

HIGH LEVEL OF
THE SPORTS MANAGEMENT



BASKETBALL PROMOTION: CREATION, DEVELOPMENT, SUSTAINABILITY

*EXPLORE NEW OPPORTUNITIES
IN DEVELOPING BASKETBALL*



Seminar is held November 28-29th, 2013 in Kaunas, Lithuania

INTENSIVE SEMINAR FOR SPORTS MANAGERS:

The seminar is aimed at managers and executives of basketball and others sports organization. The participants will learn about the process of basketball promotion including creation, development and sustainability. New opportunities of basketball development in terms of mega-events organization (Euro Basket 2011 experience), Elite basketball team management and massive promotional campaigns realization will be presented.

After completing the seminar participants will be able to develop a structure of international and national events, to develop useful strategies for successful event organization, will get to know the most successful basketball promo-projects, the examples of an effective usage of player's image and learn to create a communication plan for the event.

Registration: from 28th October — 22nd November, 2013

mindaugas.jozenas@lsu.lt

Seminar language: English

Contact person: Project Management Division

Lithuanian Sports University

Sporto str. 6

Kaunas LT-44221

Lithuania

Mindaugas Jozėnas mindaugas.jozenas@lsu.lt

Mindaugas Balčiūnas mindaugas.balciunas@lsu.lt

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Seminar lecturers



ARVYDAS RIMAS

Topic: Sponsorship of Basketball - as an Effective Platform for Development.

The director of creation in „Modern Times Group“ (MTG). He was a head of commerce, marketing and communication department at UAB PALINK, Lithuania. One of the main partners in Euro basket 2011 promotion campaign. Arvydas has over 13 years of extensive experience of sales and marketing as well as promotion in sport and business cooperation.



JESUS BUENO PASCUAL

Topic (1): “Sportainment” - When Sport Meets Entertainment.

Topic (2): Sport Properties: Global sports Brands vs Local Brands

The head of NBA in Europe subdivision. He was former head of Spanish Players Union, executive director of Spanish Basketball Federation.



MINDAUGAS BALČIŪNAS

Topic: The Organization of Mega Events: Planning, Investment and Legacy.

The chancellor at Lithuanian Sports University. He was General secretary of Lithuania Basketball Federation, is a Member of FIBA Europe board. The PhD degree in Social Sciences (Basketball).



JONAS VAINAUSKAS

Topic (1): Professional Euroleague Club Management: Team Building and Competition Process Control.

Topic (2): Professional Euroleague Club Management: Building Fan Database.

Longtime BC "Lietuvos Rytas" head of the team, who became ULEB, BBL NEBL champions and winners.



MINDAUGAS GOBIKAS

Topic: Image of a Player: an Effected Tool of Social Projects.

Director of Linas Kleiza Foundation, lecturer of Lithuanian Sports University, Department of Economics, Sociology and Sport Management, head of projects in LBF, obtained Master of Science at University of Alberta, Canada.

INTENSIVE SEMINAR FOR SPORTS MANAGERS:

Days, Time	(27 th NOVEMBER) WEDNESDAY	(28 th NOVEMBER) THURSDAY	(29 th NOVEMBER) FRIDAY	(30 th NOVEMBER) SATURDAY
10.00— 11.30	Arrival, Sightseeing	Professional Euroleague Club Management: Team Building and Competition Process Control. J. VAINAUSKAS	Professional Euroleague Club Management: Building Fan Database. J. VAINAUSKAS	Departure
12.00— 13.30		The Organization of Mega Events: Planning, Investments and Legacy. M. BALČIŪNAS	Sport Properties: Global sports Brands vs Local Brands. J. B. PASCUAL	
13.30—		Lunch time		
14.30— 16.00		“Sportainment” - When Sport Meets Entertainment. J. B. PASCUAL	<i>Sponsorship of Basketball - as an Effective Platform for Development.</i> A. RIMAS	
16.30— 18.00		Trip to Vilnius, “Siemens” arena	Image of a Player: an Effected Tool of Social Projects. M. GOBIKAS	
19.00— 21.00		Euroleague game „Lietuvos rytas“ - „Lokomotiv-Kuban“	Euroleague game Kauno „Žalgiris“ - Milano „EA7 Emporio Armani“	
21.30— 23.00		Trip to Kaunas in LSU	End of the seminar	

Title	Type	I	II
Seminar		√	√
2 Euroleague Games		√	√
Transportation to/from game (Vilnius)		√	√
Accommodation (3 nights in 3* hotel with breakfast)		√	
Transportation from/to airport		√	
Package cost ¹		400 €	200 €

¹ - in all package types are included certificate charge

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