



30 August 2010

PRESS RELEASE

21st INTERNATIONAL SYMPOSIUM of SPORTELMonaco Panel 2: Tuesday 12 October 2010, 4:30 pm – 6:00 pm

“What are the economic consequences of the current crisis on the financing of sport, what lessons can be learned and what are the alternatives?”

This panel will tackle the economic consequences of the current crisis on the financing of sport (sponsorship, TV rights, etc) by type of sport, in various countries worldwide. It will seek to learn from the economic models of certain major sports including football.

Finally, the panel will attempt to look into the future, defining possible financing alternatives.

It will bring together the best experts from the field of sports economics, football economics and sports marketing.

- ▶ What are the consequences of the current economic crisis on the financing of sport?
- ▶ By what proportion have sponsor companies reduced their budgets?
- ▶ What effect has the economic crisis had on TV rights?
- ▶ Has the world of sport been worse affected than other areas of the economy?
- ▶ Which sports have been hit hardest?
- ▶ What lessons can be learned from sports financing methods, in particular from football?
- ▶ What is the situation in France, in Europe, in the US and worldwide?
- ▶ What lessons can be learned from the consequences of the current economic crisis on the financing of sport?
- ▶ What might be the alternatives if the crisis persists?

• **Panel 1:** “Women in sport, the influence of women : a chance for sport”, Tuesday 12 October, 10:30 am – 12:30 pm

• **Special Press Event:** “Report on the 2010 FIFA World Cup South Africa” by Francis Tellier, CEO of HBS, Tuesday 12 October, 3 pm – 3:45 pm

Chaired by Roland Faure, the editorial committee of the SPORTELMonaco International Symposium comprises the following members: Richard Bunn, Alain Cayzac, Patrick Chêne, Martine de Cortanze, Jacques Ferran, Renaud de Laborderie, Philippe Levrier, Henri Perez, Isabelle Sévérino.

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