

Sports Marketing Intensive Course

by Esteve Calzada

Sports industry in general and football one in particular have experimented in recent years an accelerated process of globalization and growth. Such period preceded current times in which a set of new challenges arise, including the impact of financial downturn and the consequences of excess of spending, polarization of value and implementation of new strict rules set by regulators, which may result in prohibition to compete to those clubs that may fail to fulfill them.

These scenario results in the need of football management further professionalization,

differentiation from competition and development of more sophisticated revenue generation techniques at sporting properties. In a nutshell, football industry will more and more need specialists in business development in a complex context and under strong ownership pressure.

Participation at Sports Marketing Intensive Program represents a unique and excellent opportunity to better know and develop the key concepts of revenue generation in the world of football, and without the need of having had any previous professional experience around it.



Technical sheet

- Program: Sports Marketing Intensive Course
- Professor: Esteve Calzada
- Duration: 2 full working days
- Venues and dates: Istanbul (June 6-7), Dubai (June 8-9), Tokyo (July 11-12), Singapore (July 14-15), Barcelona (October 20-21), Sao Paulo (November 21-22), Rio de Janeiro (November 24-25)
- Methodology: Face to face classes with access to full program book in digital format
- Number of participants: minimum of 10 and maximum of 20
- Language: English
- Cost: 990€ per participant. Alternatively, possibility for an entity to contract the complete course as an exclusive event to invite guests. Please ask for more details
- Contact: esteve@estevecalzada.com



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Program

This program will be held in two consecutive days.

2011 courses schedule by venue (subject to changes)

Istanbul: June 6-7

Tokyo: July 11-12

Barcelona: October 20-21

Dubai: June 8-9

Singapore: July 14-15

Sao Paulo: November 21-22

Rio de Janeiro: November 24-25



Day 1

10:30h – 12:00h. Introduction to Sports Marketing

- Sports Marketing mission and differences with traditional marketing
- Getting acquainted with main concepts. Review of different revenue formats
- Developing the strategy and positioning of a sports property

12:15h – 13:45h. Fan recruitment and ticket sales

- Key factors influencing attendance to sporting events
- Identifying available revenue streams
- Review of techniques for ticket sales maximization
- Design and successful selling of hospitality packages
- Case study: Manchester United FC



16:15h – 17:30h. Sponsorship. Part I

- Effectively designing an action plan to recruit sponsors
- Conducting advertising assets inventory audit and reviewing status of control
- How to create an attractive sponsorship program
- Producing the best sales presentation deck. Review of industry-specific sales techniques
- High quality implementation of sponsorship contracts
- Naming rights
- Case study: UEFA Champions League



17:45h – 19:15h. Sponsorship. Part II

- How should a brand select the best sports property for sponsorship projects
- Designing and developing effective activation plans
- How to fight against ambush marketing
- Factors to be considered when negotiating with sports properties
- Case study: McDonalds





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Day 2

10:30h – 12:00h. TV rights and content exploitation

- Types of content and distribution platforms
 - How to best segment available rights
 - What do we mean by TV rights and when do they apply
 - Variables that can impact the value of the rights
 - Commercialization formats. In house vs 3rd party sales
 - Types of rights buyers and purchase decision factors
 - Case study: FIFA World Cup
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12:15h – 13:45h. Retail and licensed merchandise

- Must have variables to develop a licensed merchandise business
 - Review of the key roles in the value creation chain
 - Retail exploitation formats and licensed merchandise sales drivers
 - How to best fight against piracy
 - Case study: FC Barcelona/Nike
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16:15h – 17:30h. Athletes personal image rights

- What are the personal image rights and who owns them
 - Requisites to have image rights business potential
 - How to best select an athlete for an advertising campaign
 - About industry professionalism and agents
 - Case study: Cristiano Ronaldo
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17:45h – 18:45h. Dealing with the press

- Importance of media in sports business
 - Developing successful communication campaigns
 - How to best broadcast our content
 - Content strategy and speakers selection
 - Internet and the new reality of social media
 - Case study: Real Madrid
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18:45h – 19:15h. Final remarks

- Final remarks and program closing



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About Esteve Calzada, program director and professor

Esteve Calzada (Lleida, Spain, 1966) obtained a Bachelor Degree in Economics and a MBA at ESADE Business School (Barcelona, Spain), and has International Marketing studies taken at University of California at Berkeley (USA).

Esteve accumulates almost 10 years of experience as senior executive in sports industry, which started in 2002 when he was appointed Chief Marketing and Commercial Officer of football giants FC Barcelona, where he served until mid 2007. During five and half years, Esteve had a major contribution in the commercial transformation that brought the club to the 400mio€ revenues landmark. Nowadays he is CEO of sports marketing agency Prime Time Sport, which he founded at the end of 2007 and that operates in the areas of football players representation, sports and image rights exploitation and management consultancy and sponsorship projects for football clubs and blue chip brands.

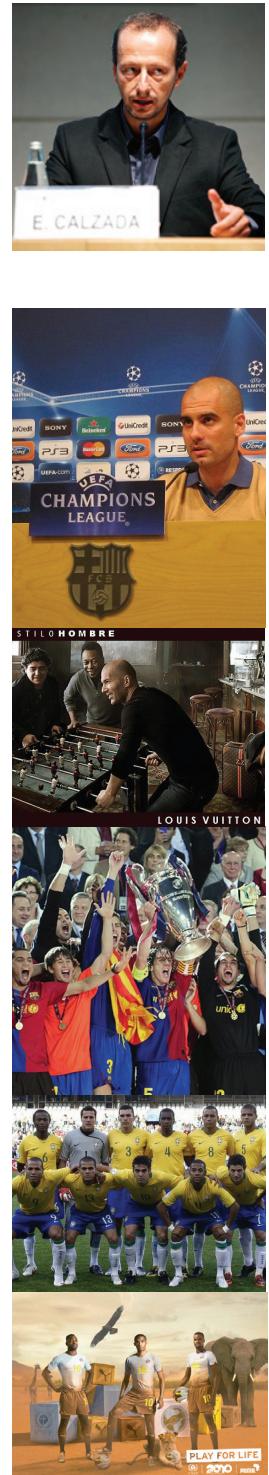
Furthermore, Esteve's experience in sports management includes the following projects and activities:

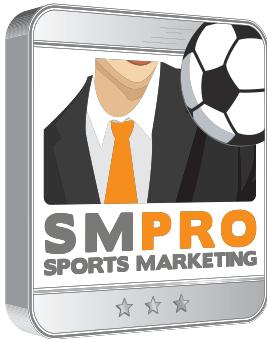
- He was one of the founders of Leo Messi Management, the company that exploits the image rights of the Argentinean football star (2009).
- Served as Board Member of FCB Merchandising, joint venture between FC Barcelona and Nike which exploits club's retail and merchandising activities (2002-2007).
- He is a FIFA players agent, with license issued by Real Federación Española de Fútbol.
- He was member of several task forces of UEFA and NFL Europe (2003-2006).

As professor, high profile speaker and creator of sports marketing content, Esteve has developed a large variety of initiatives such as:

- He is professor and creator of 'Sports Marketing Insights' subject, which takes place at International MBA of ESADE Business School (Barcelona, Spain).
- Created the renowned study Football Transfer Review, which analyzes player transfers in European football and of which 4 editions have already been published.
- Has given lectures about sports management in prestigious organizations including IESE Business School (Spain), The Wharton School of the University of Pennsylvania (Philadelphia, USA), Waseda University (Tokyo, Japan), Soccerex (London, Manchester, Dubai, Rio de Janeiro and Brasilia) and Liga de Fútbol Profesional (Madrid, Spain).
- Runs his own and pioneer section at TV and radio shows and is often interviewed by different media as sports marketing expert.

Esteve initiated his professional career in the marketing and business development environment. He worked during 12 years in several multinationals, where he was CEO of Tiscali Spain (2000-2002) and held various senior marketing positions in fast moving consumer goods international companies such as Reckitt Benckiser (1995-2000), Sara Lee (1993-1995) and Unilever (1990-1992).





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The first Sports Marketing Intensive Course represents an excellent opportunity to connect with main concepts that best executives of sport business use regularly. In a very practical way, and capitalizing on my 10 years of actual experiences, we will review revenue generation activities which can be worked out by sports properties, which in the current difficult financial environment require maximum creativity and preparation.

If you are a sports passionate, you want to know the benefits of sports marketing and sponsorship for your business, you are pursuing a knowledge update or you are considering a reorientation of your professional career, you should not miss it!



Esteve Calzada



Registration form

Full Name:

Birth date:

Studies:

Current occupation:

City and country:

Phone number:

Email:

Course venue:

Istanbul: June 6-7

Dubai: June 8-9

Tokyo: July 11-12

Singapore: July 14-15

Barcelona: October 20-21

Sao Paulo: November 21-22

Rio de Janeiro: November 24-25

Payment method: 990€ bank transfer to account number
BIC: BSABESBBXXX IBAN: ES89 0081 0105 18 0001571760