



THE 19TH ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE & TRADE SHOW

PRESENTED BY



THURSDAY NOVEMBER 12TH TO
SATURDAY NOVEMBER 14TH 2026



THE WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO

THURSDAY NOVEMBER 12, 2026

12:00PM

BUSINESS CASE COMPETITION BEGINS

6:30PM

WELCOME RECEPTION

7:30PM

THE NEXT CHAPTER OF WOMEN'S SPORTS

FRIDAY NOVEMBER 13, 2026

DAY 1 - GROWING THE GAME: INNOVATION, MARKETS & INDUSTRY TRANSFORMATION

7:30AM

REGISTRATION & CONTINENTAL BREAKFAST

8:15AM

WELCOME & OPENING REMARKS FROM CONFERENCE CO-CHAIRS

8:30AM

THE ROLE OF NATIONAL SPORTS ORGANIZATIONS IN SHAPING CANADA'S
FUTURE

9:30AM

ENGAGING THE MODERN FAN: TURNING SPECTATORS INTO SUPERFANS

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10:30AM	MAXIMIZING CORPORATE PARTNERSHIPS IN A CHANGING LANDSCAPE
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11:30AM	CREATIVE MARKETING IN THE SPORTS & ENTERTAINMENT ERA
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12:30PM	NETWORKING LUNCHEON
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1:45PM	KEYNOTE INTERVIEW: BRIAN BURKE—A HALL OF FAME CAREER: LEADERSHIP, LEGACY & THE EVOLUTION OF HOCKEY
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2:30PM	ATHLETE EVALUATION: WHO'S STRONGER, FASTER, SMARTER, & READY TO WIN
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3:15PM	COACHING & MANAGING THE ELITE ATHLETE: UNLOCKING PEAK POTENTIAL
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4:00PM	NEGOTIATING PLAYER CONTRACTS: THE ART OF THE DEAL
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4:45PM	NETWORKING RECEPTION
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7:00PM	CAREERS IN SPORT WORKSHOP: THE POWER OF NETWORKING
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*DINNER NOT INCLUDED IN CONFERENCE PROGRAMMING

SATURDAY NOVEMBER 14, 2026

DAY 2 - THE PLAYBOOK: LEADERSHIP, STRATEGY & GROWTH

7:30AM	REGISTRATION & CONTINENTAL BREAKFAST
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8:15AM	WELCOME & OPENING REMARKS FROM CONFERENCE CO-CHAIRS
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8:30AM	INSIDE LEAGUE OPERATIONS: GOVERNANCE, GROWTH & GAME PLANNING
9:30AM	IF YOU BUILD IT THEY WILL COME: BENEFITS AND EXPERIENCES FROM HOSTING THE 2026 WORLD CUP
10:30AM	REVENUE INNOVATION & THE MODERN SPORTS ECOSYSTEM
11:30AM	LEGAL HOT TOPICS IN THE SPORTS WORLD: PROTECTING YOUR LEAGUE, TEAM, & PLAYERS
12:30PM	NETWORKING LUNCHEON
1:45PM	KEYNOTE INTERVIEW: TBA
2:30PM	DEVELOPMENTS IN SPORTS MEDIA: PLATFORMS, PEOPLE & POWER
3:15PM	DATA-DRIVEN SUCCESS: BEST PRACTICES FOR BUSINESS ANALYTICS
4:00PM	AI WORKSHOP: HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING SPORTS
4:45PM	CLOSING REMARKS BY CONFERENCE CO-CHAIRS & NETWORKING RECEPTION

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