



# HOCKEY BUSINESS FORUM

Gothenburg | October 6th 2018



vs.



NHL-Season Opener

**DAY 1**

**Development Clinic at Frölunda Indians Youth Academy**  
Friday 5 October 2018, 18:00 – 21:00



☐☐ A bus will take us the 15 minutes from Gothia Towers Hotel in downtown Gothenburg to the Frölundaborg Campus for a clinic at the facility that has developed some of the best players in the World; Erik Karlsson, Henrik Lundqvist, Daniel Alfredsson and John Klingberg just to name a few.

After a tour of the Youth Academy facility, the sports management of Frölunda, headed by coach Roger Rönnberg, will present the club's youth development philosophy which has resulted in 74 Frölunda players being drafted by NHL-teams with more than 40 who have gone on to play in the NHL.

The clinic will end with a buffet dinner at the Campus, where participants will be able to ask questions to the Frölunda management. We will be bussed back to the hotel at ca 21:00.

The Development Clinic is for all E.H.C. club executives, in particular youth development coaches / directors.

**Preliminary program, Saturday 6 October 2018**

**DAY 2**

Gothia Towers Hotel, Gothenburg

10:00 - 11:00 Registration / check-in  
12:00 - 16:00 Hockey Business Forum  
14.30 - 14.45 Coffee break, networking  
16:00 - 17:00 Buffet, mingle & networking



**McDavid vs Hischer**

11:00 - 17:00 Trade Show

Scandinavium

19:00 - 22:00 Edmonton Oilers - New Jersey Devils



Four-star Gothia Towers is right downtown Gothenburg, 200 meters from Scandinavium Arena.

## Expert presentations specifically designed to address clubs' business interest



**Sanny Lindström, Hockey Business Forum moderator**

After a 16-year pro career which included a Swedish title with Färjestad, a World Championship bronze medal, three seasons with the NHL Avalanche organization and Swiss league, Lindström became an anchor TV-personality and analyst, covering the SHL for CMore/TV4. Columnist for daily Expressen.

**Dan Persson, Sweden's best known sports economist, expert on commercial development in pro sport.**

■ *How pro clubs must adjust to be successful competing for people's spare time.*



**Mike Zanier, hockey analyst, Edmonton Oilers goaltender 1983-85**

■ *Optimizing your player payroll; why the goalie should not be your best paid player*



**Njål Berge, digital strategist, commercial director of Norwegian champion Storhamar**

■ *Make the ticket agency obsolete; introducing the app that changes the course of your most important revenue source*



**Mike Helber, Univ. of Michigan grad, 12-year CEO of Linköping of SHL, MBA Linköping Univ, 1988 Winnipeg Jets draft pick**

■ *Hockey's untapped potential; how our game could take a major leap and generate more income*



E.H.C. has 180 NHL tickets reserved for members

More speakers & presenters to be announced

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

Contact: [szemberg@hockeyclubs.eu](mailto:szemberg@hockeyclubs.eu)