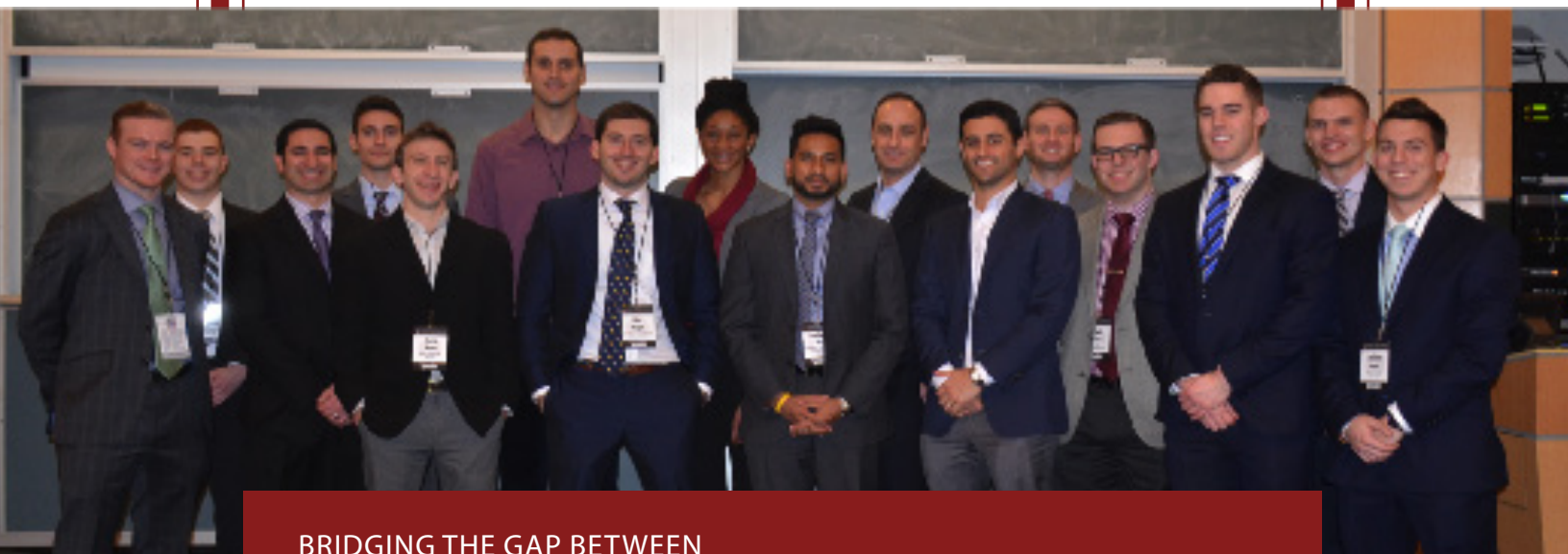




McCORMACK

Future Leaders Conference

PRESENTED BY



BRIDGING THE GAP BETWEEN
CLASSROOM LEARNING AND
REAL WORLD EXPERIENCE FOR
THE SPORT INDUSTRY LEADERS
OF THE FUTURE



UMassAmherst

Overview of the FLC

BUILDING THE PREMIER CAREER
DEVELOPMENT CONFERENCE

ENGAGEMENT

Unique case study format maximizes engagement and connectivity

COLLABORATION

Students from different universities collaborate on case studies in groups

APPLICATION

Panel presentations and interactive case studies designed by industry professionals

INSIGHT

Two professionals assigned to each segment to provide insight and evaluation



Overview of the FLC

THE ONLY CASE STUDY AND
PANEL SERIES HYBRID EVENT

CASE STUDIES ON THE FOLLOWING TOPICS:

- Sport Marketing: 20 attendees (2016)
- Sports Sales: 18
- Event and Facility Management: 17
- Finance: 12
- Representation: 10



Heading

SHAPING THE SPORT INDUSTRY LEADERS OF THE FUTURE

100%

of surveyed 2017 attendees would recommend the event

67%

of surveyed 2017 attendees are more likely to do business with or seek employment from a partner after the event

100

number of projected attendees at the 2018 FLC


8

different Universities were represented by student attendees at the 2017 FLC



Media

THE MCCORMACK FLC IN THE MEDIA

 **Mark J. Burns** ✓
@markjburns88

Following

Great to connect w/ @McCormackFLC committee & conference speakers, incl. @LukeyBonner. Cool to see ex athletes in 2nd career #McCormackFLC

RETWEETS 5 LIKES 4

7:50 PM - 19 Feb 2016

UConn Sport Management Students Attend McCormack FLC at UMass Amherst



UConn Sport Management Students Attend McCormack Future Industry Leaders Conference at UMass Amherst

“I learned more that day about Sport Management than any other in my first year at UConn”

Fenway Sports Management (FSM) Fenway Sports Management's Director of Consulting & Events Kate Hogan served as the keynote speaker this past weekend for her alma mater UMass' 2017 McCormack Future Leaders Conference. To open the event, which aims to bridge the gap between classroom learning and real world experience, Hogan shared her insights, industry experiences, and top career advice with the audience.



Like (88) • Comment (1) • Share • 1 day ago



Benefits for Partners

ACCESS TO TARGET DEMOGRAPHIC (18-22)

PRODUCT PROMOTION

- Opportunity for product sampling and integration with SWAG bags
- Table availability to help launch new promotions



RECRUITMENT

- Ability to design case studies as skill-based interviews
- Resume collection and on-site tabling



Benefits for Partners

BRAND EQUITY

- Build brand equity by aligning with top education institutions
 - Isenberg School of Management: #1 public business school in the Northeast
 - Mark H. McCormack Department of Sport Management: World's top sport program
- Support a career-driving educational event for students from across the Northeast



Benefits for Partners

VARIETY OF NAMING RIGHTS OPPORTUNITIES

- Case study, networking hour, and speaker panel naming rights available



Segment: Event & Facility Management

Room: 112

Professionals:

- Gabrielle Langman, Managing Director, The Rhiannon Group
- Keith Gomish, CEO & Co-Founder, Civilian Military Combine
- Matt Keller, President & Co-Founder, Civilian Military Combine

Case

Organizing and running an event or facility is a job with numerous subsets of tasks and responsibilities. Each is operated by a team of individuals that have dedicated areas of focus to ensure

PROMOTION VIA FLC DIGITAL AND SOCIAL REACH

- Links to partner websites via clickable logos and banners
- Social media promotion of partner initiatives



Past Partners



Looking Ahead to 2018

Partner support for this educational initiative is needed to help make 2018 a banner year for the FLC. Help us accomplish our goals while building towards your business objectives with a personalized partnership with the FLC!



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