



BIW

BEYOND THE GAME: A WEEK OF SPORTS AND BUSINESS


Summer 2023



Executive Summary

This edition of **Business Innovation Week** aims to explore the intriguing relationship between sports and business, uncovering the strategies, innovations, and opportunities that arise at their intersection. Through engaging speeches, interactive panels, field visits, and hands-on workshops led by industry experts, participants will gain valuable insights into leveraging the dynamics of the sports industry to drive business success. This immersive learning experience will equip attendees with the knowledge and skills necessary to navigate the ever-evolving landscape of sports and business, empowering them to seize new opportunities and achieve exceptional results

Schedule

	Monday (17.07)	Tuesday (18.07)	Wednesday (19.07)	Thursday (20.07)	Friday (21.07)
	DAY 1: BUSINESS MODELS AND REVENUE STREAMS	DAY 2: MARKETING AND SPONSORSHIPS	DAY 3: LAW AND ETHICS	DAY 4: HUMAN RIGHTS	DAY 5: WRAP UP
08:00-09:00	Breakfast offered at BSL				
09:00-10:30	Welcome Speeches	Guest Speaker: Peter Cross Marketing and Sponsorships of Global Events (World cup) (Financing)	Business Game	External visit to Olympic Museum	Teamwork Presentation
10:30-10:45	Break				Break
10:45 - 12:00	Guest Speaker: Mary Mayenfisch - The Intrinsic Connection Between Sport, Law, and Human Rights	Teamwork Activity	Guest Speaker: Guido Battaglia International Sport's Law - Economical, Geopolitical and Legal Challenges in Sport Quiz		Culture Time
12:00-13:00	Lunch Break				
13:00-14:30	Guest Speaker: Nicholas Sarasin Personal Experiences with a Successful and Unsuccessful Business Model	Teamwork Activity	Guest speaker: Michael Ahun Ethics in the Recruitment process at the IOC	Workshop	 BUSINESS SCHOOL LAUSANNE LEADING INNOVATOR IN BUSINESS EDUCATION
14:30-14:45	Break				
15:00-16:30	Case Study Activity	Guest Speaker: Charles Coplin Content Creation, Marketing and monetization	Teamwork Activity	Guest Speaker: Lia Yokomizo The Ethical and Legal Challenges In Sport Management And How can they be addressed	
16:30-17:00	Case Study Presentation	Quiz 2	Screening of "The Swimmers"		

- All students are expected to attend the BIW in person at BSL. (The attendance will be taken twice daily: in the morning and afternoon. Therefore, make sure to check in the morning at the reception and in the afternoon. You must bring your student ID card, show it to reception, and sign in next to your name on the list)
- Laptops are required to complete the exercises; make sure to have them with you.
- There will be no possibility of attending online (except for those pre-approved, for any further requests, contact Dr Chaari). All online attendees must have their cameras turned on and arrive on time for all the BIW sessions.
- Following the university's dress code guidelines and professional behavior during the week is required.
- No more than a 10% absence (half a day) will be tolerated during the entire week.
- On Thursday, the 20th of July, we will be visiting the Olympic Museum; please make sure to have your national IDs with you.



GUEST SPEAKERS



Mary Mayenfisch-Tobin

Mary Mayenfisch-Tobin is a renowned lawyer and accredited mediator with substantial experience in private practice, including corporate in-house capacity. Fluent in both English and French, she specializes in Business and Human Rights, Corporate Social Responsibility, and matters related to male/female equality. Additionally, she possesses expertise in Hospitality and Tourism Law, as well as Common law succession and contract law. Formerly a Law Professor at the Ecole Hoteliere de Lausanne, she taught courses in Hospitality and Business Law. As the Director of the Pepperdine University program in Lausanne, she played a vital role in establishing the campus in Switzerland in 2006. Mary Mayenfisch-Tobin has also worked extensively in the area of education, focusing on student counseling, stakeholder relations, outreach, business development, and the organization of internships. Since 2005, she has been a specialist in Business and Human Rights, actively engaged in lobbying, lecturing, and research. She holds a Bachelor of Civil Law degree from the University College Dublin. **At the event, Mary Mayenfisch-Tobin will share her insights on "The Intrinsic Connection Between Sport, Law, and Human Rights"**



Nicholas Sarasin

With a background as a Data Research Analyst at Ecotonian Sport Ltd. and a Strategy & Development Intern at FC Basel 1893, Nicholas has gained practical experience in analyzing data and contributing to business strategies. He holds a Master's degree in International Business and Entrepreneurship from Business School Lausanne (BSL) and a Bachelor's degree in Public Relations, Advertising, and Applied Communication from Richmond, The American International University in London. **Attendees can expect to benefit from Nicholas's personal experiences and expertise as he shares his insights on successful and unsuccessful business models during his panel discussion.**



Peter Cross

Peter Cross, an accomplished expert in accommodation management, event logistics, and venue operations, is one of our distinguished guest speakers. With his extensive experience, Peter has successfully served as an Accommodation Manager for the HBS staff during the FIFA Football World Cup, overseeing operations for nearly 2,000 team members. Additionally, he has excelled as a Youth Olympic Village Services Manager, ensuring seamless coordination of non-residential services and activities. With his expertise as a Venue Logistics Manager, Peter has overseen the smooth execution of broadcast operations during major events such as the FIFA Women's World Cup and the FIFA World Cup.

During the event, Peter will be sharing his profound insights on the topic of Marketing and Sponsorships of Global Events, with a specific focus on financing strategies related to the World Cup.



Charles Coplin

Charles Coplin, an Emmy award-winning entertainment executive, is a highly respected guest speaker renowned for his exceptional achievements in the industry. With extensive experience and executive oversight of media broadcasts and events reaching a massive global audience of over half a billion viewers, Charles has played a pivotal role in creating captivating content and maximizing media brand value.

As President of Big Monkey Entertainment, he provided invaluable guidance on company structure, programming plans, content creation, and monetization models for an all-sports broadcast start-up. He served as the creator and executive producer of CBS Super Bowl's Greatest Halftimes, adding to his extensive portfolio of high-profile productions. Notably, Charles also served as the Executive Vice President of Content for the National Hockey League (NHL) and held the role of Head of Programming for the National Football League (NFL), where he spearheaded the launch of the NFL Network and orchestrated major live events such as the Super Bowl Halftime and NFL Draft.

Charles Coplin will share his vast insights and experiences during a captivating panel discussion centered around creating global events.



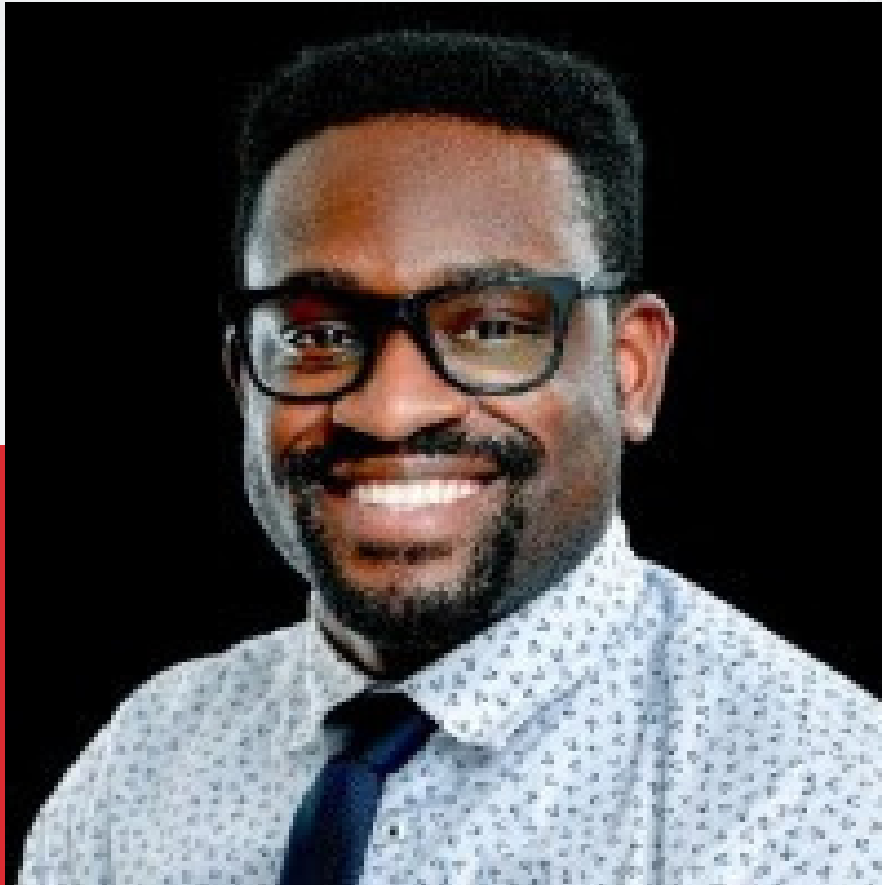
Guido Battaglia

Guido Battaglia is a distinguished expert in international sports law and its associated challenges. With over ten years of experience in stakeholder engagement and promoting responsible business practices, Guido brings valuable insights to the field. He currently serves as the Head of Policy and Outreach, leading strategic engagement with governments, international organizations, and sports entities. Guido's expertise extends to his role as a Research Fellow at the Institute for Human Rights and Business (IHRB), where he previously held the position of Head of Responsible Trade. **Attendees can look forward to his panel discussion on "International Sports Law - Economical, Geopolitical, and Legal Challenges in Sport,"** where he will share his extensive knowledge and experience in this dynamic field.



Lia Yokomizo

Currently serving as a Legal Counsel at the Court of Arbitration for Sport, Lia Yokomizo brings extensive expertise in handling legal matters related to sports and arbitration. Previously, Lia worked as Of Counsel at Siassi, McCunn, Bussard Avocats & Solicitors, where she provided valuable legal advice and support. She holds an LL.M. in Dispute Resolution from the CIDS Geneva Center for International Dispute Settlement, complemented by her studies at Harvard Law School in negotiation and leadership. With a solid academic foundation and practical experience, **Lia will discuss how to address the ethical and legal challenges in sport management.**



Michael Ahun

We are honored to have Michael Ahun bringing his expertise in ethics within the recruitment process, specifically focusing on the International Olympic Committee (IOC). With extensive experience as a Talent Acquisition Specialist at the IOC, Michael has played a crucial role in shaping recruitment strategies and practices. He manages the full recruitment process, develops talent pools, and strengthens relationships with third-party agencies. Michael's remarkable progress within the IOC, from managing internships to handling temporary and junior staff positions, showcases his expertise and dedication. Attendees can expect profound insights into ethical challenges in sport management during his session on **"Ethics in the Recruitment Process at the IOC."**

**THANK YOU, AND WE
LOOK FORWARD TO
SEEING YOU!**

ADDRESSES:

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