

NSF
BUSINESS OF DIVERSITY IN
SPORTS AND ENTERTAINMENT

2020 National Sports Forum
Business of Diversity in Sports and Entertainment
Schedule-At-A-Glance

Friday, February 7

Location: Host Hotel Location: Atlanta Airport Marriott Gateway Hotel

Attire: Business Casual

4:00pm – Midnight BDSE committee and cohort arrive to host city

Saturday, February 8

Location: Atlanta Airport Marriott Gateway Hotel, Room Salon 4 *(Subject to Change)*

Attire: Business Casual

10:00am- 11:00am	Introductions <ul style="list-style-type: none">• Welcome Laura Waters-Brown• BDSE committee and cohort introductions
11:00am – 12:30am	Building Your Professional Playbook <ul style="list-style-type: none">• Christina Wright & Annette Parker
12:30pm – 1:30pm	Lunch & Get to know your cohort
1:30pm – 2:30pm	Icebreaker <ul style="list-style-type: none">• Vince Pierson & Asia Gholston
2:30pm – 3:30pm	8 Scopes of Leadership and 11 T's of Management <ul style="list-style-type: none">• Andy Dolich
3:30pm – 4:15pm	Don't Overlook Your Resources in Branding, especially with your Personal Brand <ul style="list-style-type: none">• Jordan Delegal & Nicole Britenriker
4:15pm – 4:30pm	Closing Remarks <ul style="list-style-type: none">• Speaker Committee
8pm to 10 p.m.	BDSE Opening Session: <ul style="list-style-type: none">• Welcome with NSF Staff Member + Laura Waters-Brown• BDSE committee and cohort introductions• History of BDSE with Christina Wright & Committee• Networking Reception

Sunday, February 9

Location: Georgia International Convention Center. Room: Spanish Suite *(Subject to Change)*

Attire: Business Casual

9am to 9:15 am	Welcome
9:15am to 10:15am	How to Form Relationships and Keep the Cycle of Mentorship Flowing <ul style="list-style-type: none">• Corinne Milien
10:15am to 11:00am	NSF Networking 101 <ul style="list-style-type: none">• BDSE Cohort Panel (Megan Meisse & volunteers)• 15 minutes of questions
11 am to Noon	Brunch with NSF Attendees
Noon to 1:30pm	Front Office Activity <ul style="list-style-type: none">• Brian Blair
1:30pm to 2:30 pm	Women in Male Dominated Industries & How to be an ally <ul style="list-style-type: none">• Ted Talk Moderated by Vince Pierson• Allison Fillmore• Courtney Jeffries• Qiava Martinez• Kirsten Grohs
2:30pm to 3:00 pm	Group Photo and Snack Break.
3:00pm to 4:00 pm	Making a Plan & Sticking to it...Without Getting Stuck: <ul style="list-style-type: none">• Laura Waters-Brown & Kevin Griffin
4:00pm to 4:30 pm	Closing Remarks & Final Questions <ul style="list-style-type: none">• BDSE Cohort
5:30 pm	Buses depart Georgia International Convention Center for Mercedes Benz Stadium
6:30pm	Sunday Night Welcome to the Forum (Hosted by Daktronics) <ul style="list-style-type: none">• Mercedes-Benz Stadium

#BDSE20 Quick Facts

Conference Location & Host Hotel: Atlanta Airport Marriott Gateway Hotel

2020 Convention Center Concourse
Atlanta, Georgia 30337
(404) 763-1544

Friday, February 7

BDSE Arrival

Saturday, February 8

BDSE Brunch & Learn
Networking Reception

Sunday, February 9

BDSE Workshop
2020 Sunday Night Daktronics Welcome Reception (Mercedes-Benz Stadium)

The **2020 National Sports Forum agenda** is online at <https://sports-forum.com/agenda/>. In addition to breakout sessions and panels, BDSE cohort members should plan to attend the following items:

Monday, February 10

- 8:30 am Newcomer's Breakfast
- 10:00 am Opening Ceremonies
- 12:45 pm Lunch in the Trade Show
- 5:45 pm – 7 pm NSF Opening Night in the Trade Show
- 7 pm – 9:30pm The Budweiser Gala at State Farm Arena

Tuesday, February 11

- 9 am Opening Ceremonies
- 12:45 pm Lunch in the Trade Show
- 6 pm Depart for the Closing Night Reception at the Gateway Center Arena at College Park
(business dress is encouraged)

Also, dress code at the NSF is business casual but the NSF has a "no tie" policy, so leave your ties at home!

Need Assistance at the Forum?

Please feel free to call or text Laura Waters Brown at (614) 582-2876 or Melissa Salaya at (949) 282-3535 with any questions or concerns.