



WORLD RUGBY™
CONFERENCE AND EXHIBITION
14-15 NOVEMBER LONDON 2016

DAY ONE CONFERENCE SCHEDULE – Monday 14 November

TIME	LOCATION	SESSION TITLE	SPEAKERS
08:00 – 17:00		Registration open	
09:00 – 17:00		Exhibition open	
09:15 – 09:30	Conference stage	Opening address	Bill Beaumont, World Rugby Chairman
09:30 – 10:30	Conference stage	PLENARY 1 Rugby sevens beyond Rio	<i>Moderator: Alex Payne, Sky Sports</i> - Mark Egan, Head of Competitions and Performance, World Rugby - Mike Friday, Head Coach, USA Rugby Sevens head coach - Osea Kolinisau, Fiji Rugby Sevens captain - Giles Morgan, Global Head of Sponsorship and Events, HSBC
10:30 – 11:00	Exhibition Hall	Morning tea	
11:00 – 11:10	Conference stage	Announcement: Innovation Competition – Fan Engagement	Murray Barnett, World Rugby
11:10 – 12:00	Conference stage	PLENARY 2 Fan engagement – connecting in a digital world	<i>Moderator: David Eades, BBC World</i> - Lawrence Dallaglio, BBH Sport - Mark Parkman, General Manager, Olympic Channel Services - Alexandra Willis, Head of Communications, Content and Digital, Wimbledon - Lewis Wiltshire, Senior Director of Media Partnerships for Twitter UK and Africa
12:00 – 12:30	Exhibition Stage	The Grass Roots Challenge – ensuring Rugby for all	<i>Moderator: Rebecca Hopkins, ENS Sports PR and Sports Technology Awards LTD</i> - Reg Clark, Chief Executive, Rhino Rugby - Mark Fletcher, Pitchero - Wayne Morris, Community and CSR Director, Premiership Rugby - Renée Carmine-Jones, Tournament Director, United World Games
12:30 – 12:40	Exhibition Stage	Sportscal Award Presentation	- Mike Laflin, Sportcal CEO - Bill Beaumont, World Rugby & RFU
12:30 – 14:00	Exhibition Hall	Lunch	
14:00 – 15:00	Conference stage	PLENARY 3 The future of coaching – creating a winning culture	<i>Moderator: David Eades, BBC World</i> - Pat Lam, former rugby international & current Head Coach, Connacht - Ben Ryan, Fiji Sevens Coach - Nigel Redman, Head of Performance Team Development at British Swimming
15:00 15:30	Exhibition Stage	Growth of women’s rugby	<i>Moderator: Eoin McHugh, World Rugby</i> - Fiona Coghlan, former Ireland women’s captain - Katie Sadleir, General Manager Women’s Rugby, World Rugby
15:30 – 16:00	Exhibition Hall	Afternoon tea	
16:00 – 17:00	Conference stage	PLENARY 4 Breaking new markets – delivering and sustaining a truly global and inclusive game	<i>Moderator: Alex Payne, Sky Sports</i> - Doug Schoninger, Chief Executive, PRO Rugby - Brett Gosper, Chief Executive, World Rugby - Mark Waller, Executive Vice-President of International, NFL
17:00 – 18:00	Exhibition Hall	Drinks Reception	Airton Risk Management. Q&A with Michael Lynagh
18:45 – 20:30	Sports Bar	Networking and social event	Rugby Business Network



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DAY TWO CONFERENCE SCHEDULE - Tuesday 15 November

TIME	LOCATION	SESSION TITLE	SPEAKERS
08:00 – 17:00		Registration open	
09:00 – 17:00		Exhibition open	
09:30 – 10:30	Conference stage	PLENARY 1 Protecting Sport from corruption	Moderator: Heather Rabbatts - Karl Bennison, Chief of Enforcement, Nevada Gaming Control Board - Ronnie Flanagan, Chairman, International Cricket Council Anti-Corruption Unit - Simon Greenberg, Head of Dow Jones Sport, and Global Head of Rights, News Corp - Matt Slater, Chief Sports Reporter, Press Association
10:30 – 11:00	Exhibition Hall	Morning tea	
11:00 – 12:00	Conference stage	PLENARY 2 Image of the game: Respect for match officials in rugby – a tradition worth maintaining	<i>Moderator: Alex Payne, Sky Sports</i> - Mick Cleary, Rugby Correspondent, The Daily Telegraph - Rassie Erasmus, Director of Rugby, Munster Rugby and former South Africa flanker - Nigel Owens, RWC 2015 final referee - Alain Rolland, High Performance 15s Match Official Manager, World Rugby and RWC 2007 referee
12:30 – 1:00	Exhibition stage	Reducing injury risk in rugby	<i>Moderator: Eoin McHugh, World Rugby</i> - Josh Blackie, Member Services, IRPA - Ken Quarrie, Senior Scientist, New Zealand Rugby - DR Martin Raftery, Chief Medical Officer, World Rugby
12:30 – 14:00	Exhibition Hall	Lunch	
14:00 – 15:00	Conference stage	PLENARY 3 Performance management – a data driven approach	Moderator: David Eades, BBC World - Karl Hogan, Global Head of League & Data Partnerships, Catapult - Paul Neilson, Marketing Manager, STATS - Stephen Smith, CEO & Founder, Kitman Labs - Rob Vickerman, Ex-England Sevens Captain and Premiership Player, MD of workathlete
15:00 – 15:30	Exhibition stage	The Sponsorship Pathway – are you sponsorship ready?	Moderator: Mark Thompson, SponServe - Murray Barnett, Head of Commercial, Broadcast and Marketing, World Rugby - Tom Kingsley, Director Sport and Sponsorship, EY - Fiona Taag, Global Sponsorship Manager, DHL - Sophie Morris, Strategic Marketing and Sponsorship Director, Millharbour Marketing Consultancy
15:30 – 16:00	Exhibition Hall	Afternoon tea	
16:00 – 17:00	Conference stage	PLENARY 4 Marketing the game – using insight to grow audiences and partnerships	<i>Moderator: David Eades, BBC World</i> - Aiden Cooney, Chief Executive, InCrowd Sports - Fiona Green, Chief Executive, Winners - Matt Rogan, Chairman, Two Circles
17:00 – 17:15	Conference stage	Closing speech	Brett Gosper, Chief Executive, World Rugby
17:00		Exhibition close	



CONFERENCE STAGE

Rugby sevens beyond Rio - the golden opportunity

2016 is a game changing year for rugby sevens with its successful return to the Olympic programme, at the Rio 2016 Olympic Games, central to its transformation. With sevens and its exciting brand of dynamic, fast-paced action showcased at the Deodoro Olympic Stadium in August 2016, this session will examine how rugby can make the most of its opportunity on sport's greatest stage.

What does the future hold for our crowd-pleasing game of sevens, which has experienced record growth over the past 12 months? What can we learn from analysing rugby's Olympic experience and how do we maximise the opportunity presented by Rugby World Cup Sevens 2018 in San Francisco?

Fan engagement – connecting in a digital world

In today's crowded entertainment marketplace, this session will examine the converging worlds of digital, mobile, and e-sports and explore what viewers, fans, participants and stadium audiences expect from sports media. It will also look at how they can change the way fans connect with sporting events and impact on sponsors' choices.

Rugby must innovate to ensure it continues to maintain its global appeal amongst viewers and we'll look at growing entertainment trends such as VR to enhance engagement.

The future of coaching – creating a winning culture

In a constantly evolving game that strives to maximise the performance of players, coaches and officials while remaining exciting and retaining its fan appeal, what does the future of coaching look like?

Our panel of experts will discuss modern coaching trends and techniques, how the right coach can create a winning culture and what we can learn from other sports.

Breaking new markets – delivering and sustaining a truly global and inclusive game

As rugby embraces its position as a truly global sport we look ahead at the opportunities for additional growth over the next decade. With more than 7.73 million men, women and children currently playing the game across 120 nations rugby has the momentum behind it to reach out, engage and inspire new audiences worldwide.

Driven by the success of Rugby World Cup and its status as an Olympic sport, rugby is in a great position to break into and build its profile in new and emerging markets. But what are the challenges to that growth and what barriers might the sport face?

Protecting sport from corruption

How can sports governing bodies and regulatory authorities retain and restore faith in the honesty of sport? And what does this mean for clean athletes, fans, sponsors and other major stakeholders?

Against a backdrop of integrity issues across sport the session brings together world leaders in sports governance, anti-doping and anti-match-fixing to discuss and debate how sports can be best protected from the scourge of corruption and how rugby can ensure its strong values continue to resonate.



Image of the game: Respect for match officials in rugby – a tradition worth maintaining

Evidence – academic and anecdotal – indicates that respect for referees among players, coaches and supporters is being eroded. This is leading to issues in relation to the recruitment and retention of match officials at all levels. With rugby traditionally setting itself aside from other sports in the way referees are treated and with companies citing respect as a reason for becoming sponsors of the game, this panel will consider if it can be protected in the modern era and, if so, where rests the responsibility for this task.

Performance management – a data driven approach

Big data is playing an increasingly important role across sports with teams and clubs from different codes and disciplines using technology to enhance player performance, monitor fitness, analyse opposition and prevent injury.

Sport scientists and performance analysts are fast becoming a crucial component of any team structure, where an evidence-based approach to performance is now the norm. But how far can technology go to help rugby? Our experts debate the future potential of this growth area.

Marketing the game – using insight to grow audiences and partnerships

Audiences generate a massive amount of data during interactions with the teams and stars they follow. How can national member unions and clubs leverage this data to identify which trends and what insights will increase fan-engagement and match attendance? How can data trends and audience insights be used to attract and create more effective sponsorships and partnerships and improved commercial returns across the board?

EXHIBITION STAGE

The Grass Roots Challenge – ensuring Rugby for all

Supported by Rhino Rugby, this panel will explore the challenges rugby faces to ensure grassroots participation continues to grow in the professional era and discuss the impact successful initiatives have had upon local communities.

Growth of women's rugby Q&A session

In light of the unprecedented global growth of women's rugby, World Rugby's new General Manager for Women's Rugby Katie Sadleir will conduct a Q&A session with former Ireland captain Fiona Coghlan on the Exhibition stage to look at the rise of the women's game and how it has become one of the fastest growing team sports in the world.

They will reflect on the sport's hugely successful appearance at the Rio 2016 Olympic Games, which has delivered a tangible boost to the profile and popularity of the women's game, and look ahead to Women's Rugby World Cup 2017 in Ireland, which is expected to draw the tournament's largest ever global audience, highlighting the advances the sport has made and showcasing the competitiveness and professionalism of the women's game.

Reducing injury risk in rugby

In today's crowded elite rugby calendar there has never been a greater need to ensure that players are managed appropriately. From playing and training to sponsor and media obligations, the demands continue to increase.



WorldRugby's Chief Medical Officer Dr Martin Raftery will be joined by Ken Quarrie, Senior Scientist, New Zealand Rugby to discuss the strategies the sport is implementing to reduce injury risk and further enhance the level of player welfare provided to players at all levels of the sport.

Rugby has been proactive in developing evidence-based education, management and research strategies to ensure the best-possible duty of care for players. From concussion policies and education to tournament welfare standards, rugby is innovating and seizing the initiative to put players first.

The Sponsorship Pathway – are you sponsorship ready?

This workshop will discuss how to effectively and simply engage with sponsors and how National Rugby Unions and Clubs of all levels can build lasting sponsor relationships.

Looking from a Rights Holder, agency and brand perspective this “how to” session will walk through the journey of becoming ‘sponsorship ready’, engaging with potential partners and how sponsorship can be maximised to achieve mutually beneficial goals.