

# TEAMS<sup>®</sup>

## CONFERENCE & EXPO

### TEAMS '15 to Feature Most Robust Educational Programming Ever

*More than five dozen industry practitioners will lead five tracks of sports-specific sessions on event operations, new technology, youth participation, marketing and international growth opportunities*

LOS ANGELES, CA (November 3, 2015) —The TEAMS '15 Conference—the world's leading conference and expo for the sports-event industry—will feature the most extensive educational programming in the event's history and will introduce a number of components when it gets underway next week in Las Vegas. Presented by *SportsTravel* magazine and hosted by the Las Vegas Convention & Visitors Authority, the TEAMS '15 Conference & Expo will be held in Las Vegas, November 9–12.

“This year at the TEAMS Conference & Expo, we're upping the ante at the world's most productive gathering for the sports-event industry,” said Timothy Schneider president and CEO of Schneider Publishing, which organizes the TEAMS Conference and publishes *SportsTravel* magazine. “Our approach has always been ‘of sports, by sports, for sports’ because we believe greater value is derived from having a sports-specific event devoted to the health and well-being of the sports-event industry,” said Schneider. “If you're in sports, TEAMS is truly the can't-miss event of the year.”

Two dozen pre-conference and concurrent sessions will feature leading practitioners from the sports-event industry. One such session will examine operational best practices from industry veterans with experience at organizations such as the U.S. Olympic Committee, the NFL, the NBA and Major League Baseball. Other sessions will look at bringing international sports to the United States and exporting events created in the United States to other countries; navigating the new age of video distribution; digital trends in ticketing; employing the latest technology to make sporting events more successful; conducting sports business in China; innovations in DMO marketing; harnessing the value of public relations; confronting concussions in youth sports; how to successfully negotiate sports-group contracts with hotels; structuring sports marketing strategies to resonate with each generational group; and starting a sports organization from scratch.

Daily general sessions will include a session on women succeeding in the male-dominated world of sports media and will feature ESPN's Jessica Mendoza and Fox's Jamie Little. A Veterans Day session will look at how sports have helped our wounded veterans heal and restart their lives. In the concluding general session, Harvey Schiller, who has led some of the most successful organizations in sports, will provide insight on the keys to a successful life in the world of sports. Additionally, Olympian Tamara Christopherson will provide a briefing on behalf of the Los Angeles 2024 Olympic Bid Committee.

In addition to more educational programming, the amount of time dedicated to business networking has also significantly increased. Three Event Match Luncheons—which are open to event organizers, exhibitors and sponsors—will combine lunch with a reverse marketplace. At each luncheon, exhibitors and sponsors will have access to dozens of event organizers who will be seated at assigned tables. With this innovative approach, attendees can take advantage of an additional four hours of time for business networking in addition to the eight hours of appointment-based networking that occurs during the TEAMS Expo. All of the unique networking opportunities as well as the TEAMS Conference educational sessions will take place under one roof at the Mandalay Bay Convention Center in Las Vegas.

For further information or to register, visit [TEAMSconference.com](http://TEAMSconference.com) or call (877) 577-3700.

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The TEAMS Conference & Expo is organized by Los Angeles-based Schneider Publishing, which publishes *SportsTravel*, the sports world's event magazine, and *Association News*, America's most-read magazine for association executives. TEAMS '16 will be held September 26–29, 2016, in Atlantic City, New Jersey. In addition to TEAMS, Schneider Publishing organizes *Meetings Quest*, North America's longest-running series of trade shows for meeting planners. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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