



NSF SUNDAY WORKSHOP:
ACADEMIC WORKSHOP
 BEST PRACTICES | IDEA SHARING | PANEL DISCUSSIONS

The National Sports Forum is the largest annual cross-gathering of the top team sales, marketing and business development executives - from the broad spectrum of teams and leagues in North America. The 2015 NSF will be held at the **Duke Energy Convention Center** February 8-10, 2015.

WHAT is the NSF
ACADEMIC SUNDAY WORKSHOP

A unique opportunity for professionals in academia to come together and discuss and apply practical application to sports management related academic classrooms.

WHO SHOULD ATTEND

- Sports management educators and leaders in the sports industry.
- Industry leaders who have experience hiring, training, and managing entry level and young sport managers.

AGENDA

10:00am | **Academic requirements - Internship and the Law**

- What makes your program unique?
- Sharing of program success
- What are our needs?

10:45am | **Recruitment of students**

- Where to look for help
- Best practice - preparation for students
- What is the top recruiters strategy?

12:00pm | **Break for Lunch**

12:45pm | **Sales and Marketing**

- Why should this be taught?
- What should be taught?
- How should it be taught?

1:30pm | **Career Outlook**

- What jobs are currently available in the field?
- What career advice would industry leaders provide sport management students?

2:15pm | **If I was in your classroom**

- Open microphone
- Exchanging of ideas from the Pros in the field
- How to get into the academic classroom

3:00pm | **Conclusions & review**

5:00pm | **NSF Opening Night** at Paul Brown Stadium

SAVE THE DATE

SUNDAY, FEBRUARY 8, 2015

10:00am - 5:00pm

at the

DUKE ENERGY CONVENTION CENTER in Cincinnati, OH

HOW TO ATTEND

Regular Registration*

Single Attendee Badge

.....\$1,695

Triple Play Offer

3 Attendees From the Same Organization

.....\$3,500

**Please Note: Price valid up to '15 NSF*

WWW.SPORTS-FORUM.COM

FOR MORE INFORMATION CONTACT: NICOLE DEL VECCHIO at (619) 469 - 4101 x 207 | nicole@sports-forum.com