



14th AASM Conference (Manila Philippines)
Theme: Developing & Discovering the Sport Industry Potential for ASIA
August 2 to 4, 2018 @ De La Salle University, Manila
 Updated as of: March 22, 2018



| | Time | Event | Location |
|-------------------------|----------------------|---|---|
| August 1 (Wednesday) | Whole day | <i>Start of arrival of AASM Executive Board Members</i> | NAIA Terminal 1, 2 or 3 to Golden Phoenix Hotel |
| 2 August (Thursday) | 12:00 nn to 4:00 pm | AASM Executive Board meeting <i>*Pre-registration for international conference hotel guests</i> | Golden Phoenix Function Room |
| DAY 1 | 11:00 am – 1:00 pm | <u>For Philippine participants only:</u> <ul style="list-style-type: none"> Pre-conference Registration (lunch on participants' own) | Enter via South Gate of the DLSU Campus |
| | 1:00 pm – 5:00 pm | Lecture Workshops and Oral Presentations | Lecture Rooms |
| | 6:00 pm – onwards | Dinner with AASM Board, invited academe and sponsors. | Restaurant |
| | 3 August (Friday) | 7:00 am – 8:30 am | Registration |
| DAY 2 | 8:30 am – 9:15 am | Opening Ceremony Welcome Remarks by University President and Philippine AASM representative | Teresa Yuchengco Auditorium |
| | 9:15 am – 10:00 am | Introduction and speech of Guest(s) of Honor: <ul style="list-style-type: none"> Hon. William Ramirez, PSC Chairman. <i>Topic: The Promise of SEAG 2019</i> Philip Ella JUICO, former Philippine Sports Commission (PSC) Chairman. <i>Topic: Exploiting the synergy of sport development and sport business</i> | Hallway |
| | 10:00 am – 10:15 am | Snack Break | Teresa Yuchengco Auditorium |
| | 10:15 am – 11:00 am | Keynote Speech 1: Making dollars and sense of sport sponsorship and fan engagement <ul style="list-style-type: none"> David STOTLAR, Ed.D. University of Northern Colorado, USA. | Teresa Yuchengco Auditorium |
| | 11:00 am – 11:45 pm | Keynote Speech 2: Critical factors behind pursuit of excellence in international sport <ul style="list-style-type: none"> Packianathan CHELLADURAI, PhD. Troy University, Canada | Teresa Yuchengco Auditorium |
| | | 11:45 pm – 1:30 pm | Lunch Break for participants <i>AASM Lunch, General Assembly and Elections</i> |



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| 1:30 pm to 3:00 pm | Oral Presentation 1 Lecture Workshops / Working Snack Break | Lecture Rooms | |
| 3:00 pm to 4:15 pm | <p>Panel Discussion 1: Public and private initiatives for the sport industry that work!</p> <ul style="list-style-type: none"> • Dr. Munehiko HARADA, Waseda University, Japan. <i>Topic: Sport Tourism – The Sleeping Giant.</i> • Dr. Chai NIMAKORN, Grand Sport Group, Thailand. <i>Topic: The Thai Sport Industry Act and the Rise of the Pro Volleyball League</i> • Mr. Ricky VARGAS, Philippine Olympic Committee (POC). <i>Topic: From Basketball Sports Federation to NOC – Strategies and Directions *TBC</i> <p>Panel Discussion 2: Giving athletes a sporting chance (policies and pathways)</p> <ul style="list-style-type: none"> • Dr. Balasekaran GOVINDASAMY, Nanyang Technological University, Singapore *TBC <i>Topic: The Singapore Sport Academy Model</i> • Hercules CALLANTA, Lyceum University, Philippines. <i>Topic: The Total Athlete</i> • Dr. Hyungil KWON, Chung Ang University, Korea. <i>Topic: Life after sports for Korean Olympians</i> | Henry Sy Multi-Purpose Halls 4 th and 5 th Floor | |
| 5:00 pm to 6:00 pm | Poster Presentation Judging | | |
| 6:30 pm – onwards | <i>Welcome Dinner for international guests</i> | <i>Cultural Show</i> | |
| 4 August (Saturday) DAY 3 | 8:30 am – 11:30 am | Sport Management Workshops and Oral Presentation 2 | Lecture Rooms |
| | 11:30 am – 12:00 pm | Closing Speech by AASM President Dr. Issadee KUTINTARA: ASEAN/ASIAN prospects for sport management career and education | Henry Sy Building, ground floor |
| | | <i>Announcement of Winners</i> | |
| | 12:00 pm – 1:30 pm | Socials and lunch for conference participants. Farewell lunch for AASM Board and Speakers | |
| 1:30 pm – 5:00 pm | Lecture Workshops for Philippine participants | Lecture rooms | |

*Note: Pink shaded areas pertain to AASM Executive Committee members and keynote speakers. *TBC – To be confirmed*