and integration
- What's the difference between a customer and a fan

16:00-16:15: Recap and End of Forum



REGISTRATION FORM

2nd Annual Sports Management Forum

28TH - 29TH OCTOBER, 2015

VENUE: Indaba Hotel, Fourways, Sandton JOHANNESBURG - SOUTH AFRICA

Full Two-Day Registration R 6,999.00 Ex VAT

Student Price R 3,500.00 Ex VAT

Fax Completed Registration Form to +27 11 791 3766 or Email to training@secolo.co.za

Company Name

Company VAT Number:

Company Postal Address:

Company Tel: Company Fax:

Delegate 1:

Name:

Contact Number: Email address:

Job Title:
Special Dietary Requirements (Per Day) (Per Person) Vegetarian Halaal (R400.00 ex VAT) Kosher (R400.00 ex VAT) None
Other PleaseSpecify _____

Delegate 2:

Name:

Contact Number: Email address:

Job Title:
Special Dietary Requirements (Per Day) (Per Person) Vegetarian Halaal (R400.00 ex VAT) Kosher (R250.00 ex VAT) None
Other PleaseSpecify _____

Delegate 3:

Name:

Contact Number: Email address:

Job Title:
Special Dietary Requirements (Per Day) (Per Person) Vegetarian Halaal (R400.00 ex VAT) Kosher (R250.00 ex VAT) None
Other PleaseSpecify _____

Delegate 4:

Name:

Contact Number: Email address:

Job Title:
Special Dietary Requirements (Per Day) (Per Person) Vegetarian Halaal (R400.00 ex VAT) Kosher (R250.00 ex VAT) None
Other PleaseSpecify _____

Approving Manager Name: Position: Tel:

Signature: Date:

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