



THE 18TH ANNUAL PRIMETIME SPORTS MANAGEMENT CONFERENCE & TRADE SHOW

PRESENTED BY



SUNDAY NOVEMBER 2ND TO
TUESDAY NOVEMBER 4TH 2025



THE WESTIN HARBOUR CASTLE HOTEL
TORONTO, ONTARIO

SUNDAY NOVEMBER 2, 2025

12:00PM

BUSINESS CASE COMPETITION BEGINS

6:30PM

WELCOME RECEPTION WITH SPECIAL GUESTS

MONDAY NOVEMBER 3, 2025

DAY 1 - SHAPING TOMORROW'S GAME: BUSINESS, FANS & THE NEW SPORTS ECONOMY

7:30AM

REGISTRATION & CONTINENTAL BREAKFAST

8:15AM

WELCOME & OPENING REMARKS FROM CONFERENCE CO-CHAIRS

8:30AM

THE ROLE OF NATIONAL SPORTS ORGANIZATIONS IN SHAPING CANADA'S
FUTURE

9:30AM

KEYNOTE INTERVIEW: NICK EAVES, CHIEF OPERATING OFFICER FOR MLSE

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10:00AM	MAXIMIZING CORPORATE PARTNERSHIPS IN A CHANGING LANDSCAPE
11:00AM	CREATIVE MARKETING IN THE SPORTS & ENTERTAINMENT ERA
12:00PM	NEXT-LEVEL TICKETING: INNOVATION IN SALES & FAN ACCESS
12:45PM	NETWORKING LUNCHEON
1:45PM	KEYNOTE INTERVIEW: BILL DALY, DEPUTY COMMISSONER FOR THE NHL
2:15PM	CHASING THE DREAM: CANADA'S PATH TO THE 2026 WINTER OLYMPICS
3:15PM	BEYOND THE GAME: USING TECHNOLOGY AND INNOVATION TO DRIVE REVENUE IN THE MODERN SPORTS ECOSYSTEM
4:15PM	ENGAGING THE MODERN FAN: TURNING SPECTATORS INTO SUPERFANS
5:00PM	NETWORKING RECEPTION & DINNER BREAK*
7:00PM	CAREERS IN SPORT WORKSHOP: THE POWER OF NETWORKING

*DINNER NOT INCLUDED IN CONFERENCE PROGRAMMING

TUESDAY NOVEMBER 4, 2025

DAY 2 - GET IN THE GAME: STRATEGY, STRUCTURE & THE PEOPLE WHO DRIVE IT

7:30AM	REGISTRATION & CONTINENTAL BREAKFAST
8:15AM	WELCOME & OPENING REMARKS FROM CONFERENCE CO-CHAIRS

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8:30AM	GAME ON: HOSTING THE 2026 FIFA WORLD CUP IN CANADA
9:30AM	KEYNOTE INTERVIEW: STEWART JOHNSTON, COMMISSIONER FOR THE CFL
10:00AM	INSIDE LEAGUE OPERATIONS: GOVERNANCE, GROWTH & GAME PLANNING
11:00AM	THE FUTURE OF SPORTS MEDIA: PLATFORMS, PEOPLE & POWER
12:00PM	LEGAL HOT TOPICS IN THE SPORTS WORLD
12:45PM	NETWORKING LUNCHEON
1:45PM	KEYNOTE INTERVIEW
2:15PM	PROTECTING ATHLETES: MENTAL HEALTH, CONCUSSION PROTOCOLS & SAFETY INNOVATIONS
3:00PM	WHO'S UP NEXT? THE EYEBALLS & ANALYTICS BEHIND PROSPECT TO PRO
3:45PM	THE ART OF THE DEAL: NEGOTIATING PLAYER CONTRACTS
4:45PM	CLOSING REMARKS BY CONFERENCE CO-CHAIRS & NETWORKING RECEPTION

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