

Sports Licensing Summit

8:45 am: Registration and Welcome Breakfast

- Networking opportunity for attendees
- Introduction to the summit theme and objectives

Optimising Multi-Channel Approaches for Sports Licensing Success

9:00 am: Opening Address

9:10 am: Unlocking Revenue Potential in Sports Licensing

- Discussing the vast revenue opportunities in the sports licensing market
- Examining the shift towards digital channels and their monetization prospects
- Exploring innovative strategies for revenue growth through sports licensing

9:35 am: Panel Discussion: Expanding Revenue Streams in Sports Licensing

- Strategies for managing complex licensing programs to maximise revenue
- The role of digital transformation in enhancing revenue opportunities
- Challenges and solutions in multi-channel revenue generation

10:15 am: Breakout Session: Practical Strategies for Enhancing Sports Licensing Revenue

- Digital Strategy Application: Discussing how to effectively apply digital transformation strategies in sports licensing for fan engagement and revenue generation.
- Multi-Channel Licensing Management: Interactive discussions on managing complex licensing programs across digital and traditional channels, focusing on brand consistency and revenue maximisation.
- Data-Driven Licensing Decisions: Exploring the use of analytics to shape licensing agreements and create fan-targeted programs.

10:45 am: Networking

Leveraging Multi-Channel Strategies for Enhanced Brand Licensing Revenue in Sports

11:15 am: Panel: Maximising Brand Licensing Revenue in Sports

- Leveraging Brand Power: Exploring how sports organisations use their brands to drive revenue through third-party partnerships, like apparel and video game licensing.
- Digital Transformation: Examining the role of digital platforms in enhancing brand licensing revenue and their influence on consumer behaviour.
- Quality and Affordability: Balancing premium quality with affordability in licensed merchandise to meet consumer expectations and drive growth.
- Expanding Consumer Reach: Showcasing how licensing partnerships help sports brands reach new consumers and support their existing businesses.
- Multi-Channel Revenue Challenges: Addressing the complexities and solutions in managing revenue across multiple channels in a digital age.

12:00 pm: Navigating Multi-Channel Revenue Generation in Sports Licensing

- Managing Multi-Channel Complexities: Understanding the challenges in managing revenue across various channels, including digital platforms and direct-to-consumer initiatives.
- Strategies for Revenue Maximisation: Practical solutions for overcoming multi-channel revenue challenges, leveraging digital analytics and optimising marketing.
- Role of Licensing Service Providers: Discussing how providers facilitate successful partnerships across categories, contributing to brand recognition and revenue.
- Brand Reach and Recognition: Advantages of multi-channel licensing strategies for extending brand reach and recognition.

12:30 pm: Networking Lunch**Cultivating Long-Term Success: Strategies for Profitable Partnerships in Sports Licensing****13:30 pm: Fostering Profitable Partnerships in Sports Licensing**

- Building Lasting Relationships: Strategies for creating sustainable revenue growth through lasting relationships with licensees.
- Data-Driven Licensing Agreements: The role of analytics in shaping profitable agreements.
- Adapting to Market Changes: Evolving partnerships in response to market changes and consumer behaviours.
- Negotiation Techniques: Effective negotiation strategies for licensing agreements.

13:55 pm: Optimising Apparel Licensing in Sports for Enhanced Revenue

- Profitable Apparel Partnerships: Strategies for establishing and nurturing successful sports apparel licensing relationships.
- Data-Driven Licensing Decisions: Utilising analytics to inform apparel licensing, focusing on market trends and consumer preferences.
- Adapting to Market Dynamics: Agile strategies to respond to evolving consumer behaviours and fashion trends in sports apparel.
- Negotiation Techniques: Effective negotiation tactics specific to the sports apparel sector, balancing commercial terms with brand alignment.
- Physical and Digital Integration: Briefly touching upon integrating digital strategies, like NFTs, with traditional apparel licensing.

14:20 pm: Digital Merchandise: A New Frontier for Revenue in Sports Licensing

- Blending Digital and Traditional Models: Strategies for integrating digital merchandise, like NFTs, with traditional licensing models.
- Monetization Strategies: Effective ways to monetise digital products in sports, including pricing and community engagement.
- Emergence of Digital Products: The growing significance of digital products like NFTs as revenue channels.

14:45 pm: Networking

From Concept to Marketplace: Global Sports Licensing Delivery

15:15 pm: Implementing Effective Licensing Strategies: From Planning to Execution

- Practical Aspects of Licensing Execution: Exploring the steps involved in the practical implementation of licensing strategies, from product development to market launch.
- Overcoming Operational Challenges: Addressing common hurdles in the execution of sports licensing programs, including supply chain management, quality control, and distribution.
- Engaging Retail Partners and Distributors: Strategies for working effectively with retailers and distributors to ensure successful product placement and sales.
- Measuring Success and Adjusting Strategies: Utilising metrics and feedback to assess the effectiveness of licensing strategies and make necessary adjustments for continuous improvement.

15:40 pm: Panel: Boosting Fan Engagement and Reach with Sports Licensing

- Leveraging Licensing for Fan Engagement: How sports organisations use licensing, including both physical and digital merchandise, to strengthen fan connections.
- Expanding Fan Bases: Strategies in licensing to explore new markets and demographics, using licensed products as a gateway to untapped fans.
- Fan-Centric Licensing Innovations: Discussing current trends in sports licensing aimed at enhancing the fan experience, such as interactive and experiential products.
- Role of Data Analytics: The importance of using data analytics to understand fan preferences and shape effective licensing strategies for better fan engagement.

16:20 pm: Closing Remarks

16:30 pm: Close of Event