



WORLD FOOTBALL FORUM

PARIS 7-8 JULY 2016

eventica sport

# THE NEW GEOGRAPHY OF FOOTBALL



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# WORLD'S FAVOURITE SPORT



Football brings the world together like nothing else. Everywhere it is played, it has the power to transform society for the better, driving social, economic and cultural change - and nowhere more so than in the rapid-growth new emerging markets of football.

Taking place in Paris at the culmination of the UEFA Euro 2016 Championship, the 4th annual World Football Forum is the key event for the key players of the global football industry: the personalities who guide, influence and govern the world's game.



# NOT JUST A GAME

At its heart, it is just a ball game, however football has become much more than that. A multi-billion dollar industry that has the power to reach, entertain and enthuse a global audience in new markets, football crosses the divide between cultures and communities. Football has impacts far beyond sport: into fashion, entertainment, the arts and the cultural life of all four corners of the globe.

With the rise of emerging football nations, the marketing power of football increases, and the TV rights, merchandising opportunities and service industry potential are staggering. The World Football Forum takes a 360° view across the new geography of the game: football as sport, football as entertainment, football as business, football as lifestyle.



# THE NEW GEOGRAPHY OF FOOTBALL



The central theme of the World Football Forum in 2016 is the 'New Geography of Football' – the high-growth new markets for the international game.

Leading the pack of emerging football powerhouses of the 21st Century is China, whose football-loving President Xi has prioritized the development of the domestic game, and in doing so is unlocking a vast new market.

The globalisation of football is being felt just as strongly in other new markets – from the upcoming FIFA World Cup™ Host Nations Russia and Qatar, through India and South-East Asia, and across the African continent.

The geography of football is changing fast, and with fresh leadership in the sport's most senior governing bodies steering the world game in a new direction, the World Football Forum will offer the first chance to chart the opportunities and the challenges ahead for the international football industry.



# ENGAGE. NETWORK. LEARN.

The World Football Forum is also an arena for the football community to come together to meet, exchange ideas and plans, hear from prominent commentators from across the industry and beyond, network and of course, to be entertained and engaged.

The World Football Forum will give suppliers and service providers a deep understanding of the opportunities in football's emerging markets, and it will be an ideal platform for learning more about the latest trends in and around the global football industry, direct from internationally recognised leaders.

# PARIS – WFF 2016 HOST CITY

Paris has been setting the standard in culture, cuisine and fashion for centuries, and in 2016, the City of Light will offer the passion and excitement of Euro 2016 – the perfect backdrop to the World Football Forum. Offering accessibility and style, and with the eyes of the football world on the city for the final of Euro 2016, Paris is the ideal venue.





# WHO SHOULD ATTEND

World Football Forum will bring together decision-makers in world football, including FIFA, UEFA and other international and national federations. It will also be attended by the leading players in the football industry.

## **PARTICIPATION IS A MUST FOR:**

- Sports marketing experts
- Corporate sponsorship directors
- Commercial directors of football clubs
- TV, print and digital media
- Professional service providers
- Infrastructure specialists
- Construction/engineering consultants
- Contractors and suppliers
- Sports journalists and commentators
- Hotel & accommodation providers
- Security experts



# EVENT HISTORY

In 2011, Eventica launched the first World Football Forum in Moscow, following the announcement of Russia's first FIFA World Cup™ in 2018. Since then, this annual event has become firmly established in the football industry calendar, bringing together leading figures from football across the globe in major football hubs around the world.



**DONNA CULLEN**

Executive Director,  
Tottenham Hotspur Football Club





**Alexey Sorokin** CEO, Russia 2018 World Cup,  
Local Organising Committee

**Ricardo Trade** CEO, Brazil 2014 LOC

**Jerome Valcke** Secretary General, FIFA

**Nic Coward** General Secretary,  
English Premier League

**Walter Gagg** Director, FIFA

**Pedro Pinto** Chief of Press Communications, UEFA

**Anita Mendiratta** Lead Consultant, CNN TASK

**Giuliano Giorgetti** Head of Digital, AC Milan

**Pascal Portes** COO, MATCH Hospitality

**Donna Cullen**, Executive Director of Tottenham  
Hotspur FC

**Evgeny Giner** President, CSKA Football Club

## SPEAKERS AT PREVIOUS WFFS HAVE INCLUDED:

**Svetlana Picou** Executive VP Global,  
Weber Shandwick

**Allan Gooch** former Head of Transport Planning,  
London 2012

**David Thomson** Group Events Director,  
Wembley Stadium

**John Barrow** Senior Principal, Populous

**Diarmuid Crowley** Senior Vice President, IMG

**Walter de Gregorio** FIFA, Director  
of Communications & Public Affairs

**Misha Sher** Director of Sport, MediaCom

**Sergei Cheban** Executive Director,  
Russian Premier League

# OUR BUSINESS NETWORK



# ABOUT THE ORGANISERS

World Football Forum is hosted by Eventica Sport, the sports business division of leading strategic communications agency Eventica Communications, with extensive experience in event organisation and management, PR and media.

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The World Football Forum is the latest in a series of football-focused sports initiatives from Eventica Sport. The company organises the Global Sports Industry Congress and sports activations worldwide.



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