



2016

**NFL London Game
Sports Career Conference**

Wembley



SPORTSMANAGEMENTWORLDWIDE

LONDON SPORTS CAREER CONFERENCE AGENDA

- 8:50** **Welcome and Opening Remarks**
Dr. Lynn Lashbrook, SMWW Founder & President
- 9:00** **Scouting in Soccer**
Joe Monks – Barnet Football Club, Head of Recruitment
Steve Simmons – Aston Villa Football Club, European Scout (Provisional)
Dave Goodwin – Newcastle United, First Team Scout (Provisional)
- 9:45** **Entry Level Opportunities in Sports**
Katie Fitz-Costa – Arsenal Football Club, Senior Executive Box Account Manager
Graham Bramwell – Arsenal Football Club, Premium Sales Executive
- 10:45** **Sponsorship in Sports**
Chris Gratton – Octagon, Group Director
Shaun Petafi – EFL, Commercial Development Manager
- 11:30** **Sports Media & Broadcasting**
Alison Bender – ESPN Europe, Broadcaster & Journalist
Keir Radnedge – World Soccer, Journalist
- 12:15** **NETWORKING LUNCH**
- 13:00** **Soccer Analytics**
Richard Trafford – Wyscout, Head of UK & North America
Jamie Dos Anjos – Stats, Head of Education Consultant
Lee Fraser - Newcastle United Football Club Talent ID & Data Analyst
- 13:45** **Sports Media & PR**
Dave Lowe – Sports Marketing Consultant
- 14:30** **Business of Sports Agent**
Sky Andrew – FIFA Agent
Duncan Maxim – Mark Blundell Partners, Head of Golf
- 15:15** **Integrity in Sports**
Michele Verroken – Sporting Integrity, Founder
Hubert F. Register II – HFR Consulting
- 16:00** **The Athletes Journey**
Gladstone Small – Former England Fast Bowler; SMWW Faculty
Andy Laphorne – Paralympic Rio 2016 Double Medallist, Wheelchair Tennis
- 16:45** **Closing Remarks**



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LONDON SPORTS CAREER CONFERENCE

29-30 October 2016



Dr. Lynn Lashbrook, SMWW President & NFL Agent

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 over 10,000 alumni from 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 as well as other clients. 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. At the University of Missouri, the Men's Basketball won 4 consecutive Big 8 Championships. While at University of Alaska Fairbanks, Dr. Lashbrook created the Top of the World Basketball Tournament.

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! *Be mentored by Dr. Lashbrook, take any SMWW course!*

Twitter: @SMWW



Sky Andrew, FIFA 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 Kwesarey, Marvin Sordell and Jay Boothroyd. Other clients include James Anderson, Frank Bruno, TV presenters Sarah-Jane Mee and Natalie Sawyer. **Twitter: @SkyAndrew3**



Jamie Dos Anjos, STATS, Education Consultant

Jamie is the Education Consultant at STATS. As part of his role, he is responsible for planning, writing and delivering Performance Analysis education to a number of different audiences.

Jamie works throughout the year with students and aspiring analysts on employable and applied skills, in addition to leading and contributing to Performance Analysis education with the Turkish and Scottish Football Associations. Before working in Performance Analysis, Jamie was an English as a Foreign Language Teacher to students of all ages in a number of different countries. **Twitter: @DosAnjos44**

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Alison Bender, ESPN, Reporter, Broadcaster & Journalist

Alison Bender is ESPN's London based Football presenter and reporter. Over her fifteen years in broadcasting Alison has hosted and reported live at many matches and tournaments including FIFA World Cups, UEFA European Championships, UCL, Europa League and the EPL.

For the past five seasons Alison has been working for the Premier League's global channel, hosting analysis shows, reporting live at matches and managers' press conferences and interviewing players.

In 2004 Alison relocated to Madrid to set up the club's English language version of Real Madrid TV before moving back to the UK to work for Chelsea TV.

An expert speaker on Premier league and European football, Alison is a regular host and guest on podcasts, TV and radio shows.

Other channels you may have seen Alison on include the BBC, ITV, TalkSport, Al Jazeera and Sky Sports News in the UK as well as many global channels. **Twitter: @alibendertv**



Graham Bramwell, Arsenal FC, Premium Sales Executive

Graham has been employed with Arsenal FC for over 3 years, with his first role focused on the sales, service and maintenance of the hugely popular, General Admission Season Ticket waiting list.

An internal move allowed Graham to join the Premium Sales team, which promotes and sells the Ultimate match day experience at the Emirates stadium on a season and game-by-game basis. Before working for Arsenal FC, Graham previously worked for L'Oréal, Groupon and within the Financial Services industry.



Katie Fitz-Costa, Arsenal FC Senior Executive Box Account Executive

Katie has been working at Arsenal Football Club for the past 4 years. Her role involves independently managing the relationships of around 50 Executive box holders, facilitating their contractual obligations as well as assisting with their operational match day requirements. Prior to that, Katie previously worked at Conde Nast having joined the globally recognized publishing house on their graduate scheme, where she was tasked with selling advertising in luxury magazine titles.

She began by completing a BSc degree in Business and Marketing Management at Oxford Brookes University, which allowed her to develop a greater knowledge of the business environment, as well as gaining a genuine passion for working specifically in the sports industry. She has always had an ongoing interest in working within this field having taken part in gymnastics throughout her childhood, and competing previously for the Great British Gymnastics team! **Twitter: @KatieFitzC**



Lee Fraser, Newcastle United Talent ID & Data Analysis, SMWW Faculty

Lee has been with Newcastle United FC for over 14 years as a Technical Scout, Talent ID & Data Analyst, while also consulting in analytics for many soccer operations, including for the South African "Road to World Cup" in 1998, the UEFA Champions League in 2003, the UEFA Cup from 2003 – 2007 and the Welsh FA in 2007. Let Lee mentor you in the SMWW Soccer Analytics Course



Chris Gratton, Octagon, Group Director

With over 10 years' experience in Sponsorship, Chris has an extensive background, heavily specialised within the area of football consultancy.

He has worked across a number of key clients including Mars, England FA, MasterCard, Sony Mobile, UEFA Champions League sponsorships as well as Budweiser FA Cup, delivering a number of award winning campaigns along the way.

Chris's first key roles in sport sponsorship was as a member of the Leo Burnett sponsorship division, working on McDonald's Global Sports Sponsorship portfolio. In his role he oversaw their involvement in the 2006 World Cup, 2008 European Championships and Beijing Olympic Games. **Twitter: @CRMGratton**



SPORTSMANAG



Andy Lapthorne, Paralympic Athlete

Andy took up wheelchair tennis after playing on the courts at his local park before being introduced to the sport through the Tennis Foundation's Wheelchair Tennis camps.

At London 2012, Andy made his Paralympic debut, winning silver in the quad doubles yet alongside Team GB, Paralympic Flag Bearer Peter Norfolk.

Since London 2012 Andy has won his first Grand Slam quad singles title at the 2014 US Open as well as two additional Australian Open quad doubles titles.

At the 2016 Rio Paralympics Andy won a silver and bronze medal in the quad singles and doubles respectively. He has his sights set on Tokyo2020 and winning gold!

Away from the tennis court, Andy supports West Ham United and is an ambassador for Brentford FC. In the future, Andy has a keen interest in working in the media. **Twitter: @lapstar11**



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, match day hospitality, and aspects of match day operations.

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.

Twitter: @DaveLowe21



Duncan Maxim, Mark Blundell Partners, Head of Golf, SMWW Alumni

Duncan is the first port of call for professional golfers at MB Partners. He studied business law at university in London, before embarking on an international career that took him to Asia & Australia.

Duncan's main expertise are sales & marketing, brand management and managing client relationships. He has sourced opportunities for high profile golfers around golf course design/development, where he consulted on a number of large resort developments. Duncan has extensive knowledge of the investment marketing having worked in the stock market & alternative asset classes. Above all, his main passion in life, along with his family, is golf, making sure MB Partners clients receive unrivalled personal attention, both on and off the course. Duncan is a graduate of the SMWW Soccer Agent Course. **Twitter: @Maxim_DR**



Joe Monks – Barnet FC, Head of Academy Recruitment

Joe Monks started scouting soccer at the age of 16 as a voluntary scout for Brentford FC. Over a three year period he progressed to a full time role as the clubs Under-18 Recruitment Manager.

After Brentford FC, Joe was employed by Southampton FC as their 'London Recruitment Officer' to develop their highly successful satellite academy system in the London region. After a spell with Norwich City FC, recruiting domestic players between the ages of 14 to 21 years, he was approached by Barnet FC in the summer of 2015. His role at Barnet FC is wide and varied with the primary responsibility of recommending players at all age groups (academy to first team) and making decisions on which players sign professional contracts.

Joe is also a graduate of Queen Mary University with a degree in Politics. **Twitter: @BarnetFC**

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Shaun Petafi, The English Football League Commercial Development Manager

Shaun started working for the EFL in September 2014. He is responsible for developing and securing long-term commercial partners for the EFL and managing existing sponsorship relations. EFL partners include Sega, EA Sports, Prostate Cancer UK, Iron Bru, Wickes and Sporting ID.

Prior to working with the EFL, Shaun was the Football Sales Manager at Birmingham City FC. His primary role was to support the Head of Commercial in securing new commercial club sponsors, whilst also delivering a best-in-class service to a designated number of existing club partners. and ensuring partnership rights were fulfilled. Shaun has also worked as a Business Development Manager with Everton FC and Corporate Sales Manager with Wigan Athletic FC.



John Print, SMWW International Operations Manager, SMWW Alumni

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". *Be mentored by John Print, take the SMWW Soccer Agent or Soccer Management and Scouting Course.* **Twitter: @SMWWSoccer**



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 **Twitter: @KeirRadnedge**

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Hubert F. Register II, HFR Consulting, Sports & Entertainment, SMWW Alumni

Following a fifteen year professional career as a professional basketball player, Hubert is now a permanent contributor to the development of sports business initiatives. The phenomenal growth and popularity of the Sports and Entertainment industries in emerging markets around the planet has never been more evident. Hubert Register and HFR Consulting provide your company, institution or brand, the most dynamic and skilled network of professionals possible. Their objective is to assure that the team of advisors assembled possess the qualities and skills required to assure the merit and success of your objective.

Currently the Athletic Director at INSEEC Paris, a Private Business School of the INSEEC Groupe, Hubert is implementing modern sports business practices and principals in the development of the INSEEC Groupe's Paris campus. Regardless of the stage of your project, HFR Consulting can intervene to assist you in achieving your development objectives. Whatever your needs may be relative to Sports and Entertainment development, HFR Consulting gets results. Hubert is also a graduate of SMWW's Sports Administration Course as well as a previous conference speaker!



Steve Simmons – Aston Villa FC European Scout, SMWW Alumni

Steve Simmons is a professional football scout currently working for Aston Villa in the EPL. His primary roles is to assess forthcoming opponents and evaluate players across the UK and Europe.

Steve has previously worked for Birmingham City, Southend United, Bristol Rovers and Wycombe Wanderers and is a graduate from the SMWW Soccer Management & Scouting course.



Gladstone Small - Former English Cricketer, SMWW Faculty

Born in Barbados, Gladstone Small moved to England at age 14 and qualified to play cricket for his adopted country, competing in 17 Tests and 55 One-Day Internationals (ODI), including two Cricket World Cups.

Small's most famous achievement on the English side was on his initial call up on Boxing Day morning 1986, when he took seven wickets and was named man of the match as England took a 2-0 lead and a hold on the Ashes.

While still in the midst of his playing career in 1994, Small decided to go back to school and study Business Administration and Marketing which helped the right-handed fast bowler in his post-playing career. After retiring in 1999, Small joined the Professional Cricketers Association (PCA) and eventually became Director where he was instrumental in growing the association to become a respected stakeholder within cricket.

Since 2008, Small has been primarily an ambassador for the PCA, consulting on various sponsorship and partnering deals, and acting as a motivational speaker, while contributing his time and efforts to various charities including Lords Taverners, Chance to Shine, Prostate Cancer and SPARKS.

Be mentored by Gladstone Small, take the SMWW Cricket Business Management course.

Twitter: @gladstonesmall



Richard Trafford - FIFA Agent, Trafford Sports / Wyscout, SMWW Alumni

Richard Trafford is the Head of UK & North America for soccer video database and analytics company, Wyscout. Within his role, Richard is head of sales for clubs in the EPL, EFL and MLS. He is also heavily involved with product development and delivery of training to clubs on how to utilise the Wyscout platform.

Richard is also a FIFA Agent and registered match agent with UEFA. He started his own company, Trafford Sports, in February 2013. Prior to developing his own agency Richard had roles with CS Sports Management, Kentaro / SEM Group UK, Cassius Management and Sports International LTD.

Richard has a BA in Sports Management from London Metropolitan University and is currently studying for a MSC Sports Management & the Business of Football at Birkbeck College, University of London.

Richard is a graduate of the SMWW Athlete Management Course and is a former SMWW Intern. Richard regularly speaks in the Soccer Analytics Course. **Twitter: @traffordsports @wyscout**

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Michele Verroken - Sporting Integrity, Founding Director

Michele Verroken is founding Director of Sporting Integrity LTD and has over three decades of experience in the development and delivery of effective sporting integrity and anti-doping policies and programmes. Michele introduced anti-doping programmes into professional golf (for the PGA European Tour, Ladies European Tour and the The R&A) and is currently preparing for golf's inclusion in the 2016 Olympic Games in Rio.

Formerly UK Director of Ethics and Anti-Doping, Michele has combined a background in education (teaching and lecturing), sport science (coaching) and policy administration (UK Sport) with a growing interest in sports law (governance, arbitration and mediation). She designed and implemented the international standards currently used for doping control, results management and education; her expertise in policy implementation led to the UK achieving the first ISO certification for anti-doping in the world and Drug Information Database. Michele has significant experience of anti-doping programmes at high profile events (Commonwealth Games, Six Nations Rugby, Rugby World Cups, Euro '96, World Indoor Athletics, World Student Games as well as innovative programmes such as the social drugs testing programme for the Football Association.

Sport occupies her spare time too, in addition to an obsession with playing and coaching cricket, she remains in touch with community sport as Vice-Chair of the Herts Sports Partnership (CSP), and as Chair of the sports charity and awarding organisation Sports Leaders UK. **Twitter: @SportingIntegrity**



Tony Wyllie - Washington Redskins, Senior Vice President

Tony Wyllie enters his seventh season with the Redskins in 2016 in the midst of his third decade of NFL service as a decorated communications professional. He serves as an advisor to the principal owner on all issues related to public perception of the franchise. He shapes and molds the team image through all public contacts and publicity generation, serves as liaison between team and local and national media, oversees coordination of all interviews and serves as team spokesman. He has previously worked as an Assistant Director of Public Relations for the Los Angeles/St. Louis Rams (1994-98), the Director of Public Relations for the Tennessee Titans (1998-2000), and Vice President of Communications for the Houston Texans (2000-10).

During his career, he helped guide the Rams franchise through their 1995 transition from Los Angeles to St. Louis and assisted with the relocation and renaming of the Tennessee Titans. He was one of the first hires of the expansion Texans in 2000, helping to build the new franchise's image even during the two years prior to the team's first game in 2002. In Houston, Wyllie served on numerous Boards of Directors including the Ensemble Theatre in Houston, the March of Dimes, and the Management Leadership for Tomorrow-Houston, John P. McGovern Museum of Health & Medical Science, the Houston Texans YMCA and the Touchdown Club of Houston. He is currently on the board at County Christian School in Ashburn, Va.



SUNDAY GAME DAY

NFL Bag Restrictions and Advisory: The NFL advises that you do NOT bring a bag into the stadium, however the following are permitted, but please expect a slight delay through the security process:

- Bags that are clear plastic, vinyl or PVC and do not exceed 30cm x 15cm x 30cm
- One-gallon clear plastic freezer bag (Ziploc bag or similar)
- Small clutch bags, approximately the size of a hand, with or without a handle or strap
- Exceptions will be made for medical necessary items after proper inspection.

Prohibited items include, but are not limited to: handbags larger than a clutch bag, coolers, briefcases, backpacks, bum bags, cinch bags, seat cushions, luggage of any kind, computer bags, camera bags and any other bag larger than the permissible size.

The Game

- Where: Wembley Stadium
- When: 1:30pm BST Kickoff
- UK TV: BBC Red Button and Sky Sports 3 from 1pm

The Hashtags

- Use #WhoDeyInTheUK and #DCtoUK this week on social media to take a side and follow@NFLUK for all the latest news as we countdown to Kickoff.
- Use #LondonCareerConf and @SMWW to tag our conference throughout your weekend!

Wembley Tailgate | Sunday October 30 9:30am to 12:30pm

- There is no better way to get yourself in the mood for the International Series than by attending the Tailgate Party!
- Free of charge and open to ticket holders and non-ticket holders, the Tailgate Party at Wembley opens at 9.30am on the day of the game and features appearances by NFL Hall of Famers, performances by cheerleaders, music acts and interactive and historical NFL elements.
- And of course there is always the opportunity to buy merchandise from all 32 teams in the NFL Shop, as well as a wide selection of food and drink as you build up towards kickoff.

NFL House | October 27-29

New in 2016 is NFL House which will run for 3 days in late October at Victoria House in Holborn during the final game of the International Series and will be home to a number of exciting fan events and a pop-up shop where fans can buy merchandise. NFL House features an impressive display of all 50 Super Bowl Rings as well as the Vince Lombardi Trophy and interactive experiences from NFL partners and much more! NFL House is exclusive to Fan Mobile Pass members - REGISTER now to enjoy all the fun and excitement!

International Series App

Register now for your free Fan Mobile Pass to gain exclusive access to exciting NFL experiences at the Tailgate Party at Twickenham and at NFL House plus be in with a chance to win the ultimate weekend in New York City. Prize includes flights, accommodation, tickets to a New York Giants home game and a meet and greet with Odell Beckham Jr! Terms and conditions apply. Visit www.nfluk.com/fanmobilepass to register or download the International Series App.

Not going to the game?

Team Pubs: Both International Series teams will take over Central London Pubs all this week, allowing fans from both teams to join up with fellow supporters ahead of Sunday's game.

- Bengals | The Admiralty | 66 Trafalgar Square, London WC2N 5DS
- Redskins | The Barrow Boy and Banker | 8 Borough High St, London SE1 9QQ

Watch on TV

- UK TV: BBC Red Button and Sky Sports 3 from 1pm 9.30am



SMWW COURSES

SMWW SPORTS CAREER COURSES

SMWW offers over 25 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*".

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 disseminate objective knowledge about baseball including sabermetrics, baseball analytics, data science, and the statistical tools used by the major leagues. **Live Audio Chat Mentor: Basketball Analytics Pioneer Dean Oliver.**

Basketball GM & Scouting - \$1250: 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: Mark Warkentien, NY Knicks, Director of Player Personnel.**

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 and Gladstone Small, Former English Cricketer.**

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.**

Football 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.**



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8 WEEKS. ONLINE. ANYWHERE. ANYTIME.

Football Analytics - \$1250: Learn how to disseminate objective knowledge about football including analytics, data science, and the statistical tools used by the NFL. **Live Audio Chat Mentor: ESPN Insider Aaron Schatz and Bleacher Report NFL Lead Writer Mike Tanier.**

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 & 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: Steve Sudler, 25+ Year Veteran of the Motorsports Industry.**

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: Mick Hogan, Newcastle Falcons Managing Director**

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. **Live Audio Chat Mentors: Wyscout Partner Richard Trafford, Lee Fraser, Newcastle United Football Club Talent ID & Data Analyst, and Portland Timbers Scout (MLS) Matt Martin.**

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 Scott Moore, iTalkSEC Host.**

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.**



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DISCOUNTS FOR ATTENDING TODAY!



Put your career on the *fast track!*

SMWW TEAM



John Print
UK Operations
FIFA Agent



Jeff Murrells
SMWW Rugby Director



Marwan Awar
SMWW Agent Advisor



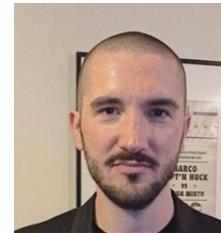
Gladstone Small
Former England Fast
Bowler; SMWW Faculty



Tom Palmer
SMWW
Agent Advisor



Lee Fraser
Newcastle United Talent ID
& Data Analysis,
SMWW Faculty



Richard Tafford
FIFA Agent, Trafford Sports /
Wyscout



Liz & Lynn Lashbrook
SMWW Owners

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



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SMWW CAREER CONFERENCES



Baseball Career Conference - Dec 4-5, 2016, Washington, DC

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

Soccer Career Conference at the MLS Draft - Los Angeles, CA - January 12-13, 2017

Mix and mingle with some of the most prominent names on the soccer landscape

NFL Combine - March 2-4, 2017, Indianapolis, Indiana

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

Portsmouth Invitational Tournament - Portsmouth, Virginia - April 15, 2017

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