

AGENDA

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



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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

AGENDA

Thursday June 7th – 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

