

Sports Tourism

Asia Pacific Conference 2009

1-2 April 2009 ✦ Hilton Hotel, Singapore

REGISTER NOW!

Please Visit
www.sportstourism-asia.com
today!

Capitalising on Multi-Billion Sports Business Opportunities Through Strategic Planning and Partnerships



Gain Insights on Policies, Opportunities and Latest Trends at the Inaugural Meeting for Sports, Tourism and Business!

Featuring Key Issues Including:

- ✦ Forging a public and private partnership in sports tourism
- ✦ Identifying the impact and implications of sports tourism and hospitality sectors
- ✦ Strategic understanding on the preferences and needs of sport tourists
- ✦ Key issues and challenges in the management of sporting venues
- ✦ Legal issues arising from organisation of sport events and provision of sports facilities
- ✦ Strategies to securing and sustaining long term sponsorships
- ✦ Staging of sporting events as a destination product

Featuring a Distinguished Panel of Experts from:

- Australian Sports Commission
- Singapore Island Country Club
- Rajah and Tann LLP
- East West Executive Travellers
- Twenty First Century Sports
- University of Nevada Las Vegas, Singapore
- William F. Harrah College of Hotel Administration
- Moore Sports, Australia
- Singapore Rugby
- Satyam BPO, India
- Research International Singapore
- International Leisure Consultants, Hong Kong
- Edward Whistler International
- TMS Asia Pacific
- The Amici Group (Organiser for Rugby World Club Challenge 2009)
- BrandHub
- Colliers International

7 Key Benefits of Attending:

- 1 GAIN** critical updates on the latest opportunities and trends on sports tourism in Asia
- 2 CAPITALISE** on the emerging sports tourism sectors and ride on its explosive growth
- 3 DEVELOP** and **LEVERAGE** on cross industry partnerships for new strategic growth
- 4 UTILISE** sports event sponsorship as part of your organisation's branding strategy
- 5 LEARN** how to connect your consumers through sports
- 6 HEAR** from leading and recognised industry players, key decision makers and experts
- 7 NETWORK, INTERACT** and **EXCHANGE** knowledge and ideas with regional practitioners and experts

Don't Miss:

- ✓ 1st Ever Sports Tourism Conference
- ✓ 16 Powerful Presentations
- ✓ 2 Days of Information Packed Conference
- ✓ 16 Hours of Networking Opportunities

ORGANISED BY: **The Asia BUSINESS FORUM**

SUPPORTING ORGANISATIONS: **Sponsorship Association of Asia**

BAS Singapore Bowling

ONLINE MEDIA PARTNERS: **Singapore Press Holdings**, **asiaone**, **sportbusiness INTERNATIONAL**

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"The future is Asia"

Joseph S. Blatter
President
FIFA

CA\$HING ON
MULTIDISCIPLINARY
FACETS IN SPORTS
BUSINESS!

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8.00 REGISTRATION AND MORNING COFFEE
.....
9.00 CHAIRPERSON'S WELCOME AND OPENING ADDRESS
*Andrew Chan, Managing Director
TMS Asia Pacific*

9.15

Keynote Address:

CREATING A DYNAMIC AND VIBRANT SPORTS INDUSTRY AND ECONOMY
*Brent Espeland
Acting Chief Executive Officer
Australian Sports Commission*

9.55

STAGING OF SPORTING EVENTS AS A DESTINATION PRODUCT
▪ Event selection criteria
▪ Tourism interest of sporting events
▪ Economic interest of sporting events
▪ Effective strategies
*Sylvan Braberry, CEO
Singapore Island Country Club*

10.35

MORNING REFRESHMENT

10.50

EVALUATING THE IMPACT AND POTENTIAL OF SPORTS TOURISM
▪ Sports tourism: Money or myth?
▪ The nature of sports tourism and its implication: High end sports vs low end sports?
▪ Sports tourism 101: Headaches and pitfalls!
▪ Sports tourism and the niche market
▪ Corporate hospitality in sports tourism
*Janet Tan-Collis, Chief Executive
East West Executive Travellers*

11.30

THE MANY FACES OF THE SPORTS TOURIST: CAPITALISING ON THEIR DIFFERENT NEEDS
▪ Identifying the characteristics of different types of sports tourists
1. High end visitors to iconic events
2. Corporate sponsors and their guests
3. Players who also participate in the event
4. Avid fans that follow their team around
▪ Assessing their potential needs and preferences and how best to appeal to them
*Nic Hall, Client Service Director
Research International
Singapore*

12.10

LUNCH

1.25

TALENT MANAGEMENT WITHIN THE SPORTS AND TOURISM SECTORS
▪ Treat your people like sport stars
▪ A diverse workforce
▪ Attract, manage and retain your talents
*Andrew Chan, Managing Director
TMS Asia Pacific*

2.05

LEGAL ISSUES ARISING FROM ORGANISATION OF SPORTS EVENTS AND PROVISION OF SPORTS FACILITIES
▪ Governance of sports organisations
▪ Managing sports facilities and minimisation of risks
▪ Legal responsibilities in organising sports events
▪ Marketing and sponsorship issues in sports
*Lau Kok Keng
Head, iTec and Sports Law Practice Group
Rajah and Tann LLP*

2.45

SPORTS TOURISM: OPPORTUNITIES FOR HOTELS IN ASIA
▪ The impact of major sports events on the hospitality sector
▪ What happens after the big event: Catering to smaller events?
▪ What sort of accommodation is required?
▪ What class of hotel works best?
▪ Mixed use schemes: Incorporating hotels into sports complexes
*David Faulkner
Regional Director | Consultancy and Valuation - Asia
Colliers International*

3.25

AFTERNOON REFRESHMENT

3.40

MANAGEMENT OF SPORTING VENUES
▪ Models for management of sporting venues
1. Government run
2. Management contracts
3. Partnerships
▪ Finding the right people!
▪ Planning the event calendar
▪ Management challenges in the Asian region
▪ Will they manage in FIFA World Cup South Africa 2010?



*Simon Shepherdson, Managing Director
International Leisure
Consultants, Hong Kong*

4.20

SPORTS EVENT MANAGEMENT - THE US OPEN EXPERIENCE AT PEBBLE BEACH
▪ Development of a unique management programme by University of Nevada Las Vegas
▪ Managing food and beverage operations in partnerships with the Pebble Beach Company in Monterey California
▪ US Open Events and National AT&T Celebrity Pro-Am Tournaments
▪ Challenges faced by organisations seeking to host a major sporting event



*Dr. Andy Nazarechuk, Dean
University of Nevada Las Vegas,
Singapore
William F. Harrah College of
Hotel Administration*

5.00

CHAIRPERSON'S CLOSING ADDRESS

5.15

END OF DAY ONE

"Around the world, close to 70% of sponsorship activities are in Sports, 20% in the Arts and the remainder in other areas."

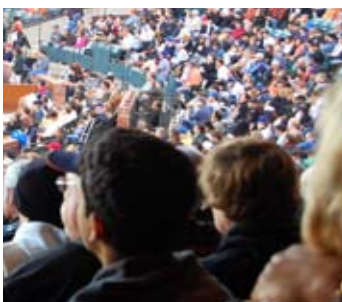
Professor Dominique Turpin
IMB Business School

TAPPING ON SPORTING OPPORTUNITIES & MULTIPLYING YOUR BUSINESS DOLLAR\$!

Register Now!

Call (65) 6536 8676

Visit www.abf-asia.com



8.30 MORNING COFFEE

9.00 **CHAIRPERSON'S WELCOME AND OPENING ADDRESS**
Anand V, Co Founder
Twenty First Century Sports

9.15 **KEYS TO BUILDING A SUCCESSFUL BRAND NAME FOR YOUR SPORTING EVENT: IS YOUR BRAND A "HOTEL ROOM KEY" PRODUCT?**

- Smarten your brand to establish a foothold
 - **S**pecific message that is meaningful, compelling and distinctive
 - **M**ulti-sensory synergistic customer experience
 - **A**greeable brand promise to all levels of the organisation
 - **R**edesigned brand delivery processes to fulfill brand promise
 - **T**imeless brand value proposition with unique perceived benefits

Case Studies on Standard Chartered Marathon and NITUC Soccer League

Edward Whistler Goh
Chief Executive Officer
Edward Whistler International

10.00 **SPORTS SPONSORSHIP BANDWAGON - A RIGHT TIME TO JUMP IN NOW?**

- The rise of sports events sponsorship among brand owners
- Selection criteria for sponsorship opportunities
- Required investment and value returned
- Evaluation of objectives and performances

Case Study

Ian Bremner, Chief Executive
Singapore Rugby

10.45 MORNING REFRESHMENT

11.15 **STRATEGIES TO SECURING AND SUSTAINING LONG TERM SPONSORSHIPS**

- Strategies to ensure continued support
- Aligning to new demands of sponsors
- Continuous assessment of strategy
- Benefits of long term sponsorship instead of one off sponsorship

Case Study

Dr. Sridhar Maturi
Head of Sports Marketing
Satyam BPO, India

12.00 **TOUCHING SPORTS SPONSORSHIP – CONSUMERS, CLIENTS AND STAFF (LASTING MEMORIES OF A SPORTS EVENT ARE FOUND THROUGH PARTICIPATION)**

- Overview: Beyond BRAND exposure - What is sponsorship
- **Case study 1:** KFC and V8 Supercars – Effectively utilising official status to engage customers and provide relevance

Multiple Case Studies

- **Case study 2:** Supercheap Auto – Bathurst 1000 staff engagement – Getting your team involved
- **Case study 3:** Vodafone and Formula One – Product engagement Australian Grand Prix 2003 – Sampling and demonstration
- **Case study 4:** Singapore tour of champions (October 2009) player interaction – Community and client clinics, star appearances and speaking engagements
- **Case study 5:** Macquarie bank and the SCG trust – Providing consumer benefits through exclusive access via product use

Gerard Doyle
Director of Business Development
Moore Sports, Australia

12.45 LUNCH

2.00 **ENHANCING YOUR BRAND EQUITY THROUGH SPORTS SPONSORSHIP**

- Role of brand in sports sponsorship
- Benefits of sponsorship in building brands
- Measuring brand equity and sports sponsorship
- Case studies

Multiple Case Studies

Shauna Li Roolvink, CEO
BrandHub

2.45 **YOU DO NOT NEED A BIG BUDGET TO MAKE BIG MOVES**

- Utilising Corporate Social Responsibility (CSR) to maximise brand awareness
- Leveraging sports for CSR, branding and publicity
- Economical and effective sports sponsorship during economic challenging times

Stiemens Run Case Study

Anand V, Co Founder
Twenty First Century Sports

3.30 AFTERNOON REFRESHMENT

4.00 **THE SPONSORSHIP BUDGET: ALLOCATING THE RIGHT DOLLARS**

- Common misconceptions and misinterpretations
- Assessing the type of target audience, market and lifecycle of brand's position
- Understanding the right campaign for the right product
- Determining the types of platforms and medias
- Pitfalls to avoid

Case Study

Phil Greening, Founder and CEO
The Amici Group
(Organiser for Rugby World Club Challenge 2009)

4.45 **CHAIRPERSON'S CLOSING ADDRESS**

5.00 **END OF CONFERENCE**

Speaker Profiles:

Keynote Address



Brent Espeland AM
Acting Chief Executive Officer

AUSTRALIAN SPORTS
COMMISSION

Brent Espeland commenced at the Australian Sports Commission in the position of Director, Business Operations Group in May 2001 with responsibility for the Commission's corporate, commercial and policy functions as well as its international operations in over twenty countries worldwide. In August 2002, Brent took up the role of Director, Sport Performance and Development, moving his focus to shaping and providing leadership to the Australian national sporting system through all levels from the grass roots to the elite. This involved working with sports on a range of issues including governance and management, anti-doping, national participation and high performance pathways planning, sports betting, anti-siphoning, succession planning and member protection.

More recently he has been involved in dealing with a number of strategic issues including the Commission's submission to the Government's independent review of sport and with the departure of the Chief Executive Officer, Brent was appointed to act in that role on 30 September 2008.



Andrew Chan
Managing Director

TMS ASIA PACIFIC

Day 1
Chairman

Andrew Chan is Managing Director across Asia, for TMS Asia Pacific, a top-tier specialist Travel, Tourism and Hospitality Recruitment Consultancy, based in Asia Pacific. He joined TMS with the responsibility of building recruitment services for the Travel, Tourism & Hospitality industries across Asia and has full responsibility for all aspects of the company's Asian operation.



Anand V
Co Founder

TWENTY FIRST CENTURY SPORTS

Day 2
Chairman

Anand, born in Malaysia, is 44 years old. Always a sportsman he represented his beloved Victoria Institution in football, x-country running and athletics. He then moved to Australia in 1985 and obtained a B.Com (major in Accounting and Information Systems) from the University of New

South Wales. During this time he represented the University football team. After his graduation, he was employed by the Australian Federal Government as an IT Auditor in Canberra. During his 15 years in Australia, he has held management positions in Commonwealth Bank of Australia and Prudential Australia. Upon his return to Malaysia, he has held senior management positions in IT Projects.

His significant career achievement before co-founding TWENTY FIRST CENTURY SPORTS was being the CEO Asia Pacific for a Norwegian company, Hooaha.Asia is his latest initiative to promote sports as "community glue" to bring sports fans from Asia together. This website will be launched in July 2009. As a co-founder of the Sponsorship Association of Asia, he intends to create an environment of sharing best practices between all stakeholders in the Asian sponsorship landscape to cater for the tremendous growth of sports in Asia.



Sylvan Braberry
CEO

SINGAPORE ISLAND
COUNTRY CLUB

Sylvan has extensive management and consultancy experience of more than 15 years for companies in Singapore, Dubai, Indonesia and Vietnam in the hospitality, oil & gas and trading sectors. He was also appointed by the Singapore Tourism Board as a consultant to conduct a study and advise on the Food & Beverage Industry.

Sylvan is also highly adept in the Club industry, with almost 20 years of experience. He has served on Club Management Committees for seventeen years and was appointed by the Singapore Sports Council as Chairman of the Changi Beach Club from 2003 to 2006 where he successfully re-branded the Club and grew its membership. A challenging opportunity to manage Clubs made him decide to turn down an extension of his Chairmanship at Changi Beach Club. That same year he went on to successfully manage the Warren Golf & Country Club in May 2006 and earned the accolade of being one of their best General Managers within a year. In April 2007, he joined the Singapore Island Country Club as its Chief Executive Officer.



Lau Kok Keng, Head, iTec and Sports Law Practice Group

RAJAH AND TANN LLP

Kok Keng heads up the iTec and Sports Law Practice Groups of Rajah & Tann. He has been in private practice since 1990. He undertakes a broad range of work including both contentious and non-contentious intellectual property and technology matters. His practice is increasingly focused on advising clients on sports, gaming, media and entertainment law issues. Some of the sports law related work that he has undertaken in the recent past include advising sports betting operators on legal and regulatory issues, representing television broadcasters in connection with the use of live footages of sports events, advising on projects involving the funding of sports associations and a professional football league, advising on intellectual property rights in sporting events, advising a national football association on sponsorship matters, taking enforcement actions on behalf of a regional football association against ambush marketing activities, structuring co-branding and advertising agreements in connection with sports events, advising on liabilities of sports facilities owners and operators, and the drafting of legislation governing legalised betting and gaming. Notable recent projects include being appointed as the Legal Counsel to the Singapore Asian Youth Games Organising Committee, advising the winning consortium of the Sports Hub Bid, performing legal due diligence for the International Olympic Committee in relation to the Beijing Olympic Games 2008, advising the International Sailing Federation on restructuring its Regulations and preparing the rules for the conduct of Formula 1 betting in Singapore.



Ian Bremner
Chief Executive

SINGAPORE RUGBY

Ian Bremner took up the post of Chief Executive on 26th September 2007. Ian hails from Northern Ireland and is an MA graduate of the University of Ulster. He has a background in teaching and lecturing, sports development, with the Sports Council for Northern Ireland and for the last sixteen years as a Director of Rugby in both Ireland and England. He has coached rugby at international level in three countries, Ireland, Sweden and England.

Plus Key Contributions from Leading Organisations Including:

- EAST WEST EXECUTIVE TRAVELLERS
- RESEARCH INTERNATIONAL SINGAPORE
- INTERNATIONAL LEISURE CONSULTANTS, HONG KONG
- UNIVERSITY OF NEVADA LAS VEGAS – SINGAPORE, WILLIAM F. HARRAH COLLEGE OF HOTEL ADMINISTRATION
- EDWARD WHISTLER INTERNATIONAL
- SATYAM BPO, INDIA
- MOORE SPORTS, AUSTRALIA
- BRANDHUB
- THE AMICI GROUP (ORGANISER FOR RUGBY WORLD CLUB CHALLENGE 2009)
- COLLIERS INTERNATIONAL

For enquiries and registration: Call (65) 6536 8676 or (65) 6536 8437 or visit us at www.abf-asia.com

Leveraging on Asia's Accelerating Sports Tourism Industry

"Global sports market would grow from S\$125.9 billion (US\$82.8 billion) in 2004, to S\$168.9 billion (US\$111.1 billion) in 2009. For Asia Pacific alone, the market is projected to grow from S\$19.3 billion (US\$12.7 billion) in 2004 to \$25.8 billion (US\$17 billion) in 2009."

PricewaterhouseCoopers (PwC), Global Entertainment and Media Outlook: 2005-2009

Who Should Attend:

From Government, Hospitality, Leisure and Tourism, Event Management, Media and Broadcast, Legal, Banking and Finance:

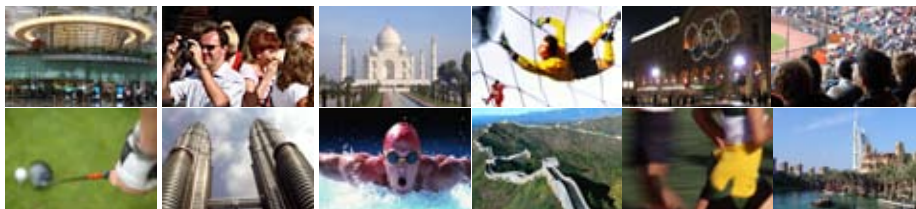
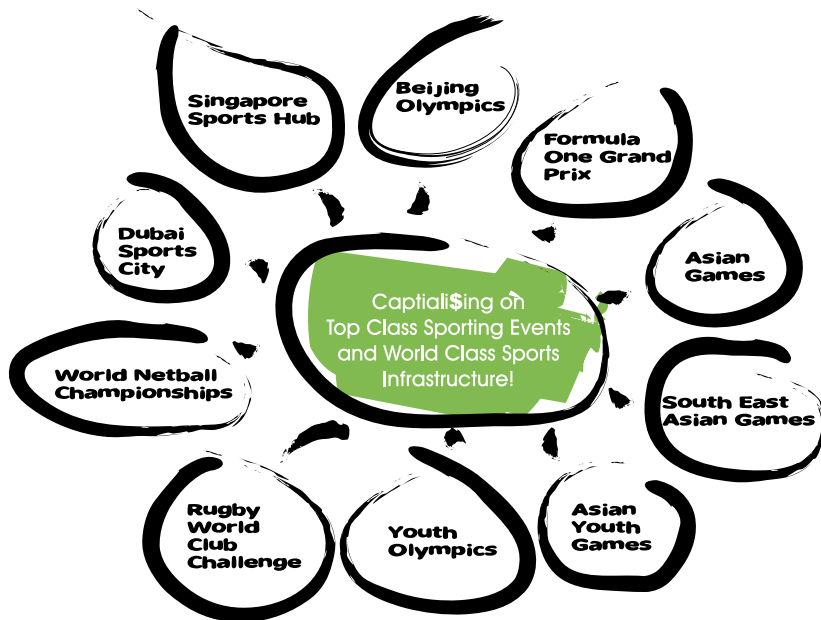
- ✦ Vice Presidents
- ✦ General Managers
- ✦ Directors for Sports and Tourism
- ✦ Directors of Tourism
- ✦ Heads of Marketing
- ✦ Chief Marketing Officers
- ✦ Sponsorship/Brand Managers
- ✦ Marketing & Public Relations Consultants
- ✦ Advertising and Promotions Directors
- ✦ Business Development Directors
- ✦ Corporate Planners
- ✦ Researchers
- ✦ Travel Agents
- ✦ Operators

Featuring key issues which are of interest to the industries of Building and Construction, Real Estate, Facilities Management, Sports Law Practitioners, Facility & Building Services Providers, Hotels and Investments:

- ✓ *Management of sporting venues*
- ✓ *Identifying the impact and implications of sports tourism and hospitality sectors*
- ✓ *Legal issues arising from organisation of sport events and provision of sports facilities*

- ✦ Project Managers
- ✦ Site Managers
- ✦ Building Managers
- ✦ Main Contractors
- ✦ Subcontractors
- ✦ Suppliers
- ✦ Construction Lawyers
- ✦ Engineers
- ✦ Quantity Surveyors
- ✦ Architects
- ✦ Building and Construction Consultants
- ✦ Academics and Sports Lawyers

Find Out How Governments and Corporations Across Asia can Tap on the Multi-Billion Sports Tourism Sector!



With the rising affluence in the Asian Region, there is a tremendous potential in Asia's Sports Industry with its vast and culturally diverse market place.

Do You have a Game Plan in Hand for this Exciting Growth?

- ✓ Are you able to tap on the investment opportunities in Asia's sports tourism?
- ✓ Are you able to leverage on the opportunities for your hotels through sports tourism?
- ✓ Are you able to overcome the challenges in management of sporting venues?
- ✓ Can you enhance your brand through sports sponsorships?
- ✓ Do you want to connect with your consumers through sports?

YES! This Inaugural Conference on Sports Tourism brought to you by *Asia Business Forum* will provide you with latest opportunities and insights on how you can leverage on Sports to **PROPEL** your organisation to the next phase of growth. With the vast experience of cross disciplinary experts including – **Policies, Investments, Hospitality, Legal** and **Marketing**, Sports Tourism Asia Pacific Conference is a **MUST-ATTEND EVENT** if you **DO NOT WISH TO BE LEFT BEHIND** in this burgeoning industry.

Join the Thousands of Key Decision Makers Who Have Benefited From Our Conferences!

**BOOK YOUR SEAT NOW!
REGISTER EARLY TO ENJOY EARLY BIRD SAVINGS &
GROUP DISCOUNTS! SIGN UP TODAY TO
RESERVE YOUR PLACE!**

Call (65) 6536 8676 or Fax (65) 6536 4356 or email to iza.jumri@abf.com.sg

REGISTRATION FORM

SPORTS TOURISM ASIA PACIFIC CONFERENCE 2009

1-2 April 2009 • Hilton Hotel, Singapore

Yes! Please register the following delegate(s) for this Conference
(Please photocopy for more delegates)

Please tick (✓) your choice session(s)

- 2-Day Conference only
 1-Day Conference only: [] Day 1 or [] Day 2

I am unable to attend but please put me on your mailing list

I am interested in Sponsorship/Exhibition Opportunities

I wish to claim 10% discount as a member of **SB**

Membership no. _____ (please fax us your membership card)

Name:(Dr/Mr/Mrs/Ms): _____

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Job Title: _____ Department: _____

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Email: _____

Nature of Business: _____

Company Web site: _____

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Hilton Hotel, Singapore

581 Orchard Road, Singapore 238883

Tel: (65) 6737 2233

Fax: (65) 6732 2917

Website: www.hilton.com

Attn: Room Reservation Department

For reservations, please make your bookings directly with the hotel. To enjoy the special room rates, please quote Asia Business Forum's "Sports Tourism Asia Pacific Conference 2009". Hotel bills are to be settled by delegates directly with the hotel. Hotel reservations and travel arrangements are the responsibilities of the registrant. Please note that hotel rooms are available on a first-come-first-served basis.

INCORRECT MAILING INFORMATION

It is possible that you may receive multiple mailings of this event or incorrect company details on the labels, for which we apologise. If this happens, please let us know so that we can update our database immediately. If you do not wish to have your name on our mailing list, please let us know and we will remove it from our listing.

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(65) 6536 4356



Mail: this completed form together with payment to:
Asia Business Forum (Singapore) Pte Ltd
3 Raffles Place #08-01 Singapore 048617



Email: iza.jumri@abf.com.sg
shirley.dw@abf.com.sg



WEB: <http://www.abf-asia.com>

Your investment for attending this Conference is:

	Regular Fee	Early Bird Fee (If Payment & registration are received by 27 February 2009)	Super Early Bird Fee (If Payment & registration are received by 30 January 2009)
2-Day Conference	S\$2,995 + 7% GST*	S\$2,795 + 7% GST*	S\$2,595 + 7% GST*
1-Day Conference	S\$1,795 + 7% GST*	S\$1,595 + 7% GST*	S\$1,395 + 7% GST*

Note: *GST is only applicable to Delegates from Singapore.

The fee includes lunch, refreshments and conference documentation.

Group Discount: Enjoy a group discount of **10% for 3 or more delegates** registered at the same time from the same organisation and of the same billing source.

METHODS OF PAYMENT

Please cross cheque or bank draft made payable to **ASIA BUSINESS FORUM (Singapore) PTE LTD** and mail your payment together with this registration to **3 Raffles Place, #08-01, Singapore 048617**. Enclosed is our cheque/draft for S\$ _____

Overseas delegates may pay by telegraphic transfer into the account of Asia Business Forum (Singapore) Pte Ltd which is: **Account No. 147-070312-001, The Hongkong and Shanghai Banking Corporation Limited, 21 Collyer Quay, #01-01 HSBC Building, Singapore 049320**. Please quote our reference no. **1974S** and your Company's name in your payment instructions.

Payment by credit card: To make payment by credit card, please call our customer service hotline at (65) 6536 8676.

Important Notice: Payments are required with registration and must be received prior to the Conference to guarantee your place. Walk-in delegates will only be admitted on the basis of space availability at the Conference and with immediate full payment.

CANCELLATIONS AND TRANSFERS

If you are unable to attend, a substitute delegate is welcomed at no extra charge. Please provide the name and the title of the substitute delegate at least 2 working days prior to the Conference. A refund less S\$300 administration charge will be made for cancellation received in writing on or before **12 March 2009**. Regrettably, no refund can be made for cancellation received after this date. A complete set of documentation will however be sent to you.

The organiser reserves the right to make any amendments and/or changes to the programme, venue, speaker replacements and/or topics if warranted by circumstances beyond its control.