



This June, college and university video professionals, along with their conference, television, and online partners, will come together for the second-annual College Sports Video Summit (CSVS), held June 8-9 at the Westin Peachtree Plaza hotel in downtown Atlanta. Building off of the success of last year's inaugural event, the two-day Summit will help attendees learn how to establish and run a collegiate video department, leverage on- and off-campus partnerships to grow that department, and sharpen the vision of their video department by thinking outside the box.

Kicking off the two-day program of panel discussions, workshops, and networking will be a keynote address from Greg Shaheen, the NCAA's SVP of basketball and business strategies and president of the NIT. March Madness and March Madness on Demand are two of the most valuable properties in all of sports programming, and Shaheen oversees the \$6 billion media contracts that have made them so.

In addition to the keynote, there will be three tracks of focused workshops, two series of case studies, and five general sessions on a range of topics that affect the business, technology, and marketing of college sports video production. The two-day event offers educational sessions that give attendees a chance to learn from the experts, as well as networking opportunities and plenty of time for sharing among peers.

Leveraging the assembled audience of college video experts, we are happy to announce that this year, the Collegiate Commissioners' Association (CCA) will be co-locating their annual meeting with the CSVS.

Throughout the show we will have an exhibition hall featuring products and services geared to the college-sports market.

Topics to be discussed during the two-day summit include:

- Get in the Game! Define Your Media Strategy
- Running Your Athletic Video Department: From Staff to Stuff
- Ties That Bind: Making Video Invaluable
- A Conference-Specific Network? That Is The Question
- View from the Commissioners' Office: What's Next?

Targeted hands-on workshops will cover topics including:

- Cross-Campus Connections: Leveraging Your School's Communications Department
- Student-Run Productions: Getting Up to Speed
- Syndication 101: What It Means to You
- In the Beginning: Cameras, Lenses and Formats
- The Right Mix: Production Switchers, Graphics, Effects, and Replay Devices
- Officiating Instant Replay Technologies
- Going For Gold: Video and Olympic Sports
- Tale of the Tape: Building an Archival Strategy

Lastly, the College Sports Media Awards, open to all college video departments and broadcasters, will honor excellence in the production of college sports video content across platforms. After an open call for entries, a panel of judges will narrow the submissions down to a list of finalists for each category, and a winner will be announced at a presentation on June 8, capping the first day of discussion.



JUNE 8-9, 2010 • ATLANTA, GEORGIA

2010 Keynote Speaker

Greg Shaheen



NCAA, Senior Vice President, Basketball and Business Strategies; NIT, President

The second-annual College Sports Video Summit will once again bring together the best and the brightest in the world of college sports video production. Kicking off the two-day program of panel discussions, workshops, and networking will be a keynote address from Greg Shaheen, the NCAA's SVP of basketball and business strategies and president of the NIT. March Madness and March Madness on Demand are two of the most valuable properties in all of sports programming, and Shaheen oversees the \$6 billion media contracts that have made them so.

"I am honored to be part of the second-annual SVG College Sports Video Summit," Shaheen says. "The NCAA and its member institutions are committed to the enhancement of video as a means of building a brand, connecting with fans and alumni, and generating revenue. An investment in video production is a most efficient use of resources, and the CSVS is the place for our member institutions to learn how – and why – they can efficiently make that investment.

"The topics covered throughout the program will address the most critical issues in college sports video production and offer advice from recognized experts in the industry. June 8 and 9 will be pivotal dates for the college sports production industry. I am pleased to be part of what is becoming a seminal meeting for college sports production professionals."



Testimonials

The inaugural College Sports Video Summit, held in 2009, was an overwhelming success. Below are some of the comments and feedback we received regarding the event, and just a few of the reasons to join us in 2010!

“The SVG College Sports Video summit was a first-class, information-packed experience. Whether it was listening to expert advice as to how to begin producing video, or how we can all elevate the sophistication of what we may already be producing, or how to integrate social media as a means to promote our video content, or for ideas as to how to use video differently or monetize video for our school – I came away with an outstanding list of ideas over the two-day workshop, many of which we were able to implement almost immediately on campus.”

- **Mark Fratto, Associate Athletics Director for Communications, St. John’s University**

“I wanted to compliment you on the event. It was a fantastic show that I know is going to grow bigger and better in the years to come. You did a terrific job, and I enjoyed the panel discussions immensely. I had two of my productions nominated for College Sports Media Awards and was a proud representative of West Virginia University. The awards ceremony was the highlight of the trip, and I have never been a more proud producer than I was when I saw my clips during the ceremony.”

- **Chris Ostien, Senior Producer / Director, Mountaineer Sports Network**

“Thank you for including me in the inaugural SVG Summit! I enjoyed the conference sessions and the panel I served on. The information was very enlightening and I commend you for taking the initiative to put together a conference that was long overdue. I am looking forward to the second annual!”

- **Kyle B. Kallander, Commissioner, Big South Conference**

“I want to congratulate you on a successful conference. It had to be difficult to get that many people to attend and, most importantly, participate in all of the panel discussions. Thanks again for all of your work and I really hope that more schools will begin to realize the importance of SVG and this summit.”

- **Paul Danna, Director of Multimedia Services, University of South Carolina Athletics**

“What a great job everyone at the SVG did in putting the first CSVS together. It was truly a great event. Most people don’t know the time and effort it takes to put something like that on. To do that so well in year 1 is quite an accomplishment. You all should be very proud – I heard nothing but good things throughout the duration of the event.”

- **Colin Smith, Vice President, New Media and Distribution, Raycom Sports**

“You did an outstanding job with the conference. It exceeded my expectations, and I look forward to future conferences. I hope that I can contribute more in the future if you need it. Thanks again for your hard work.”

- **Richard Wanninger, Associate Executive Director, Patriot League**

“What a great conference! You guys did a phenomenal job. I’m trying to make a point to my University Relations group that we need more of a presence at next year’s event!”

- **Bridget Burke, University Relations, CBS Interactive, Sports**

“I wanted to drop you a quick note to tell you how much I enjoyed the conference and the opportunity to moderate a panel. I really wanted to thank you for an excellent conference. It was very well organized and the information was invaluable.”

- **Mark Choe, Senior Manager of Digital Media Services, Yahoo!**



CSVS Advisory Board

The CSVS advisory board is made up of some of the most experienced individuals across the college sports industry. They are helping to shape the conference agenda.

Rick Bagby, Clemson University, Director of Video Athletic Services

Jeff Bentley, Kent State Sports Network, Executive Producer

Mike Bilbow, Georgia ISP Sports Network, Executive Director, New Media

Bryan Bray, Baylor University, Director of BaylorVision

Chris Brown, NBA TV, Director of Technical Operations

Michael Bruce, Oklahoma Baptist University, Professor

Dan Butterly, Mountain West Conference, Associate Commissioner of Marketing

Kelly Carney, Conference USA, Associate Commissioner

Rick Church, Michigan State University, Sports Broadcasting Director

Steve Cozort, ESPN Regional Television, Senior Director of Remote Operations

Nate Flannery, WebStream Productions, Vice President

Chris Gonzales, CUNY Athletic Conference, Director Media Relations

John Heisler, Notre Dame University, Senior Associate AD for Media and Broadcast Relations

Steve Hurlbut, The Mtn. – Mountain West Sports Network, Senior Executive Producer and Director of Programming

Joel Kitay, Kitay Productions, President

John Kvatek, University of Central Florida Athletics Association, Director of Video Services

Bob Lanning, The Big Ten Network, Senior Coordinating Producer

David Lind, WIUP-TV, Indiana University of PA, Executive Producer

Burke Magnus, ESPN, Senior Vice President of College Sports Programming

Dan Margulis, ESPNU, Senior Director of Programming and Acquisitions

Drew Martin, Texas A&M, Assistant Athletic Director for Branding and Creative Development

Michael Martin, TCU, Film, Television, and Digital Media Professor

Jack McDonald, Quinnipiac University, Director of Athletics

Jim Nachtman, Pennsylvania State University, Director of Broadcast Operations

Ken Norris, UCLA, Director of Video Services

Tom Odjakjian, Big East Conference, Associate Commissioner

AnnMarie Person, Atlantic 10 Conference, Associate Director of Communications

Tim Pollard, Ball State University, Associate Professor of Telecommunications

Patty Power, CBS College Sports Network, Senior Vice President of Operations

Walter Raps, CBS College Sports Network

Jon Rees, The Mtn. – Mountain West Sports Network, VP Operations

Scottie Rodgers, The Ivy League, Sports Information Director

Mark Rodin, Florida State University Seminole Productions, Executive Director

Will Roleson, Horizon League, Associate Commissioner

Rick Sykes, Broadcast Education Association Sports Division, Chair and Central Michigan University, Professor

Rich Wanninger, Patriot League, Associate Executive Director for External Relations

Bob Vecchione, National Association of Collegiate Directors of Athletics (NACDA), Deputy Executive Director



2010 Event Program Agenda

Sharpen Your Video Vision: Using Technology to Build Brands and Drive Revenues

Tuesday, June 8

1:00 p.m.

Keynote Address

Greg Shaheen, NCAA, Senior Vice President, Basketball and Business Strategies and NIT, President

1:30-2:15 p.m.

Get in the Game! Define Your Media Strategy

What does it take to develop a comprehensive video strategy for your school? University and collegiate professionals who have built video services for their athletic departments discuss how they laid out clear objectives, addressed staffing issues, and successfully launched their department. Topics include getting top-level administrative buy in, developing a time line, pre-launch challenges, and more.

2:15-3:00 p.m.

Running Your Athletic Video Department: From Staff to Stuff

Managing a successful athletic video department requires discipline, reliable technologies, and a little bit of creative flexibility. Industry leaders share their experiences and offer advice on how to get the most out of your department once it is up and running. Topics include establishing realistic expectations, equipment purchasing decisions, getting the most out of staff, and more.

3:00-3:30 p.m.

Networking Break

Time to visit the technology showcases

3:30-4:15 p.m.

Ties That Bind: Making Video Invaluable

A close relationship between a video department and the communications and marketing team can ensure that video personnel become an integral part of the athletic department's operations. Communications, marketing, and video professionals discuss how they leverage video and media to meet the needs of fans, build the school's brand, and increase sponsor revenues. Topics include getting the most out of scoreboard operations, understanding social media, working with local TV, radio, and Internet outlets, and developing creative revenue opportunities.

4:15-5:00 p.m.

College Sports Media Awards

Please join us as we honor excellence in college sports video production.

5:00-6:00 p.m.

Cocktail Reception

Wednesday, June 9

8:30-9:30 a.m.

A Conference-Specific Network? That Is The Question

As broadcast rights deals come up for renewal, college conferences have the option to continue their relationships with broadcast partners or dive into the TV network business themselves, by launching their own conference-specific network. Representatives from conferences that have chosen to start a network and those who have not debate the merits of their strategy.

9:30-10:00 a.m.

Networking Break

10:00 a.m. – 2:45 p.m. Track Sessions

Focused hands-on workshops will split the audience into smaller groups to cover topics in more depth and allow time for detailed Q&A sessions, as well as case studies. These workshops will be split into three tracks:

Track One: Strategic Partnerships

Today's collegiate video departments have more opportunities than ever to work with outside partners both on and off campus. This track will focus on how your department can work more closely with the communications school, develop student-run production teams, and syndicate content with local and national TV partners.

Track Two: Cost-Effective Technology Solutions

College athletic departments usually can't afford big-ticket gear but that doesn't mean they can't have a big-ticket look. Today's technology marketplace is full of cost-effective tools that can help colleges embrace high-quality productions.

Track Three — A Video Marketing Plan

Video has become a critical piece of any athletic department's marketing and brand strategy, as it allows the department to reach a variety of audiences almost daily. From recruiting and ticket sales to donations and electronic media guides, your message has the biggest impact if it is delivered to your audience utilizing video. This track focuses on utilizing video to strengthen your athletic department's marketing message.

10:00-10:45 a.m.

Track 1 — Cross-Campus Connections: Leveraging Your School's Communications Department and TV Station

On-campus broadcasting programs can be a valuable resource for both equipment and personnel. University video professionals and educators discuss how athletic and academic departments can work together to cut capital expenses and provide students with real-world production experience.

Track 2 — In the Beginning: Cameras, Lenses and Formats

Cameras and lenses are the most critical elements in the video production food chain and today's college video professionals have more options than ever. What are some of the new developments in HD acquisition? What are the compromises and tradeoffs in selecting a lower priced camera or lens vs. a higher priced unit? And what type and how many cameras and lenses are needed for specific tasks like shooting games or covering press conferences?

Track 3 — Going For Gold: Video and Olympic Sports

Olympic sports are typically referred to as non-revenue sports, but can video help build these programs? Among your teams' alumni, Olympic sports are just as important as football and basketball. What cost-effective strategies have athletic departments found to showcase these non-revenue programs, and what are the benefits of doing so? Representatives from athletic departments with a strong Olympic Sports video strategy share their thoughts.

10:45-11:30 a.m.

Track 1 — Student-Run Productions: Getting Up to Speed

A number of high-profile athletic video departments rely heavily on students to produce games, highlights, features, and more. What does it take to build a reliable student workforce? How can you identify students who have the gift for video? And what about training? Industry leaders offer advice on student recruitment, training, and retention.

Track 2 — The Right Mix: Production Switchers, Graphics, Effects, and Replay Devices

With cameras and lenses in hand it's time to start building a show. A number of manufacturers offer systems that have integrated switching, graphics, effects, and instant replay recording and playback. Are these all-in-one-systems suitable for your needs? What are their limitations? What other options are solid choices for the college sports video professional?

Track 3 — Best Practices in Web Video Production

Web video has come a long way in the last few years, morphing from single-camera shoots of live games into multi-camera, replay-enhanced productions that anchor full Web TV channels. Those who have built a thriving Web video production department are resourceful with staffing, equipment, IT, and infrastructure, and also have a sense of what makes for compelling programming across online, mobile, video board, and television platforms. Learn from the experts as they discuss what it really takes to be successful with Web video production.

12 noon -12:30 p.m.

Track 1 — CASE STUDY I

Track 2 — CASE STUDY I

Track 3 — CASE STUDY I

12:30 – 1:30

Networking Lunch

1:30-2:00 p.m.

Track 1 — CASE STUDY II

Track 2 — CASE STUDY II

Track 3 — CASE STUDY II

2:00-2:45 p.m.

Track 1 — Syndication 101: What It Means to You

Local TV outlets hungry for local content provide a great revenue opportunity through syndication. How can your department get into the syndication game? What does it take to negotiate a syndication package? What are the revenue opportunities?

Track 2 — Officiating Instant Replay Technologies

As instant replay technology continues to play a larger role in collegiate athletics there is a ripple effect that impacts video departments at colleges and universities. What type of cameras and replay technologies are being developed and how what role will they play within your department? What are your departments' responsibilities with respect to helping officials use replay systems to review plays?

Track 3 — Tale of the Tape: Building an Archival Strategy

Archival footage can be worth its weight in gold, if you know how to use it. In this discussion, collegiate video professionals and technology companies offering archival services take the stage to discuss cost-effective methods of digitizing archival footage and creating a searchable database that can become the basis for a whole new business.

2:45-3:15 p.m.

Networking Break

3:15-4:00 p.m.

Closing General Session: View From the Commissioners' Office: What's Next?

What comes next in the college sports video space? Representatives from the Collegiate Commissioners Association and broadcast networks take the stage to discuss the future of college sports video productions, from HD to 3D.



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Double Size Booth						\$7,500
Lanyard						\$5,000
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