

Fairmont Miramar Hotel	2019 Collegiate Sports Summit -- Agenda -- April 23 (Day One)	Santa Monica, CA
Time / Location	Session	Host
9:00-11:00am Jones Library	<p><b>LEAD1 Board Meeting</b></p> <p>Tom McMillen, President &amp; CEO, LEAD1 Association</p>	
11:30am-12:45pm Ballroom (Lunch Service)	<p><b>The Power of Leadership</b></p> <p>Jon Gordon, bestselling author</p> <p>Jon Gordon's best-selling books and talks have inspired readers and audiences around the world. His principles have been put to the test by numerous Fortune 500 companies, professional and college sports teams, school districts, hospitals, and non-profits. He is the author of 17 books including multiple best-sellers.</p>	
1:15-2:00pm Ballroom	<p><b>Engagement, Revenue, Emotion</b></p> <p>John Roberson, CEO &amp; Founder, Advent</p> <p>The modern sports venue is so much more than just the stadium or arena, it is truly an experience. It is your opportunity to give fans insider access to their heroes' journey, to be true to the team brand in every decision from the placement of the logo down to the numbering of your parking spots. This is a design opportunity that can not only satisfy the fan experience, but also give sponsors access to what they desire most - authentic brand experiences to a captive audience. Uncovering sponsors' values and core messaging can be implemented into your venue infrastructure in such a way that it is possible to measure partnership impact and determine a quantifiable ROI. Join John Roberson and Mike Behan as they discuss this vision for collegiate athletics to revolutionize the fan and sponsor experience.</p>	
2:15-3:15pm Ballroom	<p><b>ESPN - The Future of Media and What's Next for the Worldwide Leader</b></p> <p>Jimmy Pitaro, ESPN President and Co-Chair, Disney Media Networks Greg Sankey, Commissioner, SEC</p> <p>With the consideration and expansion of assets, distribution rights and technology integrations, sports media is experiencing the most transformative period of its history; and yet, ESPN remains the 800-gorilla. Join Greg Sankey and Jimmy Pitaro as they discuss the future of sports media and the steps ESPN will be taking to continue the path as the Worldwide Leader.</p>	
3:30-4:45pm Ballroom (Dual Session)	<p><b>The Price of the Ticket: Investing in the Mental Health and Well-Being of Collegiate Athletes</b></p> <p>William D. Parham, Ph.D., ABPP., Director of the Mental Health and Wellness Program of the National Basketball Players Association</p> <p>Participants will be challenged to consider Why now is the mental health and wellness of athletes given topical consideration? What factors heretofore served as roadblocks to addressing this complex issue at the depths and levels engaged currently? Has the system of American collegiate athletics 'failed' at meaningfully responding to the mental health and wellbeing of student-athletes, or has the system 'succeeded' in responding to the mental health and wellbeing of athletes in ways that seem apparent? What costs have been and will continue to be incurred relative to addressing this issue?</p> <p><b>Struggles, Stigmas, and Social Media</b></p> <p>Kate Fagan, bestselling author</p> <p>It is easy to contemplate and construct a plan to support mental health &amp; wellness for student-athletes. However, it's not common that student-athletes are willing, especially in front of their peers, to acknowledge that they might have struggled. Join Kate Fagan as she discusses stigmas and triggers of mental health and wellness; as well as athletics, social media, and the unique and ever-changing impact they have on the student experience.</p>	
5:00-6:00pm Lounge	Cocktail Mixer	
6:00-6:40pm Ballroom (Dinner Service)	<p><b>Learfield Leadership Award</b></p> <p>In Honor of David Williams II, fmr, Vice Chancellor, Athletics and University Affairs, Athletics Director, Vanderbilt University</p>	
7:00-8:00pm Ballroom	<p><b>Sports, Society, Culture, Change</b></p> <p>Dr. Todd Boyd, Katherine and Frank Price Endowed Chair for the Study of Race and Popular Culture and Professor of Cinema and Media Studies in the USC School of Cinematic Arts George Raveling, NBA Hall of Fame; fmr Director of International Basketball, Nike; fmr MBB Head Coach at Washington State, Iowa, and USC</p> <p>Dr. Todd Boyd is a renowned media commentator, producer, author, and consultant. Dr. Boyd, a.k.a. the "Notorious Ph.D.," has been a dominant presence as an influential public intellectual, bridging the gap between the ivory tower and the world of popular culture since the early 1990s. Dr. Boyd, one of the creators of the academic study of hip-hop culture, has also penned over one hundred articles, essays, reviews, and other forms of written commentary. In this session, Dr. Boyd will take a deep dive into the interconnected nature of Collegiate Athletics, society, and culture. Dr. Boyd will then be joined on stage by George Raveling to focus the conversation on sports as a change agent and mentoring student-athletes.</p>	
8:00-10:00pm Lounge	Post-Game Cocktail Reception	

Fairmont Miramar Hotel	2019 Collegiate Sports Summit -- Agenda -- April 24 (Day Two)			Santa Monica, CA
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7:30-9:00am Ballroom (Breakfast Service)	<b>Fan Engagement 360</b>  Mark Harlan, Athletic Director, University of Utah Bernie Mullin, CEO and Founder, The Aspire Group Dr. Bill Sutton, Professor & Director of the Vinik Sport & Entertainment Management Program, University of South Florida  Attendance is down, but viewership is up, so how can you creating a better in-game product, concession experiences, hassle free environments to inspire a desire to use the ticket; and what are other revenue opportunities out there to make up the difference? Join Mark Harlan, Bernie Mullin, and Bill Sutton as they provide insights, pitfalls, strategies, and experiences to drive fan engagement.			
9:30-10:15am Ballroom	<b>Return on Design</b>  Matt Rossetti, President, ROSSETTI  In this session, you will address the need to better understand fan engagement opportunities through the development and renovation of facilities, how Athletic Directors can incorporate corporate partners from day one to drive revenue, and learn from pro sports strategies and methodologies via the team facility to enhance player performance, team culture, and expanding the community relations footprint.			<b>ROSSETTI</b>
10:30-11:30am Ballroom	<b>Accusation, Allegations, Compliance, and Counsel</b>  Mike Glazier, Attorney, Bond, Schoeneck & King LLP Scott Stricklin, Athletic Director, University of Florida (Moderator)  How can Athletic Directors better navigate the terrain of accusations, allegations, and NCAA compliance? What are the best methods and strategies towards building a bond with your University Chief Legal Counsel? Renowned attorney, Mike Glazier, virtually invented the sports law practice of defending university athletic departments against the NCAA. In this session, Mike will answer all tough questions and provide guidance to dealing with the NCAA.			
11:45am-1:00pm Ballroom (Lunch Service)	<b>Gridiron Genius - A Master Class in Winning Championships, Building Dynasties, and Picking the Perfect Head Coach</b>  Mike Lombardi, author, fmr NFL GM  Former NFL general manager and three-time Super Bowl winner Michael Lombardi reveals what makes football organizations tick at the championship level. From personnel to practice to game-day decisions that win titles, Lombardi shares what he learned working with coaching legends Bill Walsh of the 49ers, Al Davis of the Raiders, and Bill Belichick of the Patriots, among others, during his three decades in football. In this session, Mike will tell you why Athletics Directors are throwing away money on coaches and how to properly identify and create a culture for those who can create dynasties.			
1:20-2:15pm Ballroom	<b>A Lifetime of Experience in 365 Days</b>  Vince Tyra, Vice President for Intercollegiate Athletics/Director of Athletics, University of Louisville  A real, raw, and personal account of the transparent transformation of Louisville Athletics			
2:30-3:15pm Ballroom (Tri-Session)	<b>HUMANITIES 802: Foundations for Fundraising</b>  Wren Baker Vice President/Director of Athletics University of North Texas	<b>SPORTS TECHNOLOGY 803: What Matters and Why?</b>  Elinor Klavens Senior Analyst Sports Innovation Lab	<b>ECON/COMMS 804: Coaches Contract Negotiation</b>  Matt Kelly Attorney Kelly Law Group	
3:30-5:00pm Lounge	<b>AD-Only Boardroom</b> A private boardroom discussion for Athletic Directors only			
5:00-6:00pm Miramar Moreton Bay Fig Tree	End of Summit Cocktail Reception			