



SIGA Special Session “The Intersection of Integrity & The Sports Business”

October 10, 2018 | 2:00 – 8:00PM
Pier 59, Chelsea Piers, New York, NY 10011

AGENDA

2:00 - 2:15PM: **Opening Session**

- **Michael Robichaud**, SVP, Global Sponsorships, Mastercard
- **Emanuel Macedo de Medeiros**, CEO, SIGA

2:30 - 3:30PM: **Panel Session 1: Setting the Standards for Sports Betting Integrity in the USA**

In May this year, the United States Supreme Court of Justice delivered its long-anticipated ruling regarding the “Professional and Amateur Sports Protection Act” of 1992 (PASPA), the federal law that for the last quarter of a century prohibited most of the State-sponsored sports gambling. The Court declared PASPA unconstitutional, thereby opening the door to allow betting on sport. Since then, the majority of the discussion has centered around the opportunities for revenue generation, with less emphasis on the need to safeguard the integrity of the game. This panel session seeks to shine a spotlight on sport integrity in the post PASPA era from the perspective of US sports and how they will address, not just the opportunities, but also mounting challenges and threats presented by this new landscape. It will also focus on the need for a robust regulatory framework advocated by the SIGA Universal Standards on Sports Betting Integrity.

- **Derek Aframe**, Executive Vice President, Octagon
- **Emanuel Macedo de Medeiros**, CEO, SIGA
- **Gordon Smith**, CEO, United States Tennis Association
- **David Miller**, Vice President & Assistant General Counsel, PGA Tour (via message)

Moderator: **Brian Costa**, Reporter, Wall Street Journal

3:30 - 3:45PM: **Coffee Break**

3:45 - 4:45PM: **Panel Session 2: Youth Protection in Sport**

Sport, when properly organised and governed with high integrity standards, plays an invaluable educational, cultural and social role. It has a unique power to inspire and educate by promoting values and teaching vital skills, such as teamwork, respect and fair play. Without good governance and integrity, sport, however, can have a detrimental impact on youth and the wider society.

The US has recently experienced incidents where sport has hit the headlights of the newspapers for the wrong reasons. It is essential that young athletes are valued and treated with the highest levels of respect, dignity and integrity. Effective safeguarding of children and young people both in grassroots sport and on the pathway to professional or elite sport is required, in order to protect them from all forms of abuse, harm and discrimination. SIGA is committed to implementing its Universal Standards in this area and invites all stakeholders to engage on the necessary discussion on how best to promote and safeguard youth development and child protection, in the US and worldwide.

- **Angela Ruggiero**, CEO & Co-Founder, Sports Innovation Lab
- **Melanie LeGrande**, Vice President, Global Social Responsibility, MLB
- **Mike Liut**, Managing Director, Octagon Hockey
- **Shellie Pfohl**, CEO, SafeSport (via video message)

Moderator: **Christine Franklin**, Senior Vice President, Octagon

4:45 - 5:30PM: **Panel Session 3: Defining Good Governance & Compliance in Sports**

Sport has an unrivalled global appeal. It drives excitement around brands, products and services, maximising their visibility, exposure and brand value. Over the last years, sport's reputation has been tarnished by a series of incidents related to corruption, embezzlement, money laundering, match-fixing, child abuse and other detrimental practices.

Against this background, how can Sport continue to merit the trust of the global business community and consumers around the world? What role are sponsors, broadcasters and media willing to play to usher Sport Integrity to the top?

- **Dr. Bri Newland** Academic Director & Clinical Associate Professor, Preston Robert Tisch Institute for Global Sport
- **Michael Robichaud**, SVP, Global Sponsorships, Mastercard
- **Daniel Glantz**, Head of Global Sponsorship, American International Group (AIG)

Moderator: **Christine Franklin**, Senior Vice President, Octagon

5:30 - 6:00PM: **Closing Session**

- **Michael Robichaud**, SVP, Global Sponsorships, Mastercard
- **Emanuel Macedo de Medeiros**, CEO, SIGA

6:00 - 8:00PM: **Cocktail Reception (Sponsored by Mastercard)**

