



Hockey Business Forum

11 November 2017
Stockholm, Globe Hotel

□□ The Alliance of European Hockey Clubs invites E.H.C. member clubs and special guests to the Globe Hotel in Stockholm, one of the world's most beautiful cities.

As it is one of E.H.C. objectives to upgrade the marketing and commercial side of European club hockey, the *Hockey Business Forum* is specifically put together for executives and marketing directors of professional hockey clubs and other power-brokers in hockey or sports business.

Preliminary program, Saturday 11 November 2017

Quality Hotel Globe

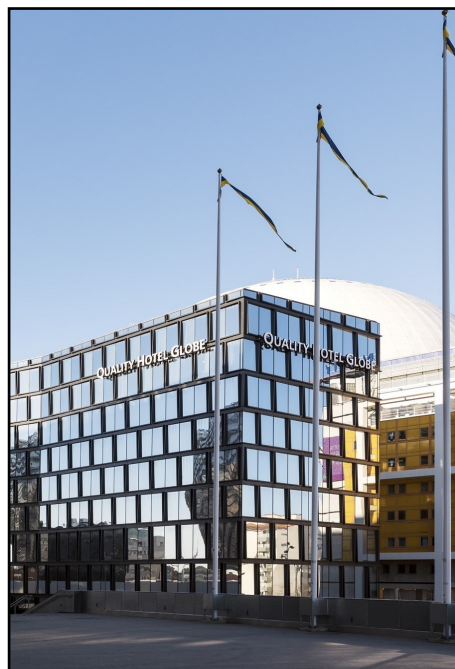
10:00 - 11:00 Registration / check-in
12:00 - 16:00 Hockey Business Forum
16:00 - 17:00 Buffet, mingle & networking

Globe Ericsson Arena

19:00 - 22:00 Ottawa Senators - Colorado Avalanche

E.H.C. member clubs will receive registration forms for the Hockey Business Forum in mid-July.

NOTE: For E.H.C. guests who will not attend the NHL-game live, the game will be shown on a big screen in the room of the Hockey Business Forum.



Confirmed presentations and speakers:

□ National Hockey League Deputy Commissioner **Bill Daly** on the NHL's international strategy



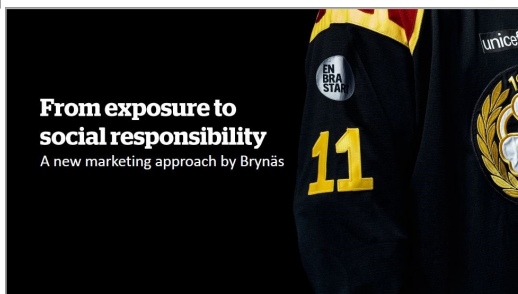
Accommodation information for E.H.C. member clubs:

□ As per our regulations, E.H.C. pays for one room / club / person 11-12 Nov.
□ We also have a limited # of rooms on 10-11 & 12-13 Nov at only €88
Q: Contact szemberg@hockeyclubs.eu



□ **Jonas Persson** (Commercialsportsmedia) on:
⇒ Factors that determine value of a TV-deal
⇒ What a league must consider preparing the process
⇒ Trends in European TV-market

□ *From exposure to social responsibility; Attracting partners with an ad-free jersey*
An innovative marketing approach by **Brynäs IF**, Gävle of the Swedish Hockey League



From exposure to social responsibility
A new marketing approach by Brynäs

□ Using on-line technology to find your next player; an Agent's perspective; by **Cliff Mander**, CKM Sports



□ How to cut queues, improve fan experience, boost sales and increase revenues from concessions in your hockey arena; Yonoton CEO **Teemu Karenius** shows what an app can accomplish.

⇒ More speakers & presenters to be added and announced later