Tuesday June 5th – Business Activities
Yankee Stadium, New York

Presentation and objective of the session and the day
Olivier Jarosz | CMP Director

First Half: What is the US Model?
Prof. Glenn Gerstner | Division of Sport Management, St. John's University, New York

MLS – a business or a sporting venture?
MLS

Second Half: The US college system
Prof. Glenn Gerstner | Division of Sport Management, St. John's University, New York

Yankee Stadium Visit

Panel: Is US professional sport primarily a business or a sports competition?
New York City FC
NFLPA
Moorad Center for Sports Law, Villanova University Law School, TheMMQB.com
FC Bayern München

Practical Session in groups: What if we start from scratch?

Group Discussion: So if we start from scratch...

Dinner Delta Lounge
AGENDA

Wednesday June 6th – Business Activities
Yankee Stadium, New York

Can US professional sport be called a sport?
University of Maryland, Washington D.C.

NBA International Digital business
NBA

Developing a stadium business case in USA
International Association of Venue Managers

MLS & SUM Commercial Activities
MLS

MLB: IP rights protection: Recognizing the counterfeit
MLB Properties

Wrap-up
Thursday June 7\textsuperscript{th} – Atlanta United FC
Mercedes-Benz Stadium, Atlanta

Mercedes-Benz Stadium - Visit

Atlanta United Business Strategy Focus

Atlanta United Mercedes-Benz focus

Atlanta United Mercedes-Benz game presentation and stadium production
AMG Group

Atlanta United Marketing & Fan Relations

Wrap-up & Closure