



**2015**  
**NFL London Game**  
**Sports Career Conference**  
**Wembley**



**SPORTSMANAGEMENTWORLDWIDE**

# LONDON SPORTS CAREER CONFERENCE

3 October 2015



## Dr. Lynn Lashbrook, SMWW Founder & President

Dr. Lashbrook, President & Founder of Sports Management Worldwide, the first ever online sports management school with a mission to educate sports business executives. SMWW, under Dr. Lashbrook's guidance, offers a global sports faculty with students from over 140 countries. In addition, Dr. Lashbrook is an NFL registered Agent having personally represented over 100 NFL clients including current Miami Dolphins Quarterback Matt Moore. Lynn is President of the SMWW Agency with over 200 Agent Advisors worldwide representing hundreds of athletes.



NFL PLAYERS

Dr. Lashbrook continues to spearhead an effort to bring Major League Baseball to Portland, Oregon. He led the lobbying efforts that resulted in a \$150 million construction bill for a new baseball stadium in Portland. Under his leadership, the group secured legislative action to subsidize a new stadium with ballplayers payroll taxes. Due to this campaign, a 25,000-seat stadium in the heart of the city was revitalized rather than torn down, now home to the MLS Portland Timbers. Prior to SMWW, Dr. Lashbrook served at the collegiate level as Athletic Director or Asst AD at University of Missouri, Southern Illinois University at Edwardsville, and the University of Alaska Fairbanks. Dr. Lashbrook is well known for his ethical compass, integrity...and puns! We encourage you to introduce yourself to Dr. Lashbrook. He loves meeting people!



## Rachel Anderson, FIFA Certified Player Agent

Rachel Anderson has been a high profile football agent for over 20 years and is a current board member of the Association of Football Agent. In 1993 she negotiated the record transfer of Julian Dicks from West Ham United to Liverpool for £3million fee and represented a number of high profile Premier League and Football League players.

In 1997 Rachel was the only female FIFA agent in the world. In the same year she was banned from accompanying her client to the Professional Footballers' Association dinner and successfully took them to court bringing an amendment of the Sex Discrimination Act with all-party support.

Her management company, R A Management, not only works in the football industry but represent the likes of MCA, Universal, BBC and Paramount throughout Europe, dealing with issuing licenses for their merchandising and marketing for the likes of Superman, Bugs Bunny and various superheroes. In regards to the football world, Rachel has now moved away from the 24/7 business of managing players and now concentrates on representing clubs.



## Sky Andrew, FIFA Certified Player Agent

Sky Andrew is a Team GB Olympian and winner of three Commonwealth Gold medals, a World Cup silver and 14 National table tennis titles. After a successful career in sport, he started Sky Andrew in the 1990's. Since signing its first client, Sol Cambell now represents many high profile soccer players, television personalities and companies with celebrity endorsement and PR.

Current and past clients include soccer players Jermaine Pennant, Jonathan Fortune, Adam Kwasey, Marvin Sordell and Jay Boothroyd. Other clients include James Anderson, Frank Bruno, TV presenters Sarah-Jane Mee and Natalie Sawyer.



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**SPORTSMANAG**



## Dawn Aponte, Miami Dolphins, Executive Vice President Football Administration

Dawn Aponte joined the Miami Dolphins on February 1, 2010, bringing with her a wealth of football experience at the team and league level. She is responsible for the management and strategic planning of the Dolphins salary cap, player contracts and budgets. Aponte also serves as the team's liaison on league affairs.

A veteran football executive, Aponte joined the Dolphins after spending the 2009 season as Vice President of Football Administration for the Cleveland Browns. In her role with the Browns, Aponte's primary responsibilities included player contract negotiations, salary cap management, player cost budgeting, league compliance, and assisting in other legal matters.

Aponte joined the Browns organization after spending the previous three years at the NFL office, where she served on the League's Management Council as the Vice President of Labor Finance. In her position at the NFL Management Council, Aponte represented the 32 clubs in dealings with the NFL Players Association and Class Counsel on salary cap and other labor related matters. She also dealt with the clubs on CBA, salary cap and player contract matters. Aponte served on the Management Council Working Club Executive Committee and worked with the ten-member owner committee (Management Council Executive Committee) on collective bargaining issues and labor related matters.

Prior to joining the league office, Aponte worked for the New York Jets for nearly 15 years in various capacities, most recently as the club's Senior Director of Football Administration. In this role, she worked closely with the Assistant General Manager on matters pertaining to the NFL's Collective Bargaining Agreement, player contract negotiations and salary cap management. Aponte graduated with a Bachelor of Science degree in Accounting from the University of Delaware in 1993 and passed the C.P.A. exam shortly thereafter. She went on to receive her Master's degree in Finance and Management from Wagner College in 1999, then continued on to earn her Juris Doctorate from New York Law School and is a member of the New York State Bar.



## Adam Barker, Business Development Manager

Adam joined the League Manager's Association in January 2015 with the task of maximising the commercial potential of the LMA and securing new partners. Adam is responsible for new business activity including sales and marketing, relationship management, and providing support in event delivery.



Adam began his career in the sport industry in 2005 at SportBusiness Group, with responsibility for sales of market intelligence products and services to organisations operating across international sport. He later progressed into the role of Head of Information Sales, a post he held for over 2 years. Adam then moved to Press Association Sport as

Commercial Manager, before taking up a new challenge at the agency RedTorch. Here he delivered successful sponsorship sales programmes for several key projects including SportAccord Convention, World Rugby Conference and Exhibition, and the Sports Journalists' Association British Sports Awards and Sports Journalism Awards.



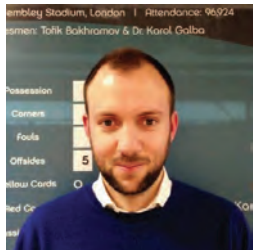
## Aaron Degereness, New York Jets Senior Manager, Operations

Aaron graduated from University of Wisconsin - River Falls with a degree in Sports Management. He has been working with the New York Jets since February 2008, working within team travel in a number of roles. He was voted the NFL's Best Team Travel Manager's in 2011 by the NFL host hotels.





# LONDON SPORTS CAREER CONFERENCE



## Simon Farrant, Perform Group Marketing Manager

Simon is responsible for the B2b media brands within Perform Group, Opta, the world's leading sports data brand, OptaPro, the market-leading analytics and performance analysis brand in soccer, rugby and cricket, and Omnisport, a global multi-platform sports news agency.

Simon works closely with governing bodies in multiple sports to highlight the advantages of sports analytics, including the Barclays Premier League to promote the use of analytical, data-led content on premierleague.com.

Simon is also responsible for marketing Opta, OptaPro and Omnisport's work across major tournaments, including the ICC Cricket World Cup, the IRB Rugby World Cup and the 2014 FIFA World Cup. Simon represents Opta and OptaPro on TV on Sky Sports in the UK and TV Globo in South America, and have been interviewed for several leading print and digital publications about the company's work. Prior to Opta, Simon worked of London Scottish RFC as their Marketing and Communications Executive.



## Maria Hopwood, SMWW International Relations Director

Maria Hopwood MA, MSc is a highly experienced academic and lecturer in the fields of sport public relations, marketing and business and is a published author, accomplished researcher and conference presenter. Prior to joining SMWW, Maria enjoyed a lengthy career in University education having taught at UCFB Wembley, the University of Northampton (UK), Leeds Beckett University (UK), Bond University (Queensland, Australia) and the University of Teesside (UK). Maria has gained extensive experience working with professional sports organisations in both Australia and the UK such as Durham County Cricket Club, Middlesbrough Football Club, Brisbane Roar Football Club and Gold Coast United Football Club. She has also worked with UEFA as an academic consultant. She is a member of the editorial boards for the journals Public Relations Review, the International Journal of Sport Communication and the International Journal of Sport Marketing and Sponsorship. As a committed student mentor, it always gives Maria huge

pleasure to see her students achieve their dream of a career in sport.



## Dave Lowe, Sports Marketing and Digital Media Consultant

Dave Lowe is a Sports Marketing Professional with over 16 years experience in marketing across various industries. Following five years in IT and Telecoms, Dave returned to University in 2009 to study a Masters in Sports Management graduating with merit a year later. Whilst studying, Dave completed a sports marketing internship in the English Premier League with Bolton Wanderers as well as attending and organizing sports industry events.

After periods of consultancy in both Rugby and Football, Dave joined St. Helens R.F.C. in April 2011 as Digital Marketing and Membership Manager. With a focus on developing ticketing and membership strategy, he helped the club achieve record season ticket sales and average attendance levels in 2012. Dave has also contributed to social media strategy, e-commerce, and match day hospitality, and currently manages aspects of match day operations,

ticketing, and CRM.

Dave specialises in digital marketing, social media and sports, CRM, ticketing and membership strategy. He also mentors sports marketing students and advises on how to launch your own sports career. His areas of interest lie in social media in sport, developing Sports CRM, fan engagement, and sports fan experiences.



## Tuomas Kanervala, CEO at AccuScore & SMWW Alumni

Tuomas Kanervala is CEO of Accuscore. The ultimate target of this job is to provide accurate sports predictions to all and by this way engage fans to the sports they love. Before joining Accuscore Tuomas was a management consultant in Accenture for 10 years. During this time he helped many Fortune 500 companies in the field of communications and media to improve their operations and digital supply chains. He has a Master of Sports Management degree from IE Business school, the program lead by Patrick Nally - the "founding father of sports marketing". Tuomas has been working in multiple sports media and sports rights projects globally as well as developed concepts for sustainable sports venues. He was also a personal adviser in sports-management.com, working with Lynn Lashbrook in 1990's.

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# SPORTSMANAG



## **Tom McCann, Arsenal Football Club Head of Premium Sales, Service and Operations**

Tom was born and raised in London before spending his formative years in Beijing, China at the International School of Beijing. Subsequently, Tom graduated with honours from Middlebury College, in Vermont, USA, with a BA in International Studies. In 2006, Tom began his career at Comperio Research, the research division of IMG Worldwide, before transferring to the IMG team at Wembley Stadium, where he was joined as an Account Executive, responsible for managing some of the 5,000 Club Wembley clients owning 15,000 VIP seats and 160 corporate boxes. Tom subsequently held roles in telesales, direct sales, client retention and sales management, ultimately being responsible, as Sales Manager, for the long-term and ad-hoc sales of all Club Wembley hospitality. In 2012,

Tom moved to Rio de Janeiro as Vice-President of IMX, an IMG joint-venture company with the Brazilian conglomerate, EBX, where he had primary responsibility for establishing the IMX stadium division, winning contracts for and then delivering the long-term commercialization of three FIFA World Cup 2014 venues: Beira Rio (Porto Alegre), Arena Pernambuco (Recife) and Maracana (Rio de Janeiro). In 2015, Tom returned to the UK as Head of Premium Sales, Service and Operations at Arsenal Football Club, where he currently manages a team of 32 executives to sell, manage and deliver the seasonal and ad-hoc hospitality for one of the biggest football clubs in the world.



## **Paul Molesworth, English Football League Chief Scout**

Paul Molesworth has spent over 15 years scouting the game at every level. He is most recently the former Chief Scout of English Two side Burton Albion. Previously Paul was Chief Scout for 2011-12 League 2 title winners, Swindon Town. He was also Chief Scout for Bristol Rovers, helping the club reach the Johnson Paints Trophy Final in 2006, followed a year later with a League 2 Wembley Play-off Final win and reaching a FA Cup Quarter Final in 2008. He began his scouting career working for Liverpool FC as Chief Scout for the Midlands area, a position he held for over 11 years.

Paul has worked as a Chief Scout through all levels of English football including Swansea City, Port Vale, Kidderminster Harriers, Greenock Morton, Luton Town, Mansfield Town, Oxford United and Northampton Town.

As a player Paul Molesworth was an accomplished left back making professional appearances for Walsall FC in England, Hamarun Spartans in Malta and AEK in Cyprus.



## **John Print, SMWW International Operations Manager**

John Print is SMWW's Director of Soccer and Licensed Soccer Players Agent by the FA with a focus on the UK, European, and USA markets. As an agent, John has represented clients at all professional levels in England, across Europe and the USA, including the EPL, MLS, & USL. In addition, John has been working as a freelance soccer Scout for professional teams in England for the past six years.

Besides working in soccer, John represents Olympic/Paralympic athletes and other sports personalities. Prior to working with SMWW, John worked with UK Sport within their International Relations and Drug-Free Sport departments.

He was also a partner with London-based sports agency, SIML before setting up his own agency called Sports Talent which focuses on promoting athletes to promotions and media projects. Highlights include providing talent for Global TV Commercials on behalf of Nike, adidas, EA Sports, Pepsi and Castrol and soccer talent for Timberland's Worldwide No 1 music video – "The Way I Are".



## **Keir Radnedge, World Soccer Journalist, Author, & Broadcast Analyst**

Keir Radnedge is chairman of the Football Commission of AIPS, the international sports journalists' association. He has been covering football worldwide for more than 40 years, reporting from the last 13 World Cups and writing more than 30 books, from tournament guides to comprehensive encyclopedias, aimed at all ages. His journalism career has included 30 years on national newspapers in Britain and other magazines all around the world. He is a former editor, and remains a lead columnist, of World Soccer and is a regular analyst for BBC radio and television, Sky, Aljazeera and CNN.

Keir edited a tournament newspaper at the FIFA World Cups of 1982, 1986 and 1990 and runs his own website, concentrating on sports politics and business at [www.KeirRadnedge.com](http://www.KeirRadnedge.com)

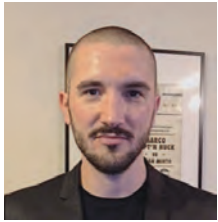


# LONDON SPORTS CAREER CONFERENCE



## **Kaleb Thornhill, Miami Dolphins, Director of Player Engagement**

Kaleb Thornhill enters his fifth season with the Dolphins as the organization's director of player engagement. In his role, Thornhill engages, educates and empowers individuals to reach their full potential both on and off the field. He also helps players in the transition process both into and out of the NFL through continuing education, financial education and providing assistance in dealing with family matters through player programs. Since 2013, he has served as a member of the NFL's Steering Committee for NFL Player Engagement, which provided advice and opinions in matters related to off-field support of players and their families. Additionally, Thornhill has fostered a holistic approach to the overall development of Dolphins players built upon Gratitude, Respect, Integrity, and Trust (G.R.I.T) and the creation of the Veteran Executive Education Program, which aims to continue to develop the veterans and families in all areas of their lives.



## **Richard Trafford, Trafford Sports LTD., Managing Director**

A licensed Football agent by the Football Association, Union of European Football Association and the Federation International de Football Association, Richard has a strong background as a young and upcoming agent. A sport Management graduate from London Metropolitan University, Richard also took the Athlete Management and Rugby Management courses with SMWW. Upon completion, he began to work for SMWW as the United Kingdom Manager. He then went on to work for various sports agencies in both the United States and United Kingdom including CS Sports Management, Kentaro Group UK, Cassius Management, and Sports International Management Limited. Richard started his own company, Trafford Sports Ltd, in February 2013.



## **Jan Wieland, Blacktop Management Founder & CEO**

Jan Wieland is a FIBA certified agent, who founded Blacktop Management after a series of injuries put his pro basketball career to an end. Born in Germany with German and Finnish descent, Jan played basketball in high school and college in the USA before moving back to Europe to play professionally.

After competing professionally in different countries, Jan has built up strong connections at every level in basketball and placed his players in 25 different countries around the world. He also understands the demands and pressures young and established basketball players encounter when playing overseas. He works closely with both the player and the team to solve any challenges in an overseas move, helping the player to settle as quickly as possible.

Away from athlete management Jan is a very active speaker against discrimination and racism. In Finland he has developed a nationwide school workshop program using sport to deliver a message surrounding multiculturalism identity, discrimination and racism. This is delivered by a team of professional athletes based in Finland with a multicultural background. The program reaches out to over 16,000 students each year.

Jan holds a business degree in HR Management and speaks English, German, and Finnish fluently.

## **SUNDAY GAME DAY**

**9.30am WEMBLEY STADIUM - once you go into the stadium you can not re-enter.**

Get yourselves in the mood for some great on-field action between the New York Jets and Miami Dolphins by getting to Wembley Stadium early to experience our Game Day Fan Plaza! Free of charge and open to non-ticket holders, Fan Plaza will open at 9.30 a.m. and will feature appearances by NFL Hall of Famers, performances by the Miami Dolphins cheerleaders, music acts and interactive and historical NFL elements.

And of course there will be the opportunity to buy merchandise from all 32 teams in the NFL Shop, as well as a wide selection of food and drink for purchase.



**2:30pm Kick Off: Miami Dolphins vs. New York Jets**



VS



**SPORTSMANAG**



# MATT MOORE

## Miami Dolphins Quarterback



8  
years in the NFL

9  
AFC Offensive Player  
of the Week 9, 2011

4  
Successful seasons  
with the Carolina  
Panthers

2011  
Miami Dolphins MVP



At Wembley Stadium

2007  
Signed as an undrafted  
free agent

AGENTWORLDWIDE

# AMERICAN FOOTBALL SIGNALS

**Clipping** - The act of hitting an opponent from behind. You must make contact from the side or front of the player so he has the opportunity to defend himself. The only exception to this is if the player is holding the football and you are simply performing a tackle. (15 yard penalty)

**Delay of Game** - The offense has 40 seconds to snap the football (the clock starts at the end of the previous play). If they fail to hike the ball before those 40 seconds are up, they will be penalized 5 yards and will re-play the down.

**First Down** - The offense has four downs (opportunities) to gain 10 yards and receive a "first down." If the offense cannot move the ball 10 yards in four downs, they are forced to surrender the ball to the opposing team.

**Touchdown** - The act of scoring a touchdown is worth 6 points for the team who scores. This can be done by running the ball over the goal line, catching the ball in the end zone, or recovering a loose ball in the end zone.

**Holding** - The act of an offensive player holding a defensive player in a way that does not allow him to make a play. There is a certain technique that is supposed to be used to block defenders. Also, if the defender holds the receiver in a way that inhibits his chance to catch the ball, he will be penalized for defensive holding. Holding could probably be called on every play, but it is up to the referee's opinion to call a penalty or not. (10 yard penalty)

**Illegal Cut Block** - When one blocker is blocking above the waste of the defender, and at the same time, another blocker dives and takes out the legs of the defender. (15 yard penalty)

**Ineligible Receiver** - Offensive linemen cannot directly catch the football. Also, if a player steps out of bounds, he cannot be the first person to catch the football. (5 yard penalty)

**Illegal Motion** - Unless the offense is shifting formations (multiple people moving into a new formation), it is illegal for more than one player to be "in motion" before the ball is snapped. (5 yard penalty)

**False Start** - When an offensive player moves forward before the ball is snapped. (5 yard penalty).

**Illegal Use of Hands** - This is typically called on offensive and defensive linemen for using their hands in an aggressive way on the neck and head of the opposing player. (10 yard penalty)

**Intentional Grounding** - When the quarterback throws the ball away to avoid being sacked by the defense. If he is out of the "pocket" and throws the ball past the line of scrimmage, this penalty does not apply. (10 yard penalty and loss of down)

**Loss of Down** - Due to a penalty, the offense loses a down (opportunity) to gain a first down.

**No Catch/Penalty Declined** - This is the motion used when the pass is not caught (incomplete pass) or if the opposing team chooses to decline a penalty.

**Off Sides** - When a defender is lined up on the offense's side of the line of scrimmage while the ball is snapped (5 yard penalty)

**Pass Interference** - The act of a player interfering with the opportunity for the opposing player to catch the football. This can be called on both the defender and the receiver. (15 yard penalty)

**Personal Foul** - This is a penalty called for a variety of things including: hitting a player after the play is over, grabbing a player's facemask, making helmet-to-helmet contact, etc. (15 yard penalty)

**Roughing the Kicker** - This penalty is called when the defender makes contact with the kicker during a punt or field goal attempt. (10 yard penalty)

**Safety** - This is when the player is tackled in his own end zone. It is worth 2 points for the defense.

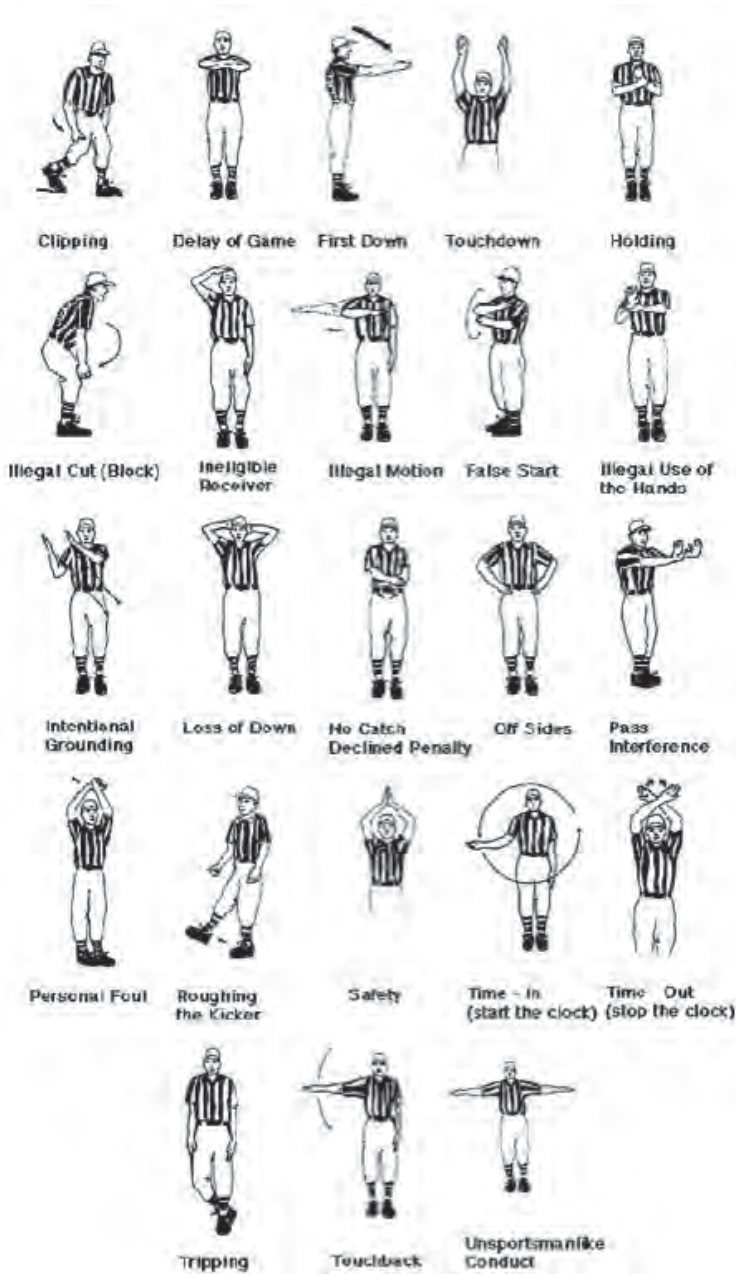
**Start the Clock** - This is the motion used to start the game clock.

**Stop the Clock** - This is the motion used to stop the game clock.

**Tripping** - The act of deliberately using your feet/legs to trip the opponent. (10 yard penalty)

**Touchback** - On a kickoff or punt, if the ball goes into the end zone, the player has the choice to return the kick, or take a touchback. A touchback automatically puts the ball on your own 20 yard line.

**Unsportsmanlike Conduct** - This penalty is called for things players do that are unsportsmanlike such as: team celebration dances, taunting, unnecessary roughness, etc. (15 yard penalty)





# AMERICAN FOOTBALL DEFINITIONS

## How the National Football League (NFL) is Organized

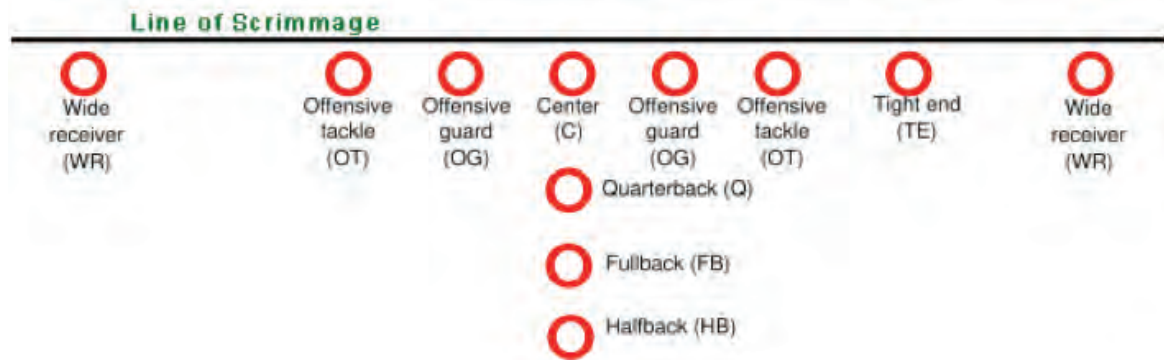
Today's game is one of 16 regular season matches that each team plays over a 17 week season. The NFL's 32 teams are split into two conferences – National Football Conference and American Football Conference. Each conference has four divisions of four teams: North, South, East and West. The Oakland Raiders are from the AFC West and the Miami Dolphins are from the AFC East.

## The Five Golden Rules

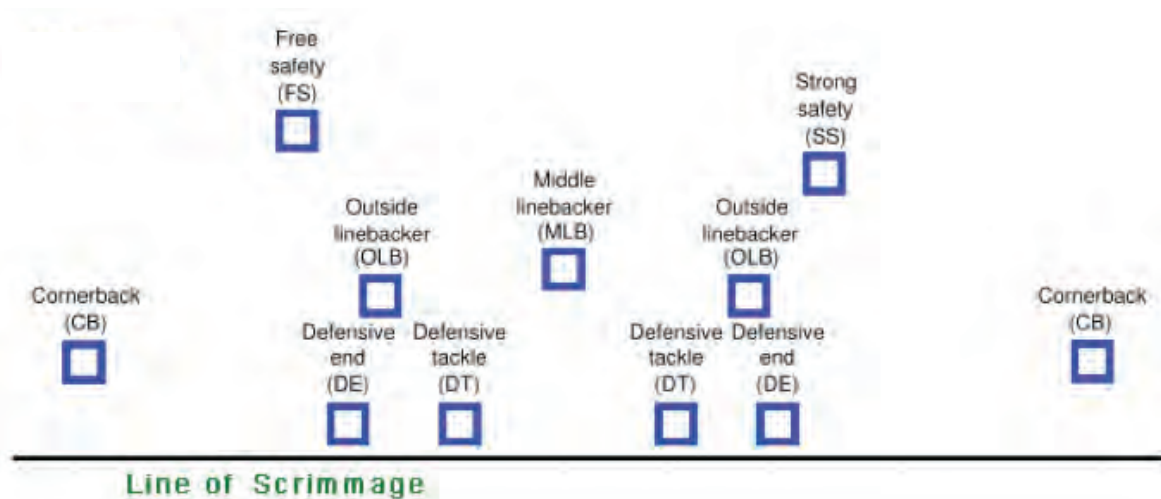
1. Teams score 6 points for a touchdown, 3 points for a field goal, and 1 point for a kick after the touchdown.
2. Teams move the ball in a series of plays (called downs). The play ends when the ball-carrier is tackled or when the ball hits the ground.
3. Teams have to gain 10 yards in 4 plays (downs) to keep possession and earn a fresh set of 4 downs. For example: If a team gains 4 yards on its' first down, they now face 2nd and 6 (2nd down and 6 yards to go to make the required 10 yards).
4. On each play, teams can choose to run by handing off to the running back, or pass (quarterback throws to receiver). On fourth down teams will usually try to kick a field goal or punt the ball away if they don't think they can gain enough yards.
5. Players on the offensive team can protect the man with the ball by blocking opposing tacklers.



## OFFENSE LINE OF SCRIMMAGE



## DEFENSE LINE OF SCRIMMAGE



# SMWW COURSES

## SMWW SPORTS CAREER COURSES

SMWW offers over 20 Sports Career Courses to accelerate your career in sports. You have met many people who have taken our courses here today. Some were speakers, some were attendees. All of the courses are similar to today's session that they give you the "*what you know*" and the "*who you know*".

For attending today's conference, you receive a \$200 discount (\$300 for SMWW Alumni) on a SMWW Course.

### COURSES INCLUDE:

- Live Audio Chats with your Mentors
- Advice & Mentoring for years to come
- Resume Enhancement
- Informational Interviews
- Software and textbooks
- References from your Mentors
- Access to SMWW network
- Invitation to the SMWW Alumni Association
- Cutting edge technology
- Academic credit transferable to your school



*Books and materials are included. Courses are 8 weeks long, but can be taken at your own pace.*

### COURSE DESCRIPTIONS: (Price includes today's discount. Payment plans available.)

**Athlete Management - \$1250:** Become a Sports Agent! Learn skills and strategies necessary to represent professional athletes. Recruiting, draft preparation, contract negotiation, marketing, endorsements, sponsorship and legal requirements to represent clients in each sport. **Live Audio Chat Mentors: NFL Agent Dr. Lynn Lashbrook, former NFL and NBA Agent Joel Corry, FIFA Agent John Print, MLB Agent Oscar Suarez, NBA Agent Bret Kanis, and NHL Agent Manny Schmidt.**

**Baseball Analytics - \$1250:** Learn how to disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. **Live Audio Chat Mentor: Ari Kaplan, AriBall CEO.**

**Baseball GM & Scouting - \$1250:** Sabermetrics, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former LA Dodgers GM Dan Evans, MLB Scout Larry D'Amato.**

**Basketball Analytics - \$1250:** Learn how to utilize basketball statistics, understand analytical concepts and data science within the context of basketball to measure the value of players and teams. Go inside the numbers with statistical tools and rules that can help explain the winning, or losing, ways of a basketball team. Learn how teams use statistics to interpret player and team performance. Join a cutting edge field of experts. **Live Audio Chat Mentor: Basketball Analytics Pioneer Dean Oliver.**

**Basketball GM & Scouting** Includes digital video editing, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: NY Knicks, Director of Player Personnel, Mark Warkentien.**

**Coaching the Next Level - \$795:** Skill development, funding, sponsorships and marketing as it relates to coaching. Skills and strategies to grow a career in coaching. Player evaluation, coaching evaluation, recruiting, retention, liability, leadership, management, and the steps to building a championship program. **Live Audio Chat Mentor: Dr. Jim Krause, Winning Sports Programs President.**

**Cricket Business Management - \$795:** Including team operations, club management, talent identification, team sponsorship, umpiring, coaching, junior, womens, new technologies, recruiting, the business of running a club and essential tools of professional and amateur cricket clubs. **Live Audio Chat Mentor: Ken Jacobs, former CEO of Cricket Victoria, the largest cricket club in Australia.**

**Digital Video Editing - \$1250:** Designed for individuals wanting to break into sports via the video department of professional and university teams. You will be trained in Synergy Sports Technology or XOS Technology used by NBA & NFL teams and EA SPORTS. **Live Audio Chats with Synergy Sports Technology Staff and/or XOS Technologies.**



# SPORTSMANAG

# 8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

**Football Analytics - \$1250:** Learn how to utilize football statistics, understand analytical concepts and data science within the context of football to measure the values of players and teams. Learn how the NFL uses statistics to interpret player and team performance. **Live Audio Chat Mentors: NFL Analytic Experts**

**Football GM & Scouting - \$1250:** Includes Coach's Office software and XOS Technology training, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the GM. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: former Tampa Bay Buccaneers GM Mark Dominik, former NFL Executive & legend John Wooten & former NFL Scout Russ Lande.**

**Hockey Analytics - \$1250:** Advanced hockey scouting, game and player analysis, using hockey analytics and statistical tools utilized by the NHL. **Live Audio Chats with NHL Experts hosted by Mike Oke, Peterborough Petes' General Manager.**

**Hockey GM & Scouting - \$1250:** Includes training with Steva Digital Video Editing and Rinknet, the scouting software used by the NHL, traditional scouting skills, evaluation tools and the business side of managing a team, player personnel and the job of the General Manager. Includes cutting-edge software used by professional teams. **Live Audio Chat Mentors: Boston Bruins former GM Harry Sinden & Mike Oke, Peterborough Petes' General Manager.**

**Mixed Martial Arts Management - \$795:** One of the fastest growing sports in the world is now looking for all sorts of talented and creative people. Learn from former Olympic silver medalist Matt Lindland, MMA competitor, coach, agent and promoter, the inside of this business. **Live Audio Chat Mentor: Matt Lindland, USA Wrestling Greco-Roman Coach.**

**Motorsports Management - \$795:** Business side of the racing industry, race team management, speedway and track operations, media and event management, motorsports marketing, pit crew, revenue and sponsorships. **Live Audio Chat Mentor: Tom Weisenbach, Indiana Motorsports Association Executive Director.**

**NFL Agent Certification Prep Course - \$795:** Offers study preparation for individuals who have applied and been accepted to take the NFLPA Certification exam. **Live Audio Chats Mentor: former NFL and NBA Agent Joel Corry.**

**Rugby Business Management - \$795:** Team operations, club management, talent identification, team sponsorship, coaching, women's rugby, new technologies, recruiting, the business of running a rugby club and other essential tools of professional and amateur rugby clubs. **Live Audio Chat Mentor: Newcastle Falcons Managing Director Mick Hogan.**

**Soccer Analytics - \$1250:** Soccer scouting, match a player analysis and transfer dynamics using an online platform utilized by the top soccer clubs in the world. Learn Wyscout- the leading soccer match analysis and player scouting platform. **Live Audio Chat Mentors: Lee Fraser Newcastle United Football Club Technical Scout, EPL Scout John Print with Wyscout.**

**Soccer Management & Scouting - \$1250:** Traditional scouting skills and transfer dynamics, evaluation tools and the business side of managing a team, player personnel and the job of the GM. **Live Audio Chat Mentors: ESPN Analyst Tommy Smyth, Aston Villa Scout (EPL) Steve Simmons, and Portland Timbers Scout (MLS) Matt Martin.**

**Sports Administration - \$1250:** Enhance revenues, manage cost-effective programs, manage and maintain a full menu of sports, community relations. Designed for those that want to be Athletic Directors, work for an Olympic Committee, governing bodies, sports hall of fame, and international sports organizations. **Live Audio Chat Mentors: Dr. Jim Krause Winning Sports Programs.**

**Sports Broadcasting - \$795:** Sportscasting, play-by-play with cutting edge technology. Conduct coach's interviews, execute live pre/post game interviews, host weekly coaching shows, and create an on-air sports personality. **Live Audio Chat Mentors: Portland Trail Blazer Announcer Brian Wheeler and Integrity Sports Network Host Steve Nash and Sports Talk Radio Host Scott Moore.**

**Sports Media & Communications - \$795:** Public Relations, marketing, new media communications, social networking, and journalism at the major league level. **Live Audio Chat Mentor: Seahawks and Mariners Sideline Reporter Jen Mueller.**

**Sports Revenue Management - \$1250:** Train for entry-level positions in the front office of your favorite team. Includes sponsorship, sales, & entry-level marketing needed to be hired as an Account Executive. **Live Audio Chat Mentors: Indianapolis Colts VP Greg Hylton, Salem Keizer Volcanoes President Tom Leip, and Bill Guertin, CEO, The 800-Pound Gorilla.**



# SPORTSMANAGEMENTWORLDWIDE



# SMWW CAREER CONFERENCES



## **Annual Baseball Meetings** - Dec 6-7, 2015, Nashville, Tennessee

All 30 MLB teams & 161 minor league teams convene to discuss league business, conduct off-season trades & transactions.

## **NFL Combine** - February 25-27, 2016, Indianapolis, Indiana

From athlete to owner, the “who’s-who” of the NFL

## **Portsmouth Invitational Tournament** - April 13-16, 2016, Virginia

Watch the top 64 NCAA basketball players in the country compete for NBA Agents & Executives

## **NHL Draft** - June 23-25, 2016, Buffalo, New York

Watch NHL Execs make their picks live on the arena floor. Includes “100 level” tickets to all 7 rounds

## **Vegas Summer League Games** - July 9, 2016, Las Vegas

See 8 NBA teams in one day!

## **NFL London Game** - October 2016, Wembley Stadium

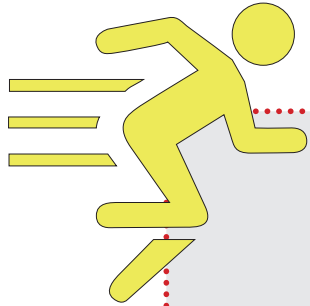
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## SMWW TEAM



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FIFA Agent



**Jan Wieland**  
FIBA Agent  
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**Maria Hopwood**  
SMWW International  
Relations Director



**Alyssa Rutherford**  
Student Services & Agency  
Operations Director



**Jeff Murrells**  
SMWW Rugby Director



**Antony Moule**  
SMWW Social Media



**Marwan Awar**  
SMWW Agent Advisor



**Yury Esin**  
SMWW Agent Advisor



**Liz & Lynn Lashbrook**  
SMWW Owners

**Thank you for being our guest this weekend.  
We hope to see you again soon!**



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# ONLINE GRADUATE DEGREES



Sports Management Worldwide and Concordia University Chicago (CUC) have partnered to offer you an accelerated online Masters and Doctorate degrees.

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- Sports Leadership M.A.
- Sports Leadership Ed.D
- Sports Leadership Ph.D

## WHAT DIFFERENTIATES AN ONLINE DEGREE WITH SMWW & CUC?

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**GLOBAL SPORTS BUSINESS NETWORK** - with over 10,000 graduates from over 140 countries complemented by a global faculty, SMWW has graduates in every major league. Whether you take an online degree program or just one course, you join this vast network.

**SPORTS CAREER ADVANCEMENT** - Sports executives at the highest level and former professional athletes take SMWW/CUC programs. Advance your career to the next level with SMWW & CUC.



*We are proud to have sports industry leader, **Mark Warkentien**, New York Knicks Director of Player Personnel and NBA Executive of the Year as a recent graduate of the CUC-SMWW Masters Degree Program.*



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# SMWW SUCCESS STORIES

Over 10,000 graduates working in over a 140 countries!

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Grétar Steinsson – Fleetwood Town  
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Aaron Mokoena – South African FA  
Jeff Murrells – RFU Registered Agent  
Rahul Lingham – Oddball Sports India  
Salif Dialo – Stoke City FC Ambassador  
Piere Simon Alexander – Brentford FC  
Gilmore Saaiman – GS Sports Agency  
Victor Alfa – Skylet Andrew  
Charis Ioannou – Cyprus Basketball Federation  
Edward Summers – FIFA Agent  
Newman Ebiegberi – Serahana Sports  
Alexa Atria, New York Yankees  
John Ross, Portland Trail Blazers  
Simon Barrette Columbus Blue Jackets  
Mark Warkentien, New York Knicks  
Paul Epstein, San Francisco 49ers  
Demetri Betzios, Toronto Argonauts  
Andre Sherard, Sporting Kansas City  
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Mark Smith, Oakland A's  
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Brett Breece, Seattle Mariners  
Josh Stoller, Milwaukee Brewers  
Jonne Lindblom, Golden Star Management  
Ryan Latham, Seattle Mariners  
Tony Piazza, Arizona Diamondbacks  
Keith Casey, College Prospects of America  
Troy Steffy, Toronto Blue Jays  
Chris Colwell, San Francisco Giants  
Phil Nicoletti, Cleveland Indians  
Juan I Vicioso, Atlanta Braves  
Thierno Diallo, Global Foot Agency  
Russ Blatt, formerly Chico Outlaws  
Richard Garland – Apollo Sports Agents  
Jim Sherry, Viola FC Football Agency (Scotland)  
Justin Clutter, Rabun County High School  
Devon Teeple - The GM's Perspective  
Jerry Differding - Biz of Baseball  
Bill Jordan - Business of Sports Network  
Duncan Maxim – Head of Golf at MB Partners  
Ray Milheur, Freelance Baseball Writer  
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Terry Lawriw, AFC Cleveland  
Jon Bruenig Beaverlodge Blades  
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Dave Cadelli Cedar Rapids Roughriders  
Ron Contillo Iowa State University  
Brent Coombs Strathmore Wheatland Kings  
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Brian Orth, Cloverdale Minor Hockey Association  
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