

Global Sports Summit - Washington DC - Salamander Hotel				
March 18th				
Time	Program	Description	Speakers	Hosted By
1030-1100am	Doors Open	Registration		
1100-1115am	Opening Remarks	Welcome to the Global Sports Summit	Muriel Bowser, Mayor, the District of Columbia	Events DC
1115-1150am	TEAM structure in the modern age; leading under a cloud of uncertainty	In an era defined by disruption, how do enduring organizations protect their culture while evolving for what's next? Join Jim Rooney of the Pittsburgh Steelers, Sanyin Siang of the Coach K Leadership & Ethics Center at Duke University, and senior military leaders for a candid conversation on fortifying TEAM structure amid uncertainty. From ownership legacy and the principles behind the Rooney Rule to navigating generational shifts, private equity pressures, digital transformation, and succession planning, this session examines how great institutions stay steady when the ground is moving beneath them. The playbook: honor the past, modernize the foundation, and lead with conviction when the future refuses to cooperate.	Jim Rooney, Co-Owner, Pittsburgh Steelers Zaileen Janmohamed, President & CEO, Bay Area Host Committee Nico Harrison, former NBA team and Nike executive Bryan Fenton, Ret. US Army general who served as the 13th commander of the United States Special Operations Command (SOCOM) Sanyin Siang, Professor, Duke University and Investor - Boston Legacy FC, Crux Football, Unrivaled, SailGP USA (moderator)	Coach K Leadership & Ethics Center at the Fuqua School of Business, Duke University
1150am-1215pm	Networking Break			
1215-100pm	Lunch Service			
100-130pm	Capital One Arena 2.0	A transformational look inside the reimagining of Capital One Arena — the iconic home of sports and entertainment in the nation's capital. Join Zach Leonsis of Monumental Sports & Entertainment and Jordan Goldstein of Gensler as they unveil the bold vision driving a next-generation fan experience — from cutting-edge premium hospitality and technology integration to modernized concourses and enhanced player facilities. This sweeping renovation preserves the arena's legacy while future-proofing it as a premier global venue for sports, music, and civic life. Discover how keeping the arena in the heart of downtown Washington, DC reinforces its role as an economic engine and cultural anchor for the city's next chapter.	Zach Leonsis, President of Media & New Enterprises, Alternate Governor, Monumental Sports & Entertainment Jordan Goldstein, Co-CEO, Gensler	Gensler
130-145pm	Networking Break			
145-230pm	Catalyst for Community: Lessons from the Sports Capital of the World	Discover how Washington, DC — the sports capital of the world — leverages its world-class venues, major events, and vibrant sports culture to create lasting impact locally, nationally, and globally. Speakers will share how collaboration, compromise, and compassion come together to turn ambitious opportunities into successful outcomes for teams, fans, and communities alike. With insights from Events DC, this session highlights the power of sports to drive economic growth, civic pride, and global influence.	Ed Cohen, Principal Owner, Washington Nationals Angie M. Gates, President & CEO, Events DC Vivek Murthy, former Vice Admiral in the US Public Health Service Commissioned Corps, 19th and 21st surgeon general of the United States Calvin Butler, CEO, Exelon Wolf Blitzer, Principal Anchor, CNN (moderator)	Events DC
230-245pm	Networking Break			
245-315pm	Investing in Women's Sports	Discover the opportunities and impact of investing in women's sports in this forward-looking panel designed for investors, by investors. This session will explore the intrinsic value of women's sports, highlighting where and how to drive both profit and meaningful impact through strategic investments. Panelists will dive into data, emerging assets, and decision-making frameworks shaping the next era of growth, featuring leaders who are defining the playbook for building sustainable, high-value opportunities in the space. Join us to understand how supporting women's sports is not just good business — it's the future of the industry.	Lori Trahan, Congresswoman, House of Representatives MA-03 Asrat Alemu, Vice President, Ariel Project Level Ferran Prieto, CEO & Managing Director, Gasol16 Ventures Danielle Cantor Jeweler, Partner, Sports Sector, Consumer Markets, Heidrick & Struggles (moderator)	Aflac
315-330pm	Networking Break			
330-420pm	Sports Asset Class: Principals, PE, and Players	Once considered a legacy or vanity play, sports and entertainment assets have evolved into serious, high-value business opportunities. Our panel of principal owners, private equity leaders, and player-investors will share insights on sports as an investable product — analyzing where opportunities lie, what drives their involvement, and how to navigate the unique dynamics of this rapidly growing asset class.	David Rubenstein, Principal Owner, Baltimore Orioles (Introduction Video) David Kelly, General Counsel and Managing Director, NBPA Bobby Sharma, Founder & Managing Partner, Bluestone Equity Partners Nicole Pullen Ross, NE Region Head of Private Wealth Management & Head of Sports and Entertainment Solutions, Goldman Sachs (moderator)	Goldman Sachs
420-435pm	Networking Break			

435-505pm	Globalization of the World's Games	As the global appetite for sport continues to grow, our panelists will share how their leagues are expanding international footprints and engaging new audiences across basketball, football, and soccer. This panel will explore strategic initiatives including international games and global partnerships that are elevating visibility and driving worldwide growth. Discussion will also focus on how youth development programs cultivate the next generation of athletes while simultaneously building lasting fandom and unlocking long term market opportunities	Mark Tatum, Deputy Commissioner & COO, NBA (Introduction Video) Carlos Alves, CEO (Americas), FIBA Marc Ganis, President, SportsCorp Ltd, advisor to NFL Commissioner Amadou Gallo Fall, President, Basketball Africa League Jason Levien, CEO & Co-Chairman, DC United	Jetr Global Sports + Entertainment
505-510pm	Transition			
510-525pm	Sky High: Revolutionizing Event Mobility	Archer Aviation, a leader in electric vertical take-off and landing (eVTOL) aircraft, will explore how its innovative air taxi services are redefining access and mobility at major sporting and cultural events. As the official air taxi partner for the 2028 LA Olympics and Team USA, and through partnerships with venues like the LA Rams and Hard Rock Stadium, Archer's Midnight aircraft aims to enhance ingress and egress to stadiums, cut travel times across congested city corridors, and create new logistical channels for fans, VIPs, and stakeholders alike. The discussion will highlight how Archer's vertiport networks and sustainable flight operations integrate with urban infrastructure to support event travel, emergency services, and broader city connectivity.	Nikhil Goel, Chief Commercial Officer, Archer Tim Katt, National Director & Managing Partner, Sports & Entertainment, Transwestern (moderator)	Inspire
525-630pm	Cocktail Reception			
630-730pm	Dinner Service			
730-745pm	Evening Remarks	Reflection and Revelation	Paxton Baker, Co-Owner, Washington Nationals	Events DC
745-815pm	Naismith Legacy Award Presentation	Join us as we present the Naismith Legacy Award, honoring a leader who embodies the timeless principles of Dr. James Naismith — truthfulness, service, courage, and character. Like the inventor of basketball himself, this recipient has used the game as a platform to strengthen mind, body, and spirit while uplifting those around them. Celebrate a legacy that proves basketball is more than a sport — it is a vehicle for purpose and impact.	Larry Miller, Chairman, Jordan Brand Candice Jones, CEO, Public Welfare Foundation (moderator)	JUMP / Aflac / Events DC
815-1000pm	Evening Reception			
Global Sports Summit - Washington DC - Salamander Hotel				
March 19th				
Time	Program	Description	Speakers	Hosted By
830-900am	Doors Open	Registration		
900-915am	Opening remarks	Welcome Back to the Global Sports Summit	Angie M. Gates, President & CEO, Events DC	
915-935am	The SAFE Bet Act Open Forum	Join Congressman Paul Tonko for an open forum on the SAFE Bet Act (H. R. 9590) — groundbreaking legislation designed to establish federal standards governing the booming sports betting industry and address growing public health concerns. The SAFE Bet Act would set baseline requirements in key areas such as advertising (including restrictions on inducements and live-event marketing), affordability protections like deposit limits and financial checks, and limitations on the use of artificial intelligence to customize betting offers and products. It also proposes broader safeguards like a national self-exclusion list, data collection on gambling impacts, and prohibitions on certain types of bets to protect vulnerable populations. This unique session gives sports leaders a front-row seat to how Congress approaches legislation that intersects with major revenue generators across the sports ecosystem and shapes the future of regulated wagering in the U.S.	Paul D. Tonko, Congressman, U.S. House of Representatives, New York's 20th District Jeffrey Lenkov, Founding Partner, Zelms Erlich & Lenkov LLP (moderator)	Elliot Group
935-940am	Transition			
940-1010am	Partnership and Profitability Playbook	As the sports business model evolves, leading franchises are unlocking growth far beyond traditional ticketing, media, and sponsorship revenue. Join our speakers for a forward-looking conversation on alternative commercialization strategies. With additional perspective from a leader at IOAUSA, this session will explore how innovative operators are uncovering new revenue streams and driving long-term enterprise value. Expect practical insight, bold thinking, and real-world examples from organizations rewriting the playbook on profitability.	Alex Martins, Vice Chair, Orlando Magic Jim Van Stone, President of Business Operations & CCO, Monumental Sports & Entertainment Anshell Boggs, SVP, Chief Risk Management & Insurance Officer, NBA Matt Williamson, Managing Partner – Employee Benefits & Captive Services, IOA USA Tamika Tremaglio, Managing Director, Global Sports Consulting Practice, Secretariat (moderator)	IOA USA

1010-1025am	Networking Break			
1025-1045am	What is and What will be: AI & Innovation	<p>This panel will explore how AI is driving meaningful innovation both inside and beyond the sports industry. Wolfcycle will share how their AI-powered platform supports more than 250 sports teams globally by streamlining communications, unlocking new revenue channels, and easing operational pressure through intelligent virtual assistants. The conversation will also highlight the vision behind AIAI, an ecosystem built to acquire and scale high-potential companies by integrating proprietary AI to enhance operating performance. Together, the discussion will examine how AI is not just a tool, but a strategic lever for growth, efficiency, and long-term enterprise value.</p>	<p>Todd Furniss, CEO & Managing Partner, AiAi Scott Kornfield, Partner, WolfCycle Ryan Miller, CEO, WolfCycle Tammy Haddad, Founder, Washington AI Network (moderator)</p>	WolfCycle
1045-1050am	Networking Break			
1050-1130am	RFK Stadium Rebirth	<p>The Washington Commanders are planning a new stadium on the historic RFK site that blends modern design with architectural elements inspired by the original RFK Stadium and Washington, D.C.'s riverfront setting. The project is envisioned as more than a football venue, aligning with the city's broader redevelopment goals and public space integration. This panel will explore what the new venue means not only for the team and its fans but also for the surrounding community, urban development, and economic impact throughout the region. Attendees will gain insight into how the stadium's design and mixed use vision aim to create a year round destination that extends beyond football.</p>	Mark Ein, Limited Partner, Washington Commanders	Events DC
1130-1145am	Networking Break			
1145am-1225pm	Owning the Fan Relationship: The Infrastructure Powering Sports' Next Era of Growth	<p>For decades, the roster was the core asset and media rights were the growth engine of sports franchises. Today, the most undervalued asset in sports may be the owned fan relationship. Organizations that treat fan engagement as a marketing function grow incrementally. Those that treat it as infrastructure build a compounding asset. Every transaction, content interaction, and behavioral signal feeds a proprietary intelligence layer that increases lifetime value, strengthens loyalty, and unlocks new monetization pathways.</p> <p>Gamification is emerging as the behavioral engine that transforms passive audiences into active participants. AI is making hyper-personalization economically viable at scale. Together, they are reshaping how franchises capture value beyond game day and how fan data translates into enterprise growth</p> <p>This session brings together owners, operators, and investors to explore how leading organizations are building proprietary fan ecosystems, where the real revenue upside lies, and why ownership of the fan relationship may be the most strategic lever in modern sports.</p>	<p>Meredith McPherron, CEO & Managing Partner, DRIVE by Draftkings Danita Johnson, President, Business Operations, DC United Phil Mendelson, Chairman of the Council of the District of Columbia Sarah Simmer, COO, NWSL (pending) David Meadvin, Founder and CEO, One Strategy Group (moderator)</p>	SPKN
1225-1240pm	Networking Break			
1240-115pm	Lunch Service			
115-200pm	Moonwalks and Martians	<p>Blast off with senior leaders from NASA for a behind-the-scenes look at Artemis II, the next bold step in returning humans to the Moon — and the long game of setting foot on Mars. From deep-space exploration and next-gen technology to the wild realities of training astronauts for missions millions of miles from Earth, this session pulls back the curtain on what's really happening beyond our atmosphere. Expect big vision, mind-bending science, and a few stories that sound straight out of sci-fi (aliens optional... probably). If you've ever looked up at the night sky and wondered what lies beyond, you're about to dive deeper than ever before.</p>	<p>Jared Issacman, Chief Administrator, NASA Kevin Coggins, Deputy Administrator, NASA</p>	NASA
200-210pm	Closing Remarks	see you next year!		Events DC