

MARKET LIKE PROFESSIONAL SPORTS ORGANISATIONS



Attendees will learn about:

- How digital media is driving change in sport
- How to talk to the younger generation through digital
- Understanding your data and what you can do with it
- How to design and deliver engaging and sustainable product offerings
- Innovative activation programs to maximise sponsorship delivery
- Increase sponsorship and structure your sponsorship offers so they are worth more money
- Reigniting and re-engaging your community including fans
- Marketing and promoting your brand

Hurry places are limited!

GET THE ANSWERS FROM TWO LEADERS IN THEIR FIELD



Dan Butterly
Mountain West
Conference (NCAA)

Dan Butterly is the Senior Associate Commissioner at the Mountain West Conference - a conference affiliated with the National Collegiate Athletic Association (NCAA) in the USA..

Dan is responsible for branding and marketing the Mountain West. He directs marketing, promotions, merchandising, licensing, advertising, the MW Radio Network, works daily with sponsorship rights holders on all aspects of the Mountain West corporate partnership program.



Sean Callanan
Sports Geek

Sean Callanan is the geek behind Sports Geek, he understands the sports digital landscape with clients in the NBA, AFL, NRL & Cricket. Sean is known for Sports Geek Podcast and is a regular speaker on sports digital trends around the world including last month in London at Lord's.

Sean can show you how grassroots sports organisations can leverage digital the same way professional teams like Arsenal and Collingwood do.

**Create raving fans
that will lead to
bottom line success!**

Generate a fan experience that means more than just numbers at matches and events.

Wednesday 13 May - 6:30pm at Clayton Football Club, Meade Reserve, Haughton Road Clayton

Don't miss out on this amazing opportunity!

Book your ticket here:

<http://goo.gl/RfmDsV> - \$50 via EFT or cheque