

OFFICIAL MAIN PARTNER



YETCOH

BUSINESS FORUM

BERLIN | SEPTEMBER 29-30, 2019

Eisbären Berlin vs. Chicago Blackhawks
29 Sep 19:00

OFFICIAL PARTNERS



All our activities are within **200 meters** around the Mercedes Benz Platz in Berlin; the **arena**, the two **hotels**, the **restaurant & bar** and the **cinema** for the **Hockey Business Forum**



THE PATRON: Sven Felski is Berlin, and Berlin is Sven Felski. The most popular player in the history of Berlin ice hockey will be the official patron of the event. For all of his 28 years of hockey, he played in his home town Berlin. We are proud to organize the event under the patronage of the man they call "Felle".

WORLD CLASS VENUE:

The UCI Luxe cinema provides luxurious seating for the participants and a gigantic screen to further increase the value of the presentations.



EUROPE'S COACH OF THE YEAR 2016 & 2018: Roger Rönnberg. The 3-time CHL-winner on how a diligent hiring process of a coach can earn money for the club and pave way to success on the ice.



THE MODERATOR: Paul Romanuk, previously TSN and Sportsnet, also known as Mr. Spengler Cup, will be moderating the Hockey Business Forum.

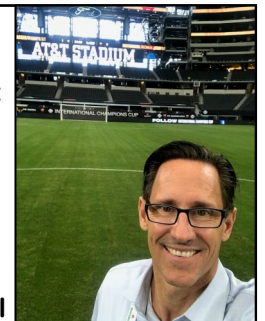


KINGS' PRESIDENT: Luc Robitaille, president of the LA Kings on how the NHL-clubs' ownership of Eisbären Berlin benefits both organizations.

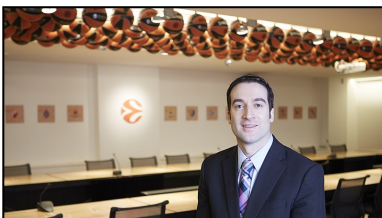
THE PERFECT TRIP: SAP Senior VP Fadi Naoum on Fan engagement & experience and Revenue growth & ticket yield - the basics of a successful modern pro sports organization.



HUSTON HAS SOLUTION: CEO Tom Huston on sustainability as the most exciting commercial growth opportunity sports has seen in 40 years.



EUROLEAGUE COO Ed Scott: The success story of basketball's club competition. Heading to its 20th year & what hockey can learn from basketball's premier Euro event.



More speakers to be announced soon