

# Speakers

---

**Adam Peake**, Executive Vice President, Sport Category Management at Under Armour

**Murray Cohn**, President of MC Sport Sales & Training

**Brad Downs**-VP of Marketing, Baltimore Ravens

**Tom Smith** Vice President of Sales, Nemaocolin Woodlands Resort

**Alyssa Blumling** Marketing Marketing Manager at PPG Paints Arena

**Patrice Matamoros**, CEO Three Rivers Marathon

**Jeff Garner**, Assistant Athletic Director of Ticketing, Penn State University

**Joe Onderko**, Executive Director at Presidents' Athletic Conference

**Katy Yurk**, Associate Director of Membership Services at the NCAA

**Justin Powers**, Director of Club Development at USPA Polo Development LLC

**And More**



**Sport Management Student Career Summit**  
**Massey Hall Third Floor**  
**Robert Morris University**  
**6001 University Boulevard**  
**Moon Township, PA 15108-1189**

**ISSUES, TOPICS,  
OPPORTUNITIES &  
CAREER DEVELOPMENT  
IN  
SPORT MANAGEMENT**

Career development in any professional field is a crucial area for university students. The sport business industry is highly competitive and selective. Sport Management students' common career barriers include not fully realizing the extent of career opportunities, resulting in a lack of focus on the development of specific skill sets, along with relevant entry-level experiences.

Phone: 412-397-3679  
Fax: 412-397-2217  
E-Mail: [sivak@rmu.edu](mailto:sivak@rmu.edu)



**14th Annual**  
**Sport Management**  
**Student Career Summit**  
**October 13, 2017**

**Airport Sheraton Hotel**  
**1160 Thorn Run Rd**  
**Moon Township, PA 15108-1189**  
~~~~~

*"Before having a career—you need that first job!"*

RMU Sport Management Faculty Credo

Sponsored by:

**Department of Sport**  
**Management**  
**[www.rmu.edu](http://www.rmu.edu)**



## Registration Information

To register and make payment for the conference, please go to [www.rmu.edu](http://www.rmu.edu) or fill out the attached registration form. Return your payment to the address at the bottom of the attached registration form.

**Early Bird Registration** (Before September 21) **\$90**  
**Late Registration** (After September 21) **\$110**

### YOUR REGISTRATION FEE INCLUDES:

- Conference Gift
- Continental Breakfast Buffet & Lunch Buffet
- Conference Raffle Ticket
- Conference Networking Reception (snacks and soft drinks)

## Conference Itinerary

|                  |                                                                       |
|------------------|-----------------------------------------------------------------------|
| 7:30-8:00 a.m.   | Registration & Continental Breakfast Buffet                           |
| 8:00-8:15 a.m.   | Welcome & Opening Remarks                                             |
| 8:15-9:00 a.m.   | Opening Summit Speaker                                                |
| 9:00-10:00 am    | Workshops I- Team Sales, Sport Analytics & Digital Social Media       |
| 10:00-11:00 am   | Roundtable Session I                                                  |
| 11:00 am –Noon   | Workshops I- Team Sales, Sport Analytics & Digital Social Media       |
| 12:00-1:15 p.m.  | Keynote Speaker & Lunch                                               |
| 1:30-2:25 p.m.   | Breakout Panel Sessions I                                             |
| 2:30 –3:30 p.m.  | Roundtable Session II                                                 |
| 3:35– 4:30: p.m. | Breakout Panel Sessions II                                            |
| 4:45-6:15 p.m.   | Internship & Job interview sessions<br>Networking Reception & Raffles |

## Summit Workshops Select One

**Team Sales-Murray Cohn**, President of MC Sport Sales & Training-This workshop focuses on the essential and emerging skill sets needed to enter and achieve success in a key part of sport and entertainment organizations.

**Attending**

**Sport Analytics-Steve Swetoha** President at Greensboro Swarm-The sports industry is becoming more strategic in driving revenue through various departments within the organization with business intelligence. Additionally business analytics is becoming a key front office driver in building teams on the court, floor and playing field. This session will highlight how information technology and analytics is being adopted by various sectors of the sports industry through best practices, challenges, and opportunities. Several case studies will be presented on how teams are analyzing and applying data in making key business decisions. Finally, we will discuss what skill sets and experiences are essential to enter this field.

**Attending**

**Digital and Social Media in Sport-Jaima Schiffer**, Business Partnerships, Ticket Galaxy-This workshop focuses on the application and strategies of digital and social media with marketing and fan engagement/customer service.

**Attending**

### Internship and Job Fair

**Over 25 organizations will be interviewing for internships and entry level opportunities**

**For the past two years over, placements from the summit have averaged over 30 with internships and entry level jobs.**



## RMU Sport Management Student Career Summit Registration Form

Register and Make Payment Online at  
[www.rmu.edu](http://www.rmu.edu)

*Please Print Clearly*

### Registration Information

- Student Registration  
 Faculty Registration

### Institution

- Early-Bird Registration (Before September 21) \$ 90  
 Late Registrations (On or After September 21) \$110

### Personal Information

Name

Address

City/State/Zip

Phone

E-Mail

### Payment Information

- Check Payable to Robert Morris University  MasterCard  
 Visa  Discover

Credit Card #

Expiration Date

Name on Card

No Refunds After October 11, 2017

### DETACH AND MAIL TO:

RMU Sport Management Student Career Summit  
Massey Hall Third Floor  
Robert Morris University  
6001 University Boulevard  
Moon Township, PA 15108-1189