

## **Our flagship event will return to the London HQ of our sponsors**

Now in its fourth year Sports Marketing 360 is established as the must-attend event for sports marketing professionals from around the world. Sports Marketing 360 is a vibrant, challenging and highly relevant conference designed to deliver significant value to those who work in sports, marketing, media, brands and related areas.

At Sports Marketing 360, influential, respected and thought-provoking speakers discuss, assess and analyse the major trends and issues influencing the worlds of sports, media and marketing and the way they impact on the relationship between sports and brands.

BT has sponsored the event since it's inception in 2008, and the fantastic BT auditorium enables the conference to be filmed and streamed around the world. The 2010 had viewers from 22 countries enjoying and interacting with the webcast. Please see the video below for a highlights video from the 2010 conference.

Organisations speaking at the 2010 event included: Arsenal, the NBA, O2, Google, Yahoo! and EDF amongst athletes including Olympians Mark Foster and Leon Taylor and rugby league legend Robbie Paul.

On renewing the partnership with SportBusiness Group, Suzi Williams, director, BT Group Marketing and Brand, said: "Sports Marketing 360 has become the industry event, and we're delighted to be hosting the conference for the fourth year running, I look forward to welcoming peers from across the world to BT Centre next September, whether they're attending in person or via webcast."

Philip Savage, Publishing Director, SportBusiness Group added "We are delighted to again be working with BT on Sports Marketing 360 2011. The fantastic work that BT does within the sport industry, and sponsorship of the forthcoming Olympics coupled with the technical skills that BT brings to the conference makes this relationship work so well."

**Fonte: Sportbusiness [Portal]. Disponível em: <<http://www.sportbusiness.com/>>. Acesso em 14 dez. 2010.**