



10.00AM-11.30AM: BUSINESS INSIGHT SESSIONS

KICK-OFF PRESENTATIONS

10.00AM-10.15AM

SHAPING THE YEAR TO COME: FIVE BIG THINGS TO WATCH

Exclusive Newzoo presentation by Peter Warman, CEO & Co-Founder, Newzoo

10.15AM-10.30AM

FOCUS ON LATAM: BRAZIL KEYNOTE SESSION

Featuring Leo De Biase, ESL Brazil CEO and Founder & Partner of BBL

10.30AM-11.00AM

SPOTLIGHT SESSION

Meet the spotlight pack companies of Esports BAR Miami

11.30PM-1.00PM: ROUND-TABLE MENTORING WORKSHOPS

Round-table sessions with 1 mentor & 10 delegates per group

11.30AM-12.00PM

HOW TO WORK WITH PUBLISHERS?

Mentor: Robb Chiarini, Head of Esports, Ubisoft

HOW TO BECOME A LEADING GLOBAL TEAM?

Mentor: Wouter Sleijffers, CEO, Fnatic

HOW TO MANAGE FANS & COMMUNITIES?

Mentor: Heather Sapphire Garozzo, Director of Fan Marketing, Team Dignitas

HOW TO WORK WITH BRANDS?

Wendy Lecot, Head of Strategic Alliances & Digital Marketing Innovation, Hyper X

HOW TO WORK WITH AGENCIES?

Mentor: Duncan McMonagle, GM Esports, Minute Media

HOW TO PITCH INVESTORS?

Mentor: Matthieu Dallon, Webedia Strategic Advisor, Trust Esport Ventures CEO

HOW TO WORK WITH STREAMING PLATFORMS & MEDIA?

Mentor: Michiel Bakker, CEO, GINX

12.15PM-12.45PM

HOW TO WORK WITH PUBLISHERS?

Mentor: Robb Chiarini, Head of Esports, Ubisoft

HOW TO STAY AHEAD OF THE ESPORTS REGULATIONS?

Mentor: Ian Smith, Integrity Commissioner, ESIC

HOW TO WORK WITH MEDIA PARTNERS?

Mentor: Maria Carmen Fernandez, Digital Strategy Manager, MEDIAPRO

HOW TO WORK WITH ASIA?

Mentor: Samart Benjamin Assarasakorn, Executive Chairman & CEO, BIG – Benjamins International Group and Executive Secretary to President, Thailand Esports Federation

HOW TO MANAGE THE BLOCK-CHAIN EFFECT?

Mentor: Alexander "ZeroGravity" Kokhanovskyy, CEO & Co-Founder, DreamTeam

HOW TO WORK WITH BRAZIL?

Mentor: Leo De Biase, ESL Brazil CEO and Founder & Partner of BBL

HOW TO WORK WITH LEAGUES?

Mentor: Sergi Mesonero, Relaciones institucionales - LVP, Liga de Videjuegos Profesional

1.00PM-2.30PM: NETWORKING LUNCH



2.30PM-3.30PM: BUSINESS INSIGHT SESSIONS

FIRE-SIDE KEYNOTES

2.30PM-2.50PM

THE OVERWATCH LEAGUE

Featuring Nate Nanzer, Commissioner, The Overwatch League

2.50PM-3.10PM

RIOT GAMES

Featuring Chris Hopper, Head of Esports North America, Riot Games

3.10PM-3.30PM

ALIBABA

Featuring Jason Fung, Global eSports Director, Alisports, Alibaba

4.00PM-5.00PM: MENTORING MEET-UPS & OPEN MEETINGS

Private meetings with the Esports BAR Mentor team:

- Samart Benjamin Assarasakorn, Executive Chairman & CEO, BIG – Benjamins International Group and Executive Secretary to President, Thailand Esports Federation
- Michiel Bakker, CEO, GINX
- Robb Chiarini, Head of Esports, Ubisoft
- Matthieu Dallon, Webedia Strategic Advisor, Trust Esport Ventures CEO
- Leo De Biase, ESL Brazil CEO and Founder & Partner of BBL
- Maria Carmen Fernandez, Digital Strategy Manager, MEDIAPRO
- Heather Sapphire Garozzo, Director of Fan Marketing, Team Dignitas
- Alexander "ZeroGravity" Kokhanovskyy, CEO & Co-Founder, DreamTeam
- Wendy Lecot, Head of Strategic Alliances & Digital Marketing Innovation, Hyper X
- Duncan McMonagle, GM Esports, Minute Media
- Sergi Mesonero, Relaciones institucionales - LVP, Liga de Videjuegos Profesional
- Wouter Sleijffers, CEO, Fnatic
- Ian Smith, Integrity commissioner, ESIC

5.00PM-6.00PM: BUSINESS INSIGHT SESSIONS

FIRE-SIDE KEYNOTES

5.00PM-5.20PM

MISFITS GAMING & FLORIDA MAYHEM

Featuring Ben Spoot, Founder and CEO, Misfits Gaming & Florida Mayhem

5.20PM-5.40PM

NBA 2K LEAGUE

Featuring Brendan Donohue, Managing Director, NBA 2K League

5.40PM-6.00PM

MAJOR LEAGUE SOCCER & ELECTRONIC ARTS

Featuring James Ruth, Senior Director, Properties, Soccer United Marketing, Major League Soccer & Brent Koning, Commissioner, EA SPORTS FIFA Competitive Gaming

6.30PM-8.30PM: WARM-UP OPENING COCKTAIL





THE FORUM: KEYNOTES' LINE-UP



NATE NANZER
COMMISSIONER
THE OVERWATCH LEAGUE

Serving as the commissioner of the Overwatch League, Nate Nanzer leads the cross-discipline esports effort for the team-based shooter. Nate oversees the strategy, development, and execution of Overwatch esports for all levels of play, and is responsible for everything from partnerships to competition rules.



CHRIS HOPPER
HEAD OF ESPORTS NORTH AMERICA
RIOT GAMES

As Head of North American Esports, Chris Hopper oversees the operation of the North American League of Legends Championship Series (NA LCS). Under his leadership the NA LCS incorporated a franchise model, combining endemic operators such as Team SoloMid, Cloud9, and Team Liquid with traditional sports teams such as the Golden State Warriors, the Cleveland Cavaliers, and Houston Rockets into a single property.



BRENDAN DONOHUE
MANAGING DIRECTOR
NBA 2K LEAGUE

As Managing Director of the NBA 2K League, Brendan Donohue is responsible for overseeing the newly formed esports league set to launch in 2018. Donohue, a sports industry veteran with more than two decades of experience in team and league operations, manages a league that will feature 17 NBA teams in its inaugural season.



BEN SPOONT
FOUNDER AND CEO
MISFITS GAMING & FLORIDA MAYHEM

Ben is the Co-Founder and CEO of Misfits Gaming and Florida Mayhem, combined making it one of the largest esports organizations in the World. Misfits competes in the European League of Legends Championship Series (EU LCS) and the Florida Mayhem is a franchise in Activision Blizzard's Overwatch League.



JAMES RUTH
SENIOR DIRECTOR, PROPERTIES,
SOCCER UNITED MARKETING, MAJOR
LEAGUE SOCCER

James leads marketing and commercial platform development at Soccer United Marketing, focusing on eMLS, MLS, and U.S. Soccer. James and his team led the strategic development, launch, and now management of eMLS, the MLS' competitive gaming league. In its inaugural year, eMLS featured 19 of the 23 Clubs in MLS, while creating some of the most watched FIFA competitive gaming events in the world.



BRENT KONING
COMMISSIONER
EA SPORTS FIFA
COMPETITIVE GAMING

As the leader of the FIFA Competitive Gaming team based in Vancouver, Brent and his team successfully launched the FIFA Ultimate Team Championship Series in 2017, and then grew the 2018 FIFA Global Series to attract more than 20 million participants to attract more than 20 million participants from 60 nations, with millions more engaging in events through online and traditional broadcasts.



JASON FUNG
GLOBAL ESPORTS DIRECTOR
ALISPORTS, ALIBABA

Jason was brought into Alisports to manage the China event and marketing teams, as well as to build out international capabilities for the company. Jason is responsible for the strategic planning and execution of esports competition IPs around the world.



LEO DE BIASE
ESL BRAZIL CEO AND FOUNDER
& PARTNER OF BBL

Currently, he leads the Brazilian offices of ESL and is one of the co-founders and partner at BBL, the newly founded Brazilian Esports Holding Group, that was born with the mission of bringing together all verticals around the esports ecosystem in one single hub.



THE FORUM: MENTORS' LINE-UP



SAMART BENJAMIN ASSARASAKORN
EXECUTIVE CHAIRMAN & CEO,
BIG – BENJAMINS INTERNATIONAL GROUP
AND EXECUTIVE SECRETARY TO PRESIDENT,
THAILAND ESPORTS FEDERATION



MICHEL BAKKER
CEO
GINX



ROBB CHIARINI
HEAD OF ESPORTS, NCSA
UBISOFT



LEO DE BIASE
ESL BRAZIL CEO AND FOUNDER
& PARTNER OF BBL



MATTHIEU DALLON
WEBEDIA STRATEGIC ADVISOR,
TRUST ESPORT VENTURES CEO



MARIA CARMEN FERNANDEZ
DIGITAL STRATEGY MANAGER
MEDIAPRO



HEATHER 'SAPPHIRE' GAROZZO
DIRECTOR OF FAN ENGAGEMENT
TEAM DIGNITAS



**ALEXANDER "ZEROGRAVITY"
KOKHANOVSKYY**
CEO & CO-FOUNDER
DREAMTEAM



WENDY LECOT
HEAD OF STRATEGIC ALLIANCES
& DIGITAL MARKETING INNOVATION
HYPER X GAMING



DUNCAN MC MONAGLE
SVP & GM ESPORTS
MINUTE MEDIA



SERGI MESONERO
RELACIONES INSTITUCIONALES - LVP
LIGA DE VIDEOJUEGOS PROFESIONAL



WOUTER SLEIJFFERS
CEO
FNATIC



IAN SMITH
INTEGRITY COMMISSIONER
ESIC

THE FORUM: MENTORS' LINE-UP

