

DAY 1 - RUGBY EXPO PROGRAMME

Monday 17th November	WHITTLE ROOM	Panellists	GUILD ROOM	Panellists
Time	Topic		Topic	
09:30 - 10:15	Rugby as a growing global business - Aligning sport and business interests	Dan Jones , Head of Sports Business Group, Deloitte; Professor Simon Lee , Vice-Chancellor, Leeds Metropolitan University; Paul Kimberley , Commercial Director, Rugby Football League; Dan Lyle , Tournament Director, USA 7's; Moderator: Alex Payne , Sky Sports presenter.	Rugby League Licensing	Rod Findlay , CEO Gateshead Thunder.
10:15	Networking Break			
11:00 - 11:45	Stadium Development - Right place, right time	Michael Cunnah , Ex CEO, Wembley Stadium; Lea Adams , CEO Slick Systems; James Earl , Associate, Clarke Willmott; John Roberts , Sports Director, AFL Architects; Moderator: Alex Payne , Sky Sports presenter. Sponsor: Clarke Willmott	Rugby's place in the Community, Charities & CSR	Andy Berry , Chief Executive, Touraid; John Oates , MD, Prostream; Terry Burwell , RFU Tournaments and Competitions Director; John Allan , CEO South African Rugby Legends Association; Moderator: Dr David Hammond , former RFU and WRU council member. Sponsor: TourAid
12:30	Lunch			
13:30 - 14:15	Migration of players - Good or bad?	Peter Wheeler , CEO, Leicester Tigers Plc; Abi Ekoku , former RLPA Chairman; Jon Harris-Gibbins , Partner, Willans Solicitors; Moderator: Ian Robertson , BBC journalist and commentator. Sponsor: WIM	Sport and Medicine	Dr Mick Molloy , Medical Officer, IRB; Dr Simon Kemp , Head of Sports Medicine, RFU; Mike Antoniadis , Performance & Rehabilitation Director; Margot Wells , Director of Wellfast and Sports Performance Fitness coach; Moderator: Professor John Davies , former WRU Medical Officer and IRB Medical Committee Member. Sponsor: Sybermedica
14:15	Networking Break			
14:45 - 15:30	Player welfare - Life during and after rugby	Niall Woods , CEO, Irish Rugby Union Players Association; Ian McGeechan , Director of Rugby, London Wasps and Head Coach, British & Irish Lions; Damian Hopley , Chief Executive, PRA & Chairman, IRPA; Robert Sharp , Managing Director, Herald Sports & Entertainment; Moderator: Tony Simpson , Principal, Odgers Ray and Berndtson. Sponsor: AON	Ticket to the future	Mark Ellis , Managing Director, ts.com Limited; Richard Wray , Head of Business Integration, Altair Financial Services; Richard Pinnick , Global Business Development, Fortress GB Limited; Moderator: Andy Friedlander , journalist and presenter.
15:30	Networking Break			
16:00 - 16:45	What does Rugby need to do to become an Olympic Sport?	Hugh Robertson , MP Faversham and Mid Kent, Shadow Minister for Sport & the Olympics; Greg Thomas , Head of Communications, International Rugby Board; Charles Wijeratna , Director of Commercial Negotiations, London Olympics Organising Committee 2012; Nick Bunting , Head of Planning, Funding and Resources for the Rugby Football Union and Chair of the Finance Committee of 'sports coach UK'; Moderator: Christopher Heaton-Harris , MEP, East Midlands.	Rugby clubs and fans - How can Rugby broaden its global appeal?	James Rule , CEO, Hull FC; James Durbin , Chief Executive, London Irish; John Allan , CEO, South African Rugby Legends Association; Sean Jarvis , Business Development Director, Huddersfield Giants and Huddersfield Town; Moderator: Peter Oliver , Director, Green 4 Solutions. Sponsor: Green 4 Solutions

MONDAY EVENING ENTERTAINMENT - RUGBY EXPO GALA DINNER WITH GUEST SPEAKERS
DAY 2 - RUGBY EXPO PROGRAMME

Tuesday 18th November	WHITTLE ROOM	Panellists
Time	Topic	
09:30 - 10:15	What makes a successful sponsorship?	Mark Evans , Chief Executive, Harlequins; Lee Bailey , Sponsorship Manager, Guinness; Jeremy Summers , SK Sport and Entertainment; Peter Gandolfi , Brand and Sponsorship Marketing Specialist; Moderator: Andy Steggall , Sky Sports News presenter.
10:30	Networking Break	
11:00 - 11:45	Developing the Emerging Nations	Mark Egan , Head of Development and Performance, International Rugby Board; Howard Thomas , Russia Rugby; Ian Bremmer , CEO Singapore Rugby Union; Nigel Melville , Chief Executive, USA Rugby; Moderator: Mary Rhodes , BBC Sports presenter.
12:30	Lunch	
13:30 - 14:15	Building a Brand Profile - How to Market your Organisation	David Butler , Marketing Director Honda Racing F1; Edward Freedman , Sports Marketing & Merchandising Consultant; Clifford Bloxham , Vice-President, Octagon; Jon Duckworth , Head of Marketing & Promotions, Premier Rugby; Patrick Baglee , Director of Creative Strategy, Navy Blue (Brand expression experts); Moderator: Andy Steggall , Sky Sports News presenter. Sponsor: Imago Group
	Networking	

