



WHERE THE LEADERS IN SPORTS BUSINESS CONVERGE

Featured Roundtable

Social Media: The Impact on Sports and Sports Marketing

Wednesday, April 1, 2009, 11:00 a.m.

Social media is reshaping the way fans follow sports and the way brands, properties and the media connect with consumers. This session will examine the social media phenomenon with examples and strategies inside and outside of sports. You will hear from:



Jim Bankoff
Chairman & CEO
SB Nation

A 15-year online veteran who previously developed and led dozens of popular Web sites including AOL.com, Mapquest, Moviefone, TMZ, Fanhouse and BloggingStocks. Earned the first Emmy ever awarded to a Web cast.



Scott Goodson
Founder & CEO
StrawberryFrog

Agency leader and social media marketing innovator who focuses on helping brands lead cultural movements. Projects have included Heineken's Championship League and Credit Suisse's foray into Formula One.



David Katz
Founder
SportsFanLive.com

Former head of Yahoo! Sports & Entertainment who oversaw the operations of Yahoo! Sports, Yahoo! Movies and Yahoo! Television. Also ran strategic planning and interactive ventures at CBS Television.



Mike Levy
Chairman & CEO
OPEN Sports

Online sports pioneer who was the founder of SportsLine.com. Forged alliances with CBS Sports, AOL, NFL, NBA, MLB, PGA Tour, NCAA and with athletes such as Michael Jordan, Tiger Woods and John Elway.



Jeff Ma
Co-Founder & Vice President, Research
Citizen Sports

Gained notoriety as the protagonist for the book "Bringing Down the House" and the movie "21". Co-founded Citizen Sports, which creates products that enable fans to connect with friends via platforms such as Facebook, MySpace and iPhone.



Dave Panos
CEO & Co-Founder
Pluck

A software industry veteran with more than 16 years of Internet and technology start-up experience. Co-founder of Pluck, which provides social networking platforms and technology for a wide range of sports properties and corporations.

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