

# athletic business conference 2024

**athletic business conference 2024** is poised to be a landmark event in the world of sports business, bringing together key stakeholders, industry leaders, and innovative thinkers to discuss the future of athletics. As the athletic industry continues to evolve, this conference aims to address current trends, challenges, and opportunities that organizations face in a rapidly changing landscape. Attendees can expect a wealth of knowledge, networking opportunities, and the chance to gain insights from notable speakers and panelists. This article will explore the significance of the athletic business conference 2024, key topics to be discussed, featured speakers, and details on how to participate in this essential gathering for professionals in the athletic sector.

- Overview of Athletic Business Conference 2024
- Key Topics and Discussions
- Featured Speakers and Panelists
- Networking Opportunities
- How to Register and Participate
- Conclusion and Future Outlook

## Overview of Athletic Business Conference 2024

The athletic business conference 2024 is set to take place in a dynamic location known for its vibrant sports culture and industry presence. This annual event serves as a hub for professionals in the athletic sector, including sports management executives, marketing professionals, coaches, and athletes. The conference is designed to foster collaboration and innovation, allowing participants to share best practices and explore new ideas.

The conference will feature a variety of sessions, workshops, and keynote speeches that are tailored to address the most pressing issues in the athletic industry. This year, the focus will be on integrating technology into sports, enhancing fan engagement, and promoting diversity and inclusion within organizations. As the industry adapts to the post-pandemic world, these topics have become increasingly important for sustained growth and development.

# Key Topics and Discussions

The athletic business conference 2024 promises to cover a wide range of topics that are relevant to today's sports environment. Attendees can look forward to in-depth discussions on several key areas:

## 1. Technology in Sports

Technology continues to revolutionize the athletic industry, from performance analytics to fan engagement platforms. Sessions will explore how teams and organizations can leverage technological advancements to enhance their operations and improve athlete performance. Topics may include:

- Wearable technology for performance tracking
- Data analytics for strategic decision-making
- Virtual and augmented reality in fan experiences

## 2. Fan Engagement Strategies

As the landscape of sports consumption evolves, organizations must adapt their fan engagement strategies to maintain loyalty and interest. Discussions will focus on innovative methods to connect with fans, including:

- Social media marketing and its impact
- Personalization in marketing campaigns
- Community building through events and initiatives

## 3. Diversity and Inclusion in Sports

Creating an inclusive environment within athletic organizations is crucial for fostering innovation and attracting diverse talent. The conference will address strategies for promoting diversity and inclusion, such as:

- Recruitment and retention of diverse talent
- Creating inclusive team cultures
- Partnering with community organizations

# Featured Speakers and Panelists

One of the highlights of the athletic business conference 2024 will be its lineup of esteemed speakers and panelists. Industry leaders from various sectors will share their insights and experiences, providing valuable knowledge to attendees.

## 1. Keynote Speakers

The conference will feature keynote speakers who are leaders in their fields, including prominent athletes, executives from major sports leagues, and innovators in sports technology. These keynote addresses will set the tone for the conference, inspiring attendees with their vision and expertise.

## 2. Panel Discussions

In addition to keynote speeches, there will be numerous panel discussions featuring experts discussing current trends and challenges. Participants will have the opportunity to engage with panelists, ask questions, and gain deeper insights into pressing issues.

# Networking Opportunities

Networking is a significant component of the athletic business conference 2024. The event will provide numerous opportunities for attendees to connect with peers, industry leaders, and potential collaborators.

## 1. Networking Events

Throughout the conference, dedicated networking sessions will be organized to facilitate introductions and discussions among participants. These events are designed to help attendees forge valuable relationships that can lead to future collaborations.

## 2. Exhibit Hall

The exhibit hall will showcase a variety of companies and organizations, providing attendees with insights into the latest products and services in the athletic industry. This space will encourage informal networking and discussions about potential partnerships.

# How to Register and Participate

For professionals interested in attending the athletic business conference 2024, registration details are essential. The following steps outline the process for participation:

## 1. Registration Process

To register for the conference, participants can visit the official conference website. Early registration is encouraged, as it often comes with discounted rates. Various registration packages may be available, including options for full access, group rates, and student discounts.

## 2. Preparation for Attendance

Attendees should prepare for the conference by researching the agenda, identifying key sessions to attend, and planning networking strategies. Bringing business cards and preparing an elevator pitch can enhance networking experiences during the event.

## Conclusion and Future Outlook

The athletic business conference 2024 represents a pivotal moment for professionals in the sports industry to come together, share knowledge, and strategize for the future. By focusing on essential topics such as technology integration, fan engagement, and diversity, the conference aims to equip attendees with the tools and insights necessary for navigating a rapidly changing landscape. As the athletic industry continues to grow and evolve, participation in such conferences will be crucial for staying informed and connected.

### **Q: What is the date and location of the athletic business conference 2024?**

A: The athletic business conference 2024 will take place on [insert date] in [insert location]. This venue has been chosen for its accessibility and relevance to the sports industry.

### **Q: Who should attend the athletic business conference 2024?**

A: The conference is ideal for sports management professionals, marketing experts, coaches, athletes, and anyone involved in the athletic sector looking to expand their knowledge and network.

**Q: What topics will be covered at the conference?**

A: Key topics include technology in sports, fan engagement strategies, and diversity and inclusion initiatives, among others.

**Q: Are there opportunities for sponsorship at the athletic business conference 2024?**

A: Yes, the conference offers various sponsorship opportunities for organizations looking to gain visibility and engage with attendees.

**Q: Will there be virtual attendance options?**

A: The conference may offer virtual attendance options to accommodate those who cannot attend in person, allowing for broader participation.

**Q: How can I stay updated on the latest news regarding the athletic business conference 2024?**

A: Interested individuals can subscribe to the conference newsletter or follow official social media channels for updates and announcements.

**Q: Is there a student discount available for the conference?**

A: Yes, student discounts are typically available for those who can provide proof of student status during registration.

**Q: Will there be opportunities for one-on-one networking?**

A: The conference will include structured networking events as well as informal settings to facilitate one-on-one interactions among attendees.

**Q: Can I present at the athletic business conference 2024?**

A: Interested individuals should check the conference website for information on submissions for presentations or workshops, typically open prior to the event.

## Q: What safety measures will be in place at the conference?

A: The conference organizers are committed to ensuring a safe environment, with measures following local health guidelines, including sanitation and social distancing protocols.

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**athletic business conference 2024:** Governance in Sport Bonnie Tiell, 2025-06-17 At its core, sport governance encompasses two key elements: power and decision making. To truly grasp a sport organization's purpose and structure, it's essential to understand who wields power and which decisions are made by those who possess it. Regrettably, the abuse of power, coupled with ineffective governance and lackluster leadership, has fostered widespread corruption within sport organizations, a situation that calls for a renewed commitment to practicing principles of good governance and restoring integrity and ethical conduct. In response, the updated and enhanced Governance in Sport: Analysis and Application, Second Edition, aims to equip students with the skills to navigate both ordinary and extraordinary situations encountered in the oversight and authority of sport organizations at all levels of sport. Governance in Sport examines sport governance from three broad analytical and applied perspectives: A legal and managerial overview of practices, processes, and policies in sport organizations, encompassing ethical behavior, effective leadership, decision making, and policy development A framework of the structures and functions of regulatory agencies that govern state, national, regional, and international sports An applied overview of governance and authority in selected sectors of the industry, including professional sports, amateur sports, sports media, sports betting, esports, and more Through examinations of contemporary hot-button issues and compelling new case studies—covering the Ukraine invasion; Brittney Griner; transgender athletes in sports; LIV Golf versus the PGA; conference realignment; name, image, and likeness (NIL) issues; the Kanjuruhan Stadium catastrophe; and the workplace misconduct in the Washington Commanders organization—students will see how governance differs in sport organizations at various levels in the United States and around the world. Additional new features include the following: Headlines begin each chapter, calling out incidents of corruption within the sport industry. Rules and Regulations Corners provide quick overviews of policies and laws affecting weighty issues. Combating Corruption sections offer best practices for preventing and minimizing behavior deemed illegal, unethical, or counterintuitive. Governance in Action case sidebars explore real-world examples of conflicts and conundrums related to the chapter topic and include discussion questions; suggested responses to the questions can be found in the instructor guide. Recorded lectures by author Bonnie Tiell are available for each chapter of the book. Instructors can use these videos to enhance their lectures. With Governance in Sport, students will develop an understanding of where power resides, how decisions are made, and the impact of those factors on the goals and structures of sport organizations.

**athletic business conference 2024:** *Managing Sport Facilities* Gil Fried, Matthew Kastel,

2025 Managing Sport Facilities, Fifth Edition With HKPropel Access, exposes students to the many duties of sport facility managers and primes them for the responsibilities of the job. Topics span systems and operations, maintenance, environmentally friendly practices, and more.

**athletic business conference 2024:** *Keeping Historically Black Colleges and Universities (HBCUs) Competitive in Global Higher Education* Graham, Tymon M., 2025-07-08 Historically Black Colleges and Universities (HBCUs) have served as vital institutions for academic excellence, culture, and growth within the Black community. With globalization and rapid technological advancements, the competitiveness of HBCU in the global higher education landscape is more important than ever. By embracing these strategies, HBCUs can continue to offer high-quality education, attract diverse talent, and lead in shaping an inclusive, global academic future. *Keeping Historically Black Colleges and Universities (HBCUs) Competitive in Global Higher Education* explores how HBCUs can remain competitive in a global atmosphere. This book investigates themes, challenges and successes of academic affairs, student affairs, enrollment management, institutional advancement, finance, and athletics. Covering topics such as higher education, academic affairs, and student affairs, this book is an excellent resource for administrators, faculty, researchers, educators, academicians and more.

**athletic business conference 2024: College Sports Inc.** Frank P. Jozsa Jr., 2012-10-24 For several decades in America, athletic programs in colleges and universities received financial support and resources primarily from their respective schools and such sources as alumni and the National Collegiate Athletic Association (NCAA). More recently, however, college coaches assigned to athletic departments and the presidents and marketing or public relations officials of schools organize, initiate, and participate in fund-raising campaigns and thus obtain a portion of revenue for their sports programs from local, regional and national businesses, and from other private donors, groups, and organizations. Because of this inflow of assets and financial capital, intercollegiate athletic budgets and types of sports expanded and in turn, these programs became increasingly important, popular, and reputable as revenue and cost centers within American schools of higher education.

**athletic business conference 2024:** *Encyclopedia of Sport Management* Paul M Pedersen, 2024-09-06 This thoroughly updated second edition of the *Encyclopedia of Sport Management* is an authoritative reference work that provides detailed explanations of critical concepts within the field.

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**athletic business conference 2024: Contemporary Sport Management** Paul M. Pedersen, 2024-10-17 For over 25 years, *Contemporary Sport Management* has been the most comprehensive, authoritative introductory text in the field, and the improved eighth edition promises to serve the needs of sport management students even better. Sixty contributors representing a diverse array of scholarly and practitioner backgrounds have teamed up to deliver a timely text to keep pace with the ever-changing sport management landscape. Nearly a third of the contributors are new to this edition, adding fresh perspectives, examples, and experiences to the mix. This full-color text is organized into three parts and aligns with Common Professional Component principles set forth by the Commission on Sport Management Accreditation (COSMA). Part I, *Introduction to Sport Management*, provides an overview and covers the foundational elements of the field. Part II, *Sport Management Sites*, exposes students to career opportunities through various sport entities,

including interscholastic, intercollegiate, and professional sport organizations and agencies. In part III, Sport Management Functions, readers learn about the core functional areas of sport management, including sport marketing, communication, sales and consumer behavior, analytics, finance, facility and event management, and law. Much has changed in the sport industry since the previous edition was published: name, image, and likeness (NIL) rules; social justice and inclusion initiatives; conference realignments; billion-dollar media rights deals; opportunities for women in sports; and the proliferation of artificial intelligence, sport analytics, and virtual reality and augmented reality—just to name a few. Each chapter incorporates new content, case studies, and sidebars addressing these and other trending topics. Other additions include a section on sport tourism and a new chapter dedicated to esports, discussing its ecosystem, global expansion, and career opportunities. Supplementing the text are online learning materials delivered through HKPropel that are designed to increase student engagement and enhance understanding of chapter content. More than 200 activities, Case Studies in Sport Management journal articles, and case study sidebars underscore key concepts and challenge students to think critically about sport management so they can develop insight into issues they will encounter in their careers. Case studies new to this edition examine the 2026 World Cup, marketing of women's sports, facility management, and player safety. Contemporary Sport Management has long been a favorite of instructors and students, propelled by its engaging content and visuals, full-color design, robust pedagogical aids, integrated online learning tools, and extensive instructor ancillaries. The updated eighth edition continues that tradition, broadening students' understanding of today's sport management issues and preparing them to enter the profession. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

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**athletic business conference 2024: Sport Finance** Gil Fried, Timothy D. DeSchraver, Michael Mondello, 2024-03-26 The burgeoning global sport industry is a \$500 billion business with no signs of slowing down. For the upper-undergraduate and graduate sport management student exhibiting a penchant for finances and a passion for sports, the field of sport finance presents tremendous career opportunities. No other textbook connects financial principles with real-world sport finance strategies as effectively as Sport Finance, Fifth Edition With HKPropel Access. Emphasizing a more practical approach, the fifth edition goes beyond the what and how of sport finance and dives deeper into the why—the reasoning behind the principles of sport finance—providing students with an even more comprehensive perspective on what drives the financial success or failure of any sport entity. The text is organized into five areas, focused on the hard skills tomorrow's sport financiers must master to perform their role: increasing revenues and decreasing expenses, developing budgets, understanding financial statements and ratios, obtaining funding and managing cash, and building a financial strategy. Each section features an insightful introduction by a renowned industry professional, providing a real-world perspective that's sure to pique readers' interest. Chapters addressing revenues and expenses include budgets from the sporting goods industry, intercollegiate athletics, and professional sports. The sport industry landscape has changed significantly since the previous edition was published, and the fifth edition reflects the new realities affecting today's sport organizations. Addressed are name, image, and likeness (NIL) rule changes; esports; cryptocurrencies; non-fungible tokens (NFTs); sport gambling; the proliferation of broadcasting rights and the sneaker market; and the impacts of COVID-19 on the sport industry. The fifth edition's practical takeaways are especially prominent with the addition of related online resources available to students and assignable by instructors via HKPropel. One highlight is "Two-Dollar Team," an Excel-based simulation that introduces students to assets and liabilities, revenue and expenses, budgeting, cash management, and borrowing and reveals how these specialties work together in developing financial strategies. Three other assignable class projects involve personal

budgeting, expenditures, and a stock market game. Other new features include five brand-new case studies and a profile of a typical health club, "Mike's Gym," in which students are challenged to put their learning to the test by reading and understanding financial statements, setting budgets, and identifying strengths, weaknesses, and growth opportunities for the fictional facility. Sport Finance provides students with a thorough understanding of the financial and economic aspects of the sport industry. By analyzing sport business entities and structures, financial statements, and funding sources, students will acquire the skills to make more informed and effective financial decisions, better manage the risks, and recognize opportunities in the world of sport. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

**athletic business conference 2024: Psychology of Gender/Sex** Vicki S. Helgeson, Krystle M. Balhan, Erin Winterrowd, 2025-05-30 Now in its 7th edition, *Psychology of Gender/Sex* reviews the research and issues surrounding gender from multiple perspectives, including psychology, sociology, anthropology, and public health. It explores the ways in which gendered experiences are varied across development, social identities, and locations, focusing on the construct of gender/sex, as well as the implications of gender/sex for school, work, relationships, and health. Going far beyond discussions of biological sex and gender identity, the text explores the gender/sex roles that society assigns to people, the various ways in which people break and bend those roles, and the other variables that co-occur with gender/sex, such as status and power. Key features of this edition include: Updated and integrated coverage of LGBTQ+ issues, identities, and experiences Expanded emphasis on the intersectionality of gender/sex Renewed focus on abortion/bodily autonomy and reproduction Expanded discussions of emerging topics such as online interactions and social media, the impact of COVID on gender/sex inequalities, gender/sex in the workplace, and social justice and activism Engaging and readable, *Psychology of Gender/Sex* is an essential text for all students of gender from psychology, women's studies, gender studies, sociology, and anthropology.

**athletic business conference 2024: Fair and Foul** D. Stanley Eitzen, Cheryl Cooky, 2025-04-15 *Fair and Foul* explores our love of sport, just as it reveals sport's darker side—the influence of big business, corruption, price gouging, political maneuvering, gender bias, media grandstanding, and more. The sixth edition features a new chapter on mass media and sport, a revised introduction that lays out the two themes of the book with fresh examples, and a significantly revised chapter on college sport that asks whether or not big-time college sports are compatible with higher education. This edition also features new material throughout, such as the rising costs and increasing injuries in youth sports, fantasy sports, homophobia in sport, "one and done," and more. *Fair and Foul* draws on examples ranging from youth to pro sports to give us a deeper understanding of how sports shape our everyday world. Ideal for sparking classroom discussion, *Fair and Foul* is an excellent book for students of sports and society, American culture, and other courses.

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Becky Beal, Matthew Atencio, 2023 Now in its twelfth edition, *Sociology of Sport* offers a compact yet comprehensive and integrated perspective on sport in North American society. Bringing a unique viewpoint to the subject, George H. Sage, D. Stanley Eitzen, Becky Beal, and Matthew Atencio analyze and, in turn, demythologize sport. This method promotes an understanding of how a sociological perspective differs from commonsense perceptions about sport and society, helping students to understand sport in a new way--

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**athletic business conference 2024: *College Sports*** Eric A. Moyen, John R. Thelin, 2024-11-26 A bold and foundational history of the inception and evolution of intercollegiate athletics in the United States. In *College Sports*, historians Eric A. Moyen and John R. Thelin tell the intriguing story of the success—and excess—of American college sports from their inception to today. Arguing that the modern American university's structure spurred the growth of big-time sports, Moyen and Thelin also highlight the treatment of marginalized groups in athletics and the role that commercialization and the media have played in shaping college sports. Using a wealth of secondary resources, archival records, newspaper articles, and oral histories, Moyen and Thelin offer a chronological account of the popularity, success, and continued challenges of college sports. Most scholarship has portrayed athletics as an anomaly within higher education, but history reveals that college sports enjoy a symbiotic relationship with universities. Reform and a return to a purely amateur model have rarely been a compelling option for those institutions that are successful in commercialized big-time college sports. At the same time, most student-athletes compete in a very different model. And despite their progressive posturing, colleges have been slow to fully adopt civil rights and social justice issues. When full participation was finally extended to women and minorities, it generally meant a move away from the amateur model into a commercial enterprise. By examining key events at specific universities, athletic conferences, and the NCAA, Moyen and Thelin trace how the media and sports marketing have created an incredibly successful financial model for schools in big-time conferences. Yet this model has also created a precarious fiscal situation for hundreds of other institutions. This provocative and refreshing take on sports in American universities provides the context in which to understand—and improve upon—the current landscape of intercollegiate athletics.

**athletic business conference 2024: *Sports, Media, and Society*** Kevin Hull, 2024-03-26 Details how sports, media, and social issues intersect outside the playing field. Featuring a unique blend of theory, discussion topics, and pertinent case studies, the text takes students beyond the

how-tos of creating content to understanding the whys behind it.

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**athletic business conference 2024: Critical Perspectives on Esports** Annette R. Hofmann, Pascal Mamudou Camara, 2024-04-17 This book offers new, multidisciplinary perspectives on esports, one of the most rapidly growing sectors in the sports and leisure industries. Drawing on sociology, philosophy, education, business, economics, and sports science, this book considers the rise of esports, its impact on sports and society more widely, and the direction of travel for esports in the future. Featuring cutting-edge work from researchers in Europe, North America, and Asia, this book explores definitions of "esport" and "virtual sport," and the philosophical basis by which we understand movement and embodiment in the context of digital gaming. It considers the health and well-being needs of esports athletes, across physical, mental, and social dimensions, as well as how nutrition and training relate to performance and injury prevention. This book also considers the economics of the esports industry and how the concept of sportification can be used to describe esports' development, as well as the challenges and debates surrounding gender and representation in esports. A final section of this book looks at esports in education, in schools and universities, and considers the future of esports for a generation of digital natives. This book makes a useful contribution to the growing body of knowledge on esports and should be a thought-provoking read for anybody with an interest in sports studies, gaming, or the impact of technology on wider society.

**athletic business conference 2024: Growth, Maturation, Physical Activity, and Sport** Robert M. Malina, 2025-04-14 This book is uniquely focused on the growth and maturation of children and adolescents in relation to physical performance. The latest edition explores an overview of youth sports, including the benefits and risks as well as efforts aimed at talent development.

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