



WEB SPORT

— CONGRESS —

Management of sports in the online world: a new management model for a new way of doing business.

- **Sports industry presence in the Media has been exponentially growing. Nowadays it has a strong influence and it has been gaining the recognition of other disciplines because of its unique and specific model of business management.**
- **Its dynamism involves some challenges, such as:**
 - **Use of new technologies applied to sports.**
 - **Globalization of national competitions or development of new business models.**
- **Use of International Sports Law and state-of-the-art regulations of sports organizations.**
- **Training and information.**

- Sports related organizations.
- Senior managers connected to the sports law industry.
- Legal department managers of companies connected to the sports law industry.
- Marketing and Communication managers.
- International Sports Law students .

600 attendees will participate in the congress. Unlimited number of users will participate via Streaming technologies.

These are the topics that will be covered during the Congress

- **Online management of professional sports.**
- **Sport facilities. Online management, applications.**
- **Social networks and sport. Internet influence on professional sports.**
- **Online reputation of athletes and sport organizations.**
- **Sport Social Media Marketing.**
- **Communication: Sport journalism.**
- **Sport law and new technologies**
- **FIFA Transfer System.**
- **FIFA intermediary regulation.**
- **Image rights.**

- **Football Taxation**
- **Jurisprudence between FIFA DRC and CAS**
- **UEFA disciplinary regulations**
- **UEFA Financial Fair Play**
- **Doping in Football**
- **What Brexit means in football.**
- **Sponsorship agreements**
- **Online Sports and Events**
- **Sports and digital monetization**
- **eSports**
- **Women´s football. Football, UEFA Foundation. New lines of work and support of FIFA-UEFA.**

- **Sports and Journalism.**
- **Sports and Social Media strategies.**
- **Sports and Tourism.**
- **Social Network limitations at RIO OLYMPIC GAMES 2016. Sport and Digital channels.**
- **Leading online platforms and sports. Google: Online athletes legal regime.**
- **Sports and multiscreen applications.**
- **Athletes as a new online business value for sports organizations.**
- **FIFA VAR.NNTT applied to professional sports. Regulations and legal consequences.**
- **Athlete transfers, regulation of intermediaries. FIFA rule 17, transfer of under age athletes. FIFA penalties.**

WSC INTERNACIONAL AWARDS

PREMIO INTERNACIONAL



FIFA[®]

GIANNI INFANTINO



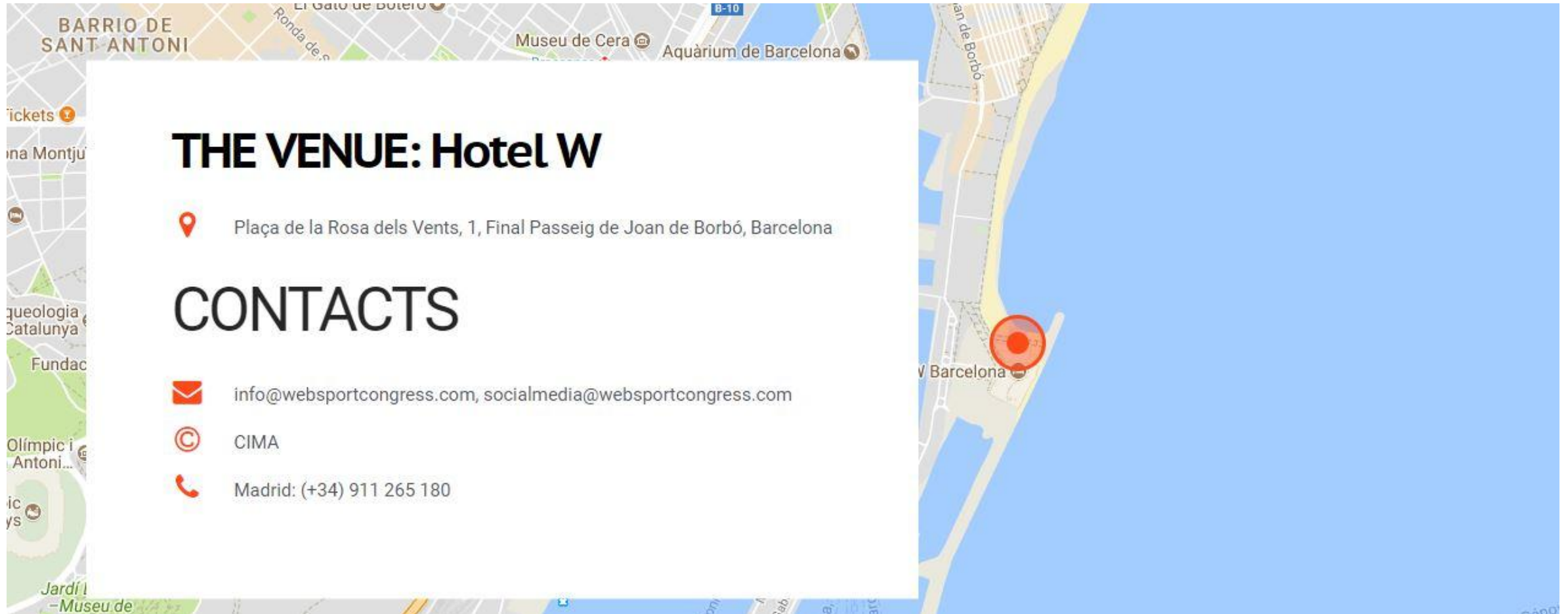
WSC NATIONAL AWARDS

PREMIO NACIONAL



JAVIER TEBAS








THE VENUE: Hotel W

Plaça de la Rosa dels Vents, 1, Final Passeig de Joan de Borbó, Barcelona





CONTACTS

- info@websportcongress.com, socialmedia@websportcongress.com
- CIMA
- Madrid: (+34) 911 265 180

WEB SPORT CONGRESS – SCHEDULE
2nd of March, 2018 (AM program)

SCHEDULE	ACTIVITY	SPONSORED BY:
9:00 - 10:00	REGISTRATION	
10:00 -11:00	WELCOME COFFEE	
11:00	TABLE 1: WOMEN'S FOOTBALL	
12:00	TABLE 2: BIG ONLINE PLATFORMS AND SPORT	
13:00	TABLE 3: FOOTBALL TAXATION	
14:00 – 15:00	LUNCH	

WEB SPORT CONGRESS – SCHEDULE
2nd of March, 2018 (PM program)

SCHEDULE	ACTIVITY	SPONSORED BY:
15:00	TABLE 4: SPORTS BROADCASTING: THE FUTURE OF SPORTS CONTENT EMISSIONS	
16:00	TABLE 5: THE NEW TECHNOLOGIES APPLIED TO SPORTS REGULATIONS. APPLICATIONS AND LEGAL CONSEQUENCES. CASE STUDY: VAR	
17:00 – 17:30	COFFEE	
17:30	TABLE 6: ONLINE BETS IN SPORTS: GLOBAL BUSINESS VS REGULATION REGIONAL	
18:30	TABLE 7: MERGERS AND ACQUISITIONS IN THE SPORT INDUSTRY: BUSINESS CHALLENGES AND LEGAL FRAMEWORKS.	
19:30	TABLE 8: NUEVAS VÍAS DE REGULACIÓN EN EL TRASPASO DE JUGADORES, REGULACIÓN DE INTERMEDIACIÓN. CASO DE ESTUDIO: FIFA TRANSFER REGULATIONS.	 CAZORLA abogados
21:30	GALA DINNER	
22:30	WSC PARTY	

WEB SPORT CONGRESS – SCHEDULE
3rd of March, 2018

SCHEDULE	ACTIVITY	SPONSORED BY:
11:00	TABLE 9: FIFA FORWARD PROGRAM AND NEW PROJECTS OF RESEARCH AND DEVELOPMENT IN SPORT.	
12:00	TABLE 10: ESPORTS, A NEW ONE OR A REAL ONE ECONOMIC SCOPE AND APPLICABLE LEGAL FRAMEWORK.	
13:00	TABLE 11: SPORTS SPONSORSHIP IN ENVIRONMENT 4.0: GLOBAL STRATEGIES FOR PERSONALIZED EXECUTIONS	
14:00 – 15:30	LUNCH	
15:30	TABLE 12: CYBERCRIME AND SPORTS: THE DIGITAL THREAT IN THE WORLD OF SPORTS. STUDY OF CASES OF ATTACKS TO SPORTS MARKS AND PIRACY OF SPORTS PRODUCTS	
16:30	TABLE 13: TRANSFER OF MINOR AGE PLAYERS: RULES AND SANCTIONS FIFA.	
17:30	TABLE 14: THE USE OF TECHNOLOGY TO PROTECT THE RIGHTS OF CHILDREN IN SPORTS	
18:30	WSC CLOSING	



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