



## January 27, 2017

### ESLS 4th Annual Sports Law Symposium

Time: 9:00am - 6:00pm

Location: Golkin 100, Michael A. Fitts Auditorium

The Penn Entertainment and Sports Law Society is excited to host the fourth annual Sports Law Symposium, "From Exercise to Enterprise: The Growth of Sport into a Multi-Billion Dollar Industry," on January 27th, 2017 with keynote speaker Big East Commissioner Val Ackerman.

Our annual symposium is sponsored by the Heisman Trust and establishes a forum in which students, academics, and professionals interact to discuss and explore the unique changes, challenges, and opportunities that the sports industry faces as it emerges as a multi-billion dollar industry. This year brings our Fourth Annual Penn Law Sports Law Symposium, which will examine what the money-making side of sports means for the industry, for fans, and for lawyers, and the legal frameworks necessary as new money-making opportunities emerge. The symposium will be highlighted by a keynote address delivered by the Commissioner of the Big East Conference, and former President of the WNBA, Val Ackerman.

#### Schedule:

9:30am - 10:00am: Registration and Light Breakfast

10:00am - 10:30am: Opening Remarks (Andrew Brandt, ESPN, MMQB, Villanova)

10:30am - 12:00pm: Panel 1: *Gender Equality in Sports: On the Field and in the Front Office*

12:00pm - 1:00pm: Lunch

1:00pm - 2:00pm: Keynote Address (Val Ackerman, Big East Conference)

2:10pm - 3:40pm: Panel 2: *Fan Engagement and New Technologies*

3:40pm - 5:10pm: Panel 3: *Representing Athletes: Sponsorships and Legal Issues*

5:10pm - 5:15pm: Closing Remarks

5:15pm - 6:00pm: Cocktail Reception

Registration is now open at: <https://www.eventbrite.com/e/4th-annual-penn-law-sports-law-symposium-presented-by-the-heisman-trust-tickets-30700255290>

The event is open to all and free for all Penn Law students.



#### Contact Info:

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