

RUGBY EXPO 2018

CONFERENCE PROGRAMME: THE PROFESSIONAL GAME



WEDNESDAY 18 APRIL
09:00 – 15:45

09:00 Registration opens

09:55 Official welcome

10:00 – 10:45 The CEO's Panel

Moderator Mark Evans – Director, Capacity Consulting

Speakers James Rule – Widnes Vikings
Mick Hogan – Newcastle Falcons
Karl Fitzpatrick – Warrington Wolves

11:00 – 12:15 Succeeding Against the Odds

Speakers Joe Cote – Senior VP, Ticket Sales & Service, Portland Timbers
Patrick Comminos – CEO, Basketball Champions League
David Warren – Head of Partnerships, Formula E

INTERACTIVE ZONE

12:15 – 12:45 Product demonstration: MVP|DRIVE

13:00 – 13:30 Impacts and insights: the application of wearable technology in elite rugby

Speaker Gordon Rennie – Sports Scientist, Catapult Sports and Former Assistant S&C Coach, Glasgow Warriors

14:00 – 14:45 Champagne Content on a Bitter Budget

Moderator Richard Ayers – Founder & CEO, Seven League

Speakers Ben Wells – Chief Commercial Officer, Bath Rugby
Tom Chick – Head of Strategy, LiveWire Sport
Rachel Arnett – Communications Manager, Warrington Wolves
Ronan Joyce – Strategic Partner Manager for Sports, Facebook

15:00 – 15:45 The Rugby Expo Lecture

Speaker Jaimie Fuller – Executive Chairman, SKINS



RUGBY EXPO 2018

THE PROFESSIONAL GAME

SESSION SYNOPSES



THE CEO'S PANEL

Following the success of the format introduced at the last edition of Rugby Expo, top club CEOs from both codes take part in a no-hold-barred discussion of the burning playing, commercial and administrative issues of the day.

SUCCEEDING AGAINST THE ODDS

Senior representatives of new or 'challenger' sports share their secrets for establishing successful sports brands against tough competition in crowded markets.

This session will feature presentations from the likes of Basketball Champions League, Formula E and Major League Soccer.

CHAMPAGNE CONTENT ON A BITTER BUDGET

While centrally negotiated media contracts remain a major pillar of pro club income, creative and consistent use of club assets to deliver effective content through club-owned channels provides exciting new ways to enhance sponsorship appeal and value, boost retail revenue and build long-term brand value.

In this session a team of experts explain how in-house media can impact on the bottom line without breaking the bank.

THE RUGBY EXPO LECTURE

Jaimie Fuller, Chairman of challenger sportswear brand Skins, will take to the stage to deliver a hard-hitting and thought-provoking lecture explaining why rugby's opportunity for exponential global growth is right here, right now.

PRODUCT DEMONSTRATION: MVP|DRIVE

Come and see live demonstrations of the MVP|DRIVE – the world's first mobile, self-righting, padded training dummy. The MVP|DRIVE is precisely engineered to replicate the size and speed of a skilled professional, weighing 86kg and reaching speeds of up to 30 kmh. The MVP|DRIVE enables live, match-relevant training reps without the impact, fatigue, and dangers associated with player-on-player contact.

IMPACTS & INSIGHTS: THE APPLICATION OF WEARABLE TECHNOLOGY IN ELITE RUGBY

Gain an insight into the application of wearable tech in elite professional rugby and the halo effect this is now having at the sub-elite and semi-professional level, as more clubs track physical development to gain insights into rugby-specific match demands. Understand the scientific principles that are the DNA of Catapult and learn more about the Catapult software using AI data.

