

SPORT AND THE CITY FORMULA1

06.04.11 LONDON



EVENT PROGRAMME

www.sportbusiness.com

Official Twitter: @sbgevents

Hashtag: #f11dn

 **Bloomberg**
TELEVISION

sport
business



WELCOME

Welcome to the first SportBusiness Group Sport and the City event.

When SportBusiness International magazine launched 16 years ago the industry was in its infancy. Now sport accounts for a large slice of advertising, TV and consumers spending and shows no signs of slowing down. One sport that epitomises this transformation is Formula 1 which has led the charge of commercialisation and globalisation into markets hitherto considered the Wild West.

As today's event will confirm, despite the ravages of economic crises and political turbulence, F1 continues to evolve and develop. It provides the watching public with a compelling sporting drama complete with pantomime villains, playboy darlings, heroes and zeros.

Crucially, the sport's push into new territories chimes with the ambitions of its sponsors who eye the economic growth and consumer populations of Latin America and Asia hungrily. The chance to influence millions the world's new middle class is too big to pass up and that commercial support fuels F1 to greater importance.

As a proxy for sport as a whole, Formula 1 may be imperfect. Many raise an eyebrow over its structures and practices and question the true impact of environmental developments in the wider world. Many, many others look enviously at motorsport's biggest circus and do their level best to follow in its footsteps.

Whatever one's perspective, it remains endlessly fascinating for pundits and public alike and one of SportBusiness Groups favourite sources of industry case studies.

I hope today will provide a true insider's guide to a sport on the march and will set a high bar for later episodes of the Sport and the City series.

Sport and the City would not today be possible without the support of our host and sponsor **Bloomberg TV**. It's an exciting new player on the sport scene and I am sure you'll agree they have a fantastic venue here and we are very lucky to be able to use it today. Nicholas Kjaer and his team will be here today and will be delighted to meet you.

Thanks also to Christian Sylt and Caroline Reid of our event partners **Formula Money** who have organised the content and speakers for today. They have also supplied the CD containing the latest sponsorship return on investment figures which you received on arrival. And to our media partners **Action Images** who will be taking the photos today that will be available to view post event.

Finally thanks to you for attending. Your contribution through the morning is encouraged and appreciated and I hope you both enjoy and gain from the experience.

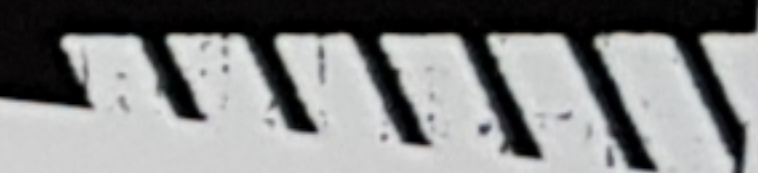
Enjoy!

Philip Savage
Publishing Director, SportBusiness
Group.



EVENT PROGRAMME

- 08.30 - 09.15 Networking coffee
- 09.15 - 09.30 Welcomes from SportBusiness Group and Bloomberg TV
- 09.30 - 11.00 The business of Formula One in 2011 presentations.
 - F1 Business Overview: Tim Bampton (Just Marketing)
 - Teams: Geoff McGrath (McLaren)
 - Sponsors: Valérie Servageon Grande (Hublot)
 - Technology Provider: Mark Gallagher (Cosworth)
 - Sponsors: Oliver Gadney (UBS)
 - Legal: Dominic Crossley (Collyer Bristow)
- 11.00 - 11.30 Roundtable Discussion. Participation from all speakers plus the following:
 - Sadie Wigglesworth (Force India)
 - Robert Montague (F1 Rocks)
 - Robin Fenwick (Right Formula)
- 11.30 - 12.00 Networking coffee
- 12.00 Event Close





SPEAKERS

up the marketing department within the newly-formed Aston Martin Racing team in 2005, building up a tool kit of marketing activation rights and collateral, along with an innovative range of partner events around the world, including in the Middle East and the Indian subcontinent.

Robin Fenwick

Managing director and founder, Right Formula agency

Robin Fenwick has experienced all sides of the sports sponsorship mix working for Agency, Rights Holder and Sponsor. Fenwick started his career at Sky Sports reporting on sports events in the rugby union department, he then moved to the globally renowned sports agency 'Octagon' working within their Marketing department on Rugby for European Rugby Cup, Heineken, Peugeot, Orange, Parker Pen and Norton Rose. He also gained experience working for Vodafone on their Formula One partnership with Ferrari as well as Kronenbourg's European beach soccer events.

Following his experience in Formula One he was asked to join the highly successful McLaren Formula One Team working in the Marketing department on the title partner of the team at the time (West) amongst other blue chip brands. Fenwick then moved to hotel giant Hilton to manage their sports sponsorship portfolio which included partnerships with Vodafone McLaren Mercedes, Guinness Premiership Rugby Tournament, Professional Cricketers Association (PCA) and Wembley Stadium. Fenwick now runs Sports Marketing Agency, 'Right Formula' which is becoming extremely well respected within the industry. Right Formula helps brands achieve their sponsorship objectives by consulting on their entry into sport and managing their activation to ensure they receive a strong return on their investment. Just last year Fenwick was listed in the Marketing Power 100 as one of the young marketer's to watch.

Tim Bampton

Senior Vice President, Communications, JMI (Just Marketing International)

Tim Bampton has over 20 years in the communications

industry across in-house, freelance, agency and client-side roles, representing a range of perspectives including rightsholders, sponsors, teams and personalities. His experience covers the key disciplines of corporate affairs, issues and crisis management, internal communications and brand sponsorships, spanning motorsport in general and Formula One in particular.

Prior to joining JMI Tim was co-founder of his own agency which, over five years, managed the Lucky Strike and 555 sponsorships in Formula One on behalf of British American Tobacco, before handling the global F1 communications for Diageo's Johnnie Walker brand.

Tim began his career in the corporate communications departments of London-based international companies before he moved into motorsports with the Brands Hatch Leisure Group PLC, ultimately heading up the media relations and corporate affairs team.

He moved to Williams Grand Prix where he covered media and sponsorship communications briefs over six years on the team's F1, touring car and sportscar interests, before joining Honda's F1 media relations agency to head the business. After turning freelance, Tim continued in F1 and motorsports, while adding rugby, cricket and golf to his portfolio.

Tim returned agency side as a senior public relations director to handle the Interpublic Group's corporate communications for the British Grand Prix in 2003, simultaneously managing the agency's multiple clients in F1, World Rally, soccer and consumer brands.

At the end of 2004 Tim formed a new agency which, under the banner of Lucky Strike Racing, handled BAT's motorsports interests through the corporation's ownership and title sponsorships of the B.A.R F1 team.

Tim joined JMI towards the end of 2009 and leads the agency's global communications function and services,

across its North American and international business. He is based in London and is a member of the company's Management Team.

Mark Gallagher

General Manager, F1 Business Unit, Cosworth

Mark leads the Formula One™ Business Unit within Cosworth, which has responsibility for engine build and test, engineering and track support operations.

Before joining Cosworth in August 2009 Mark guided his own race team, Status Grand Prix, to championship victory for Team Ireland in the 2008/09 A1GP World Cup of Motorsport. He was Head of Sponsorship for Jaguar/Red Bull Racing in 2004/05, and was previously Head of Marketing at Jordan Grand Prix where he worked in 1991 and 1995-2003 inclusive.

Cosworth has achieved an unparalleled reputation across the world of high performance sport. The Group's motorsport engine development and electronics programmes have delivered championships in Formula One™, IndyCar, World Rallying, World Touring Cars, NASCAR, and World Superbikes.

The world of performance sailing is also embracing the power of Cosworth with electronics systems employed by Americas Cup Syndicates and the British Olympic team.

Christian Sylt & Caroline Reid

Authors and journalists, Formula Money

Christian Sylt and Caroline Reid are the authors of Formula One's trade guide Formula Money and are the only journalists worldwide who regularly write about the business of F1 for national media. They have been doing this for a combined total of 20 years and they write for the UK's top newspapers including the Financial Times, the Telegraph, the Guardian and the Mail as well as numerous magazines including Motor Sport and Business Life.



Christian has also appeared on-screen analysing F1 for the BBC, ITV, CNN, CNBC and Channel 4 News. In addition to their publishing work Christian and Caroline give consultancy to many of F1's stakeholders including Red Bull, Renault and Silverstone.

Kevin Roberts

Editorial Director, SportBusiness Group

Kevin Roberts is the Editorial Director of SportBusiness International which he helped launch in 1996. Since then he has overseen the development of the monthly magazine as well as Sportbusiness.com, the world's leading on-line source of information about the business of sport, and a specialist customer publishing service.

Kevin was previously a director of Plus Public Relations Ltd in the UK and cut his teeth in the business of sport in the early 1990s. As deputy director for communications at CPMA group, he was involved in projects including the 1991 Rugby World Cup, and the World Student Games.

He has written for a variety of UK and international publications and is a media spokesman on a variety of sports media and marketing issues.

He has chaired and spoken at numerous international conferences including the International Olympic Committee's Conference on Sport and New Media, the General Association of International Sports Federation's, SportAccord, the FT Sports Marketing Conference, Marketing Magazine Sports Marketing Conference, the Australian Leaders in Sport Conference and various editions of Sportel in Monaco and Miami.

Kevin combines his role with SportBusiness Group with wide-ranging communications consultancy within sport.