DAY 1
WEDNESDAY, NOVEMBER 19

8:30 – 9:00 AM  Coffee & Registration

9:00 – 9:05 AM  CONFERENCE WELCOME
Arthur R. Miller, Chairman, NYU School of Professional Studies Sports and Society Program; Associate Dean, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

9:05 – 10:05 AM  PANEL I: SPORTS AS A PILLAR OF THE UAE
This panel discussion features a group of senior people from entities mandated to develop sport in the UAE and major sports event producers from around the world who will discuss the opportunities that major sports events foster for nation-building. Participants discuss the ideal sports identity for the UAE and the various factors that contribute to successful sports events.

Moderator: Arthur R. Miller Chairman, NYU School of Professional Studies Sports and Society Program; Associate Dean, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business
Aref Hamad Al Awani General Secretary, Abu Dhabi Sports Council
Richard Cregan Chief Executive Officer, Rasgaira
Martin L. Edelman Non-Executive Director, City Football Group
Mariam Al Omaira Department Manager of Teams and Sports Events, Ladies Sports Academy
Tony Ponturo Partner, Kirmser Ponturo Group

10:05 – 10:25 AM  BREAK AND REFRESHMENTS

10:25 – 10:30 AM  WELCOME
Al Bloom Vice Chancellor, NYU Abu Dhabi
10:30 – 10:55 AM WELCOMING REMARKS
H.E. Sheikh Nahyan bin Mubarak Al Nahyan Minister of Culture, Youth, and Community Development, UAE

10:55 – 11:40 AM PANEL II: MANAGING RISK IN SPORTS: HEAD HITS, HEAT STROKE, AND OTHER INJURIES
This panel includes sports directors, leaders in healthcare and medical ethics, and asks whether there is new responsibility to address health risks in sports in light of increasing scientific awareness. Because the UAE is crafting sports infrastructure with intention and care, there may exist opportunities to effectively reduce health risks in local sports and this discussion examines who is responsible for protecting athletes and how to manage risks including concussions, over-exertion, heat-exhaustion, and other injuries.

**Moderator:** Arthur Caplan CoDirector, NYU School of Professional Studies Sports and Society Program; Drs. William F. and Virginia Connolly Mitty Professor, NYU Langone Medical Center
Garland Allen Advisory Board, NYU School of Professional Studies Sports and Society Program
Rashid Buhari Physiotherapy and Rehabilitation Specialist, Healthpoint
Cameron Myler Clinical Assistant Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business; Four-time Olympian

11:40 – 12:45 PM PANEL III: MEDIA COVERAGE AND FAN ENGAGEMENT IN THE DIGITAL AGE
This panel features a group of media executives and media studies scholars exploring how sports media raises the profile of host nations to the global audience. This discussion looks at the increasingly sophisticated coverage of sports in the digital age, questions whether this is keeping fans at home rather than buying tickets to the events, and examines if the media coverage in the digital age creates more fans and new revenue streams. They also discuss the effects of media coverage on the growth and evolution of individual sports in specific regions like the UAE.

**Moderator:** Lee Igel CoDirector, NYU School of Professional Studies Sports and Society Program; Clinical Associate Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business
Aref Hamad Al Awani General Secretary, Abu Dhabi Sports Council
Nick McElwee Sales and Marketing Director, Yas Marina Circuit
Tony Ponturo Partner, Kirmser Ponturo Group
Ted Shaker CoDirector, NYU School of Professional Studies Sports and Society Program
Lesley Visser CBS Sports Reporter; Member, NFL Hall of Fame

12:45 – 1:45 PM Lunch

1:45 – 2:35 PM PANEL IV: SPORTS HOSPITALITY AND TOURISM: THE FORMULA 1 ETIHAD AIRWAYS ABU DHABI GRAND PRIX MODEL
This panel features executives from the hospitality industry, air travel, and professional motorsports to discuss the state of sports events in the UAE, using F1 Abu Dhabi as a model, to compare cricket, soccer, and tennis in terms of investment structure, economic boost to different sectors, and attraction of tourists and locals. They also address how a positive fan experience impacts the host nation’s sports reputation and how the UAE can create the best possible experience for the fans.

**Moderator:** Wayne G. McDonnell CoDirector, NYU School of Professional Studies Sports and Society Program; Academic Chair and Clinical Associate Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business
Al Tareq Al Ameri Chief Executive Officer, Abu Dhabi Motorsports Management
Peter Baumgartner Chief Commercial Officer, Etihad Airways
Tony Ponturo Partner, Kirmser Ponturo Group
Stewart Selbie General Manager, The St. Regis Saadiyat Island Resort, Abu Dhabi
Faisal Al Sheikh Director of Events, Abu Dhabi Tourism and Culture Authority
FEATURE SPEAKER: THE WILLIAMS F1 RACING LEGACY

This one-on-one conversation explores the various ways that major sporting events, including Formula 1 races, contribute to the local community, region, and society.

Claire Williams Deputy Team Principal and Commercial Director, Williams

In conversation with: Arthur R. Miller Chairman, NYU School of Professional Studies Sports and Society Program; Associate Dean, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

PANEL V: INCREASING PARTICIPATION FOR A HEALTHY SPORTS NATION

Prominent leaders, coaches, and athletes explore how sports infrastructure has evolved in the UAE and discuss their strong investment in professional teams and the development of amateur sports opportunities. Panelists describe how youth participation in sports drives sports national infrastructure and offer suggestions for increasing youth interest in sports.

Moderator: Pete Dicce Director of Athletics, NYU Abu Dhabi
Garland Allen Advisory Board, NYU School of Professional Studies Sports and Society Program
Talal Al Hashemi Technical Director, Abu Dhabi Sports Council
Nick McElwee Sales and Marketing Director, Yas Marina Circuit
Sven Rohde Chief Commercial Officer, Daman
Olivier Turkel Brand Manager-Abu Dhabi, City Football Marketing

EVENING LECTURE: FINDING IDENTITY AND THRIVING THROUGH SPORTS

Omar Nour First Egyptian Professional Triathlete

In conversation with: Brendan Parent CoDirector, NYU School of Professional Studies Sports and Society Program; Clinical Assistant Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

Immediately followed by a reception from 8-8:30pm

DAY 2
THURSDAY, NOVEMBER 20

8:30 – 9:00 AM Coffee & Registration

9:00 – 9:10 AM DAY 2 WELCOME
Dennis Di Lorenzo Harvey J. Stedman Dean, NYU School of Professional Studies

9:10 – 10:15 AM PANEL VI: TIME TO PLAY: WOMEN AND SPORTS IN THE UAE

 Leaders, athletes, businesspeople and other advocates for women’s rights discuss how closing the gender gap in sports helps close the gender gap in society. Female Emirati athletes describe the challenges they have faced with access to sports, and compare their experiences to hopes and expectations for future generations of Emirati women. Panelists examine how the UAE compares to other nations in providing opportunities to women in sports and in society, and what more can—and should—be done.

Moderator: Lesley Visser CBS Sports Reporter; Member, NFL Hall of Fame
Tamika Catchings Professional Basketball Player, Indiana Fever, WNBA; Founder, Catch the Stars Foundation; U.S. Department of State Sports Envoy
Zahra Lari UAE Competitive Figure Skater
Cameron Myler Clinical Assistant Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media and Business; Four-time Olympian
Mariam Al Omaira Department Manager of Teams and Sports Events, Ladies Sports Academy
10:15 – 10:35 AM  Break & Refreshments

10:35 – 11:25 AM  FEATURED PRESENTATION: VOLVO OCEAN RACE: FAIR PLAY AND FAN ENGAGEMENT
This featured presentation by the CEO of the Volvo Ocean Race, provides an overview of the new rule changes to the race and the technology being utilized to improve fan engagement across the globe.

Knut Frostad Chief Executive Officer, Volvo Ocean Race

Special thanks to Abu Dhabi Tourism & Culture Authority for their efforts and contribution

11:25 AM – 12:30 PM  PANEL VII: MANCHESTER CITY FOOTBALL CLUB: CREATING A SUCCESSFUL GLOBAL BRAND
Business leaders of Manchester City Football Group discuss how a local football club has evolved into a burgeoning global sports phenomena, establishing and investing in football clubs around the world. The panel discusses the unique business model that Manchester City FC has developed and the role that private-public co-investment plays in creating a cycle of positive outcomes that benefit not just the football club, but the wider community and its economy.

Moderator: Simon Pearce Non-Executive Director, City Football Group
Sir Howard Bernstein Chief Executive, Manchester City Council
Martin L. Edelman Non-Executive Director, City Football Group
Ferran Soriano Chief Executive Officer, Manchester City FC