



THE **GAME**
Sports Industry Conference

Wednesday, April 11, 2018
at 10:00AM

The Nile Ritz Carlton
Cairo, Egypt

01 ABOUT

THE **GAME**

The Game Sports Industry Conference is the first platform in Egypt dedicated to the sports industry.

We bring together industry professionals, leaders and enthusiasts to learn about the latest trend developments, best practice, current challenges in the industry and most importantly the ever changing and growing role of sports in today's business world.

The Game is a platform for the international sports industry to learn, listen and be inspired.



// We promise to be one of the most modern and insightful conferences into the current trends in sports.



THE **GAME**
Sports Industry Conference





02 WHY THE **GAME**

- ✦ Create a platform for the exchange of ideas, concepts, case studies and reflections that address sports industry local needs and global issues.
- ✦ Gain insights from latest trends in the sports business
- ✦ Assist in the development of the skills of sports industry professionals and those who are eager to associate with sports.
- ✦ Establish specific insights into the role of sports in today's business world.
- ✦ Bring together leading sports figures, marketers and entrepreneurs to exchange ideas and network in an unprecedented environment.
- ✦ Lay the foundation for cross industry collaboration with the sports industry in an aim to reach global standards.

03 WHO WILL ATTEND

Top industry professionals from the following areas:

- ✦ Corporations
 - Marketers
 - Brand manager
- ✦ Sport professionals
 - Athletes
 - Head of clubs
 - Federations
 - Coaches
- ✦ Sport entrepreneurs
- ✦ Sport event managers
- ✦ Media
 - Broadcasters
 - Rights holders
 - Journalists



04 TENTATIVE AGENDA

- ⚡ Creating Value in the Sport Industry: Innovation, Entrepreneurial Thinking.
- ⚡ The Digital Transformation in Sport: Are You Adapting
- ⚡ Dynamics Driving Global Sport Sponsorship.
- ⚡ The Power of Football Activations - Case studies in Egypt.
- ⚡ Overview on Sports Law: Minors Regulations and Third-Party Ownership
- ⚡ Sports Marketing: Leveraging Sports as a Marketing Channel
- ⚡ Future of the Game- Round table Discussion

Visit website for agenda updates

www.thegamesportsconf.com



05 SPEAKERS



AHMED HOSSAM MIDO

Former Egypt National Football
Team Player



EKIN GUNEL

Vice President (MENA), Clubs, DUGOUT



MAGED SAMY

President of Wadi Degla Hold



BERNARDO M. PALMIERO

Partner at 14 Sport Law



STEN SODERMAN

Professor Emeritus, University of Stockholm

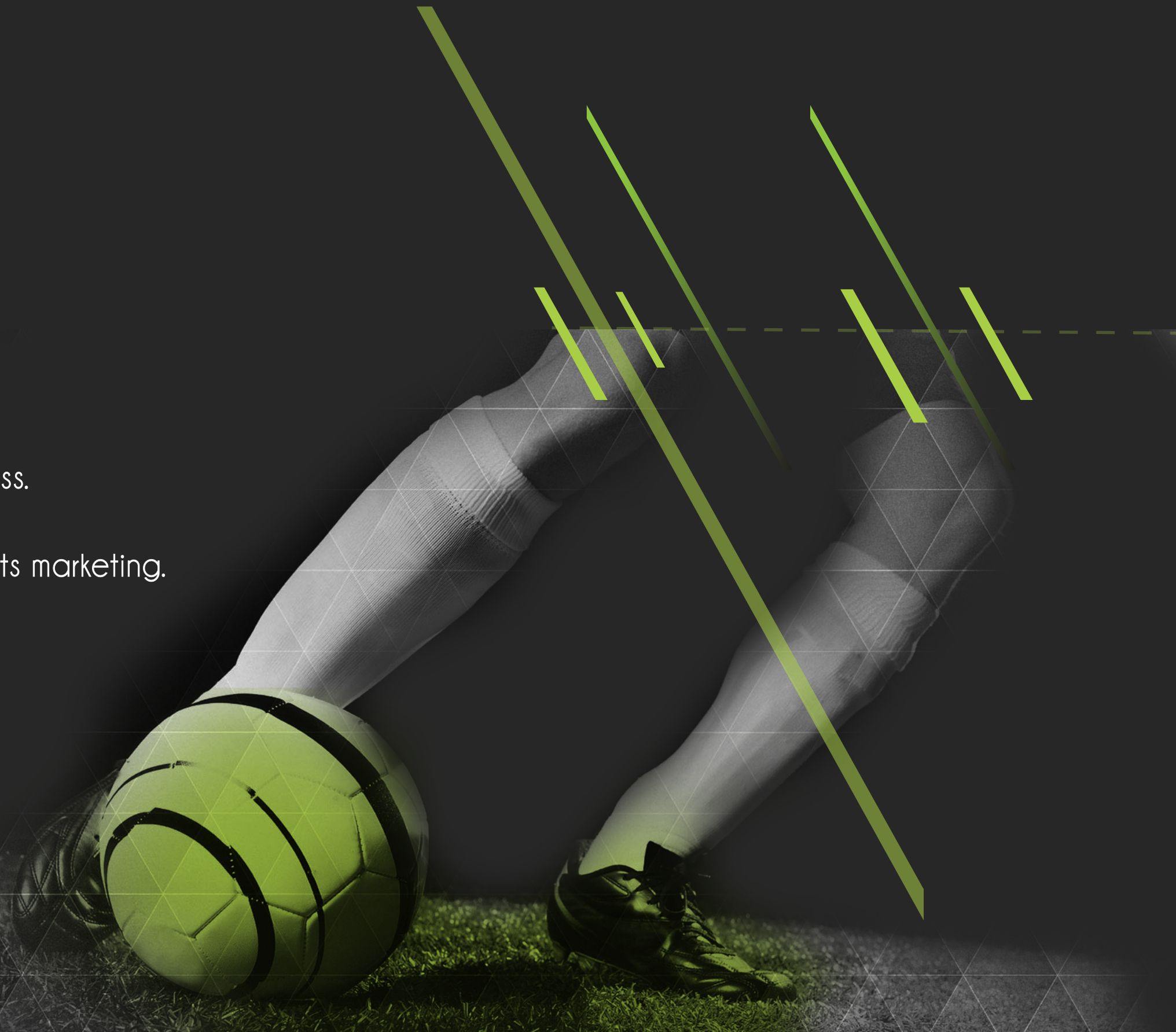


More Speakers to be
announced.....



06 WHY ATTEND

- ✦ Unique case studies.
- ✦ World class speakers.
- ✦ Unprecedented opportunity for unique insights.
- ✦ Networking opportunities.
- ✦ Establish a strong foothold in a budding industry.
- ✦ Identify new trends and opportunities in the sports business.
- ✦ Explore monetization opportunities within sports and sports marketing.
- ✦ Brand visibility.





BROUGHT TO YOU BY

SEVEN AGENCY

SEVEN is Egypt's leading sports marketing firm. The company thrives on the creation of innovative sports content across multiple platforms.

We utilize our in-house business lines, Media Production, On -Ground and design, Digital, Sports Event, Sports Travel, and Sports Education, to offer our clients 360 solutions for all their sports needs.

Our dedicated team will be responsible for all steps of the process; starting from the concept development until delivery and execution.

We worked with a number of multinational and local brands, like **Clear**, **Nestle**, **Rexona**, **Lipton**, **Uber**, **Real Madrid Foundation**, and **IMG Academy** among others.

We covered a wide spectrum of sports based projects, 360 campaigns in **Game of 7** for Clear, Rexona's **Panitano**, and Lipton's **ACN 2017 campaign**.

We produced **Fahmy Gomaa** sports show for MBC and **Hardkora** for our digital platform 4-2-4. We organized sports events in IMG's **DOQ** and Danone's **National Cup**.

We create engaging and entertaining solutions for all our client's needs.

thenumber-7.com





THANK YOU

