



HOW TO GROW YOUR SPORT PROPERTY BRAND THROUGH LICENSING



SPORTS LICENSING & MERCHANDISING PROGRAMME HOW TO USE LICENSING AND MERCHANDISING TO GENERATE REVENUE IN SPORTS

TIME	SPEAKER'S NAME	DETAIL OF ACTIVITY
08h30-09h00		TEA ON ARRIVAL
09h00-09h10	Programme Director - SRSA Rep.	Welcome and Introductions
09h10-09h50	Session 1: Speaker 1	PRESENTATION: DRIVING COMMERCIALISATION STRATEGY THROUGH MASCOTS <ul style="list-style-type: none"> • Key learnings on how sport mascots can be used to drive commercialisation and in turn revenue generation through licensing and merchandising.
09h50 - 10h15	Session 2: Programme Director	WORKSHOP PARTICIPANTS DISCUSSION OF PRESENTED TOPIC
10h15-10h30		TEA
10h30-11h50	Session 3: Speaker 2	PRESENTATION: FRAMEWORK FOR DRIVING LICENSING STRATEGY FOR YOUR SPORT BRAND <ul style="list-style-type: none"> • Step by Step Guide on Packaging a proposal for Licensing Your sport brand for merchandising opportunities • Step by Step framework for developing a contractual agreement between licensee and licensor
11h50-12h05	Session 2: Programme Director	DISCUSSION ON FIRST SESSION PRESENTATION
12h15-13h00	Session 4: Speaker 2	STEP BY STEP GUIDANCE TO IDENTIFYING THE BEST LICENSEE FOR ENHANCING YOUR SPORTS' BRAND IMAGE
13h00-14h00		LUNCH
14h00-15h30	Session 5: Syndicate Working Session	PARTICIPANTS ARE GROUPED IN A SYNDICATES TO PREPARING A LICENSE AND MERCHANDISE PITCH TO A WELL-KNOWN SPORT BRAND
15h00-16h30	Session 8: Presentation by Syndicate Groups to Speaker 1 & 2	PRESENTATION OF PROPOSALS BY SYNDICATES

END OF WORKSHOP