



SOCCEREX
MIAMI

AGENDA

USA | NOVEMBER 14-15, 2023

STUDIO

A new frontier: Inter Miami as a global football superpower

Inter Miami has embarked on new frontier, lead by Lionel Messi and an opportunity to grow the club into one of the biggest brands in the world. We talk with Xavi Asensi, CBO of Inter Miami on how they plan to capitalize on this chance to become one of the world's biggest clubs.

Apple & Major League Soccer: Taking MLS to new heights

Major League Soccer and Apple are about to finish year one of a 10-year innovative partnership that has already taken the league to new heights. With the addition of new MLS stars and a best-in-class viewing experience, fans around the world have been able to enjoy all the excitement around the

league all season long, in English, Spanish, and French. We speak with MLS Commissioner Don Garber and Eddy Cue, Apple's senior vice president of Services, to talk about the partnership, why it's been successful, and how both companies see things evolving in the future.

The new FIFA/Concacaf commercial partnership

Miami has become the center of the football world, as FIFA and Concacaf have both planted their flags in south Florida. Ahead of the 2026 World Cup, both organizations have come together for a unique commercial partnership to help bring brands and sponsors closer to the biggest sporting event in the world.

Recordbreakers: A look back at the Women's World Cup 2023

Following the record breaking FIFA WWC, we bring together the executives and pundits that were there to experience it firsthand. Why was the event so successful, and how can other tournaments replicate this success? Is the Women's World Cup poised to continue to close the gap with the men's tournament in the next few cycles?

The Future of the European Super League

The European Super League set the soccer world on fire a few years ago, as fans from around the world protested the creation of a revolution and seemingly inevitable format. Bernd Reichart from A22 Sports Management talks about the future of this endeavour, one he was a main architect of.

LALIGA X Panini – Reaching young, diverse, and multicultural fans through Soccer and Gaming

LALIGA and Panini have developed a custom gaming program to engage with young and diverse fans that are passionate about soccer, gaming, and collectibles. This is how young fans engage with sports properties, but how do massive rights holders and brands grow and capitalize the trend? Join LALIGA and Panini executives as they officially launch the 2nd edition of the program, discussing how gaming, cross-sport athletes, influencers and unparalleled access drives both companies businesses forward.

Agents of Change - How the Laws of the Game are Set to Evolve"

FIFA has created new laws that will change the game for agents,

clubs, and players moving forward. Who will this impact that most, and why we might be heading towards a new system of player movement for years to come.

FIFA World Cup 26™ – A game-changing event for North America

FIFA World Cup 26™ will be the biggest and most complex tournament ever. During this session, we'll talk to the people who are delivering the tournament across three countries and 16 cities, get an update on progress and discuss what potential impact 2026 could have on the North American soccer market.

Team (Excel) Sheet

What is a player truly worth? Where is the next big sponsorship coming from? How does a team meet their bottom line? All of these questions are key to football

executives and those who help keep teams financially stable. We talk to the experts who keep the lights on across the soccer industry.

"Believe and you can achieve" - The Road to the Professional ranks

Youth Soccer in America has continued to be a source of debate and excitement, as new organizations challenge the old model. We speak with some of the people and organizations that are working to help the next generation of players make their way through the complex youth soccer system.

"The Right(s) Stuff"

Why have football rights become so valuable and how do organizations determine what to buy? We talk to some of the industry leaders about what goes in to determining rights, how they are negotiated, and what is the

future both linear and streaming rights.

Built from solid foundations

MSA Design and FC Cincinnati come together to talk about their new facility, inspired by the mission and values of FC Cincinnati and reflects a progressive, environmentally sustainable, modern aesthetic reflective of the rise of the sport of soccer in America.

"If you build it, they will come" - Brand building in the Americas

With the World Cup 2026 coming to North America, and the continued growth of the sport in the country and wider region, major clubs and federations from around the world are looking for ways to bring their brands to America. We talk to some of the leaders in the space of international brand building, with

an eye on the USA.

"Football pitch to elevator pitch"

UCFB talks about their educational program and how they are helping players from the pitch to the boardroom.

"Going beyond greatness" - A focus on female football leadership

The Women's Game has grown substantially over the past two decades and the women's leaders of the game are a main part in driving that forward. We sit down with some of the most important women's football leaders that represent a shift in the game's growth, both culturally and economically.

The Future of Estadio Azteca

The panel will discuss football stadium development trends in Latin America for both new and existing stadia. Topics will include in-stadium products as well as stadium precinct development trends.

Soccer Reinvented

Kama and Serie A Join Forces to Reshape the Game

"David vs. Goliath" - Taking on the biggest clubs in the world

Even in today's ever-changing soccer world, Barcelona, Real Madrid, Bayern Munich and a select group of clubs stand above the rest in sporting reputation. Clubs with big ambitions that range from top league newcomers to hundred year old institutions are just trying to keep up. Here's their story from the

CEOs who are taking on the biggest clubs in the world.

The future of football

"Secretary-General of the Royal Netherlands Football Association Gijs de Jong will share and highlight the pillars of the future of football as he sees it, from competitive balance, innovation, events and football programs. He's joined by Dutch legend Johan Neeskens to share his experiences as instructor and ambassador of the KNVB WorldCoaches program."

The beautiful game gets smart

Soccerment will bring together a panel of experts from the sports, media and tech sectors, offering diverse perspectives on the growing significance of artificial intelligence (AI) in the world of soccer. Soccerment will also demonstrate the value and potential of xvalue.ai | STATS, their

advanced analytics platform that leverages cutting-edge AI technology, illustrating its practical applications and use.

Driving Ligue 1 Affinity in the US with Creative, Culture, and Strategic Partnerships

By partnering with rEvolution, a leading sports marketing agency, Ligue 1 Uber Eats seeks to increase exposure, establish strategic partnerships, and ultimately enhance awareness of the thriving league in order to drive the fan base of Ligue 1 Uber Eats in the U.S. market.

Up for the Cup

The Leagues Cup is an innovative and important new football trophy that has been created to pit the MLS and Liga MX against one another for a tournament that will challenge the current inter-league models that currently exist. This is a chance for fans of the USA,

Mexico, and Canada to learn about new clubs for the first time with the hopes of adding another trophy to their cabinets.

"Iconic stadia reinvented" - Sustainability, innovation, and technology

Stadiums continue to improve and advance through new and innovative ways. IDOM, one of the premier consulting, engineering and architecture firms in the world is on the cutting edge of bringing classic stadiums into a new era. We sit down with some of the company's brightest designers and architects, responsible for the bold and important new upgrades that the firm is working on for The Camp Nou, Monumental Stadium, and Estadio La Romareda.

ACADEMY

"Everlasting Love" - A look at sustainability in soccer

Alongside the exceptional growth of the game are the global concerns about climate change and sustainable living. With many sports franchises signatories of the UN Sport for Climate Action

Framework and the UN Sustainable Development Goals, how can we ensure sustainability and impact action is taken without detriment to commercial and financial interests? Is there an opportunity for sustainability action to even become a commercial generator for soccer franchises?

X Marks the (Transfer) Spot

Deadline day has become a spectacle of its own and the players are no longer the only ones we are keeping our eyes on.

Journalists and insiders have become widely followed across social media for their prognostications and breaking news moments. We hear from some of the people who make the news that breaks the internet throughout the soccer calendar.

FIFA Legacy: The impact of Copa America 2024 and FIFA World Cup 2026

As North America welcomes the soccer world over the coming years, we speak to some of the key executives who have been behind the biggest moments in tournament history in the CONCACAF region and those who will have an impact in the years to come.

On the road to 2026: How brands can make every sponsorship count

"The next generation of value-based fandom has also changed the game of soccer – and how to win the game of sponsorship for brands. With the rise of soccer in the Americas and on the road to the next FIFA World Cup in 2026 and 2027, the social impact movement Common Goal and creative agency JvM SPORTS present awarded industry case studies for successful impact sponsorship featuring globally leading brands such as adidas, Hyundai and Fox Sports.

The insightful and inspirational keynote will be presented by Jürgen Griesbeck, CEO & Co-Founder of Common Goal, and Robert Zitzmann, chief executive of JvM SPORTS.

Brain Game: The mental aspect of soccer

Peak performance, resilience, mental health; it's all about preparation and creating the right environment. Industry experts give their view on this often overlooked part of the game.

"Transforming Mindset Through Culture Rehab: The Hidden Costs of a Broken Culture"

What do we mean by culture rehab and how do you know that one's needed? Missed opportunities of providing "solutions" that don't actually solve the problem, asking the right questions of companies and their people, providing a holistic and customized solution that fundamentally changes the culture of the organization, not just addressing the symptoms. How well do you know your people and what they need? What impact does supporting your people have

on your teams and bottom line and what is the cost to the organization for not doing so? Personal journeys of how panel members relate to this topic and what they've learned on their journey. How do we do better? How is The Wellness Universe Corporate addressing this problem in the soccer community and corporate space?

To have and to hold: Fan Engagement in the Digital Age

Soccer fans are more engaged than ever, with clubs and leagues finding unique ways to connect with fans from their homes, all the way to grounds. What is the future of soccer fan engagement, through the lens of ticket providers, federations, and teams, all with the goal of keeping fans and creating top experiences for everyone.

Live Virtual Advertising – Delivered at Scale for sports rights owners globally

Brought to you by market leading virtual advertising solutions provider, Supponor... hear from some of the most important and commercially savvy soccer leagues in the world, and special guests, the NHL, about how they have taken their regional and global partnerships and marketing opportunities to the next-level through deployment of virtual signage overlay and virtual placement advertising at league-wide scale.

"Soccer for Good" - Changing the Game

When everyone gets a chance at football, the game is better for all of us. Not only does the beautiful game have a chance to excite us, but it has the unique ability to bring people together and provide opportunities for people

of all backgrounds and circumstances. This panel is a look at some of the organizations that are helping those who need it the most through soccer.

"Passion to Purpose" - Unreasonable Innovation in Youth Football

European Football Group established 2022, was created with the vision of providing constant innovation to the world of soccer in North America. CEO, Rogelio Castillo sits down with other soccer leaders to talk about the present and future of the organization and how he is disrupting the youth soccer model.

"Trust and Verify"- Authenticating fans in Mexico

Incode, a leading provider of world-class identity solutions talks about they ways they work with Liga MX to reinvent the way

humans authenticate and verify their identities online to power a world of digital trust.

"This game belongs to everyone" - A discussion on diversity and inclusion in football

Football is for everyone, and this panel takes a closer look at the people who are working to make sure that the beautiful game is inclusive for everyone, regardless of who they are, or where they come from.

LA Wolves, the English Champions of North America

"In the summer of 1967, the Los Angeles Wolves became the first professional soccer champions in North America. This is their story."

"You can win everything with kids!" - From the youth team to the first team

From the youth training pitch to the first team, academies have been the lifeblood of clubs from every federation. Not only do they fuel the talent of tomorrow, but they are an important part of the development of talent at all levels. We talk to a few of the teams that lead the biggest and most valuable academies in the world.

"It's tough at the top!"

Owning football clubs across continents has become one of the most sought after sources of empire growth in the game. From England to Italy, ownership groups are buying up clubs and making a multi-faceted system that has brought a new type of owner to many fans.

"Influencing the beautiful game off the pitch"

The most famous names in football are no longer reserved for the men's and women's players on the pitch. The rise of content creators and influencers on Instagram, TikTok, Meta, and YouTube have given fans a new way to watch matches and interact with their favorite clubs.

Inside Tiktok: How the platform is changing the beautiful game

TikTok has become one of the biggest social media apps in the world, with millions of content creators sharing from football matches around the world. The Global Head of Sport, Harish Sarma talks about the impact that platform is making on the soccer fan and how clubs are using it to engage with a new generation.

CBS Sports: Golazo Network and the Future of Soccer Broadcasting in America

CBS Golazo Network launched in 2023 as part of CBS Sports' continued push into executing its broader vision of being the 24/7 home for soccer fans with live matches and the latest news. We sit down with the man behind the growth of the game across CBS Sports' digital platforms and Paramount+.

"Picture Perfect" - Inside Soccer Photography

We have all had the chance to enjoy photographs that define a tournament or freeze a moment in soccer history. In this conversation, we speak with two leading sports photographers from Getty Images who take us behind the lens at some of soccer's biggest moments in recent history and how they manage to capture "the shot" both on and off the pitch. Learn

the ins and outs of documenting a major tournament, what goes into making an iconic photograph and how center of the action moments are moved from camera to publication in as little as 30 seconds.