

The logo features the letters 'ESL' in a stylized, bold, purple font. To its right, the words 'NEW YORK' are written in a white, sans-serif font inside a dark grey rectangular box.

ESL NEW YORK

23 APRIL 2019
TRIBECA ROOFTOP

ESL New York is an event focused on networking and business development in and around esports



200+
Delegates



30
Top Industry
Speakers



30+
Countries
Represented



15+
Media
Outlets



35+
Esports & Sports
Representatives



25+
Brands

OVERVIEW

DAY 1

10:00 - 10:10	Opening remarks
10:10 - 10:50	From basement dwellers to global superstars: the ever-changing perception and responsibilities of top esports players
10:50 - 11:30	The Fighting Game Community and esports: a rocky relationship
11:30 - 11:50	Break
11:50 - 12:30	There's no place like home: creating the perfect esports venue
12:30 - 13:10	Marketing in esports, the past, present and future
13:10 - 14:00	Lunch

ROUNDTABLE

14:00 - 14:45	The state of collegiate esports	Esports Chamber 101
14:50 - 15:35	Investment in esports: Show me the money	Data, data, data: The commercial opportunity
15:35 - 16:00	Break	
16:00 - 16:40	Publishers and teams: creating the perfect ecosystem	
17:30 - 19:30	ROOFTOP OPEN BAR	
20:00 - late	<u>PARTY AT 40/40 Club</u> <i>Address: 6 W 25th St, New York, NY 10010, USA</i>	

For more info head over to <https://esportsinsider.com/esi-new-york-2019/>

MAIN STAGE

10:00 - 10:10

OPENING REMARKS

Welcome and opening remarks

Sam Cooke, Managing Director and Co-founder of Esports Insider

10:10 - 10:50

FROM 'BASEMENT DWELLERS' TO GLOBAL SUPERSTARS: THE EVER-CHANGING PERCEPTION AND RESPONSIBILITIES OF TOP ESPORTS PLAYERS

It's safe to say over the years the perception of competitive gamers and esports players has started to shift considerably.

With increased popularity and global superstardom for many players at the top of their game, every action comes under increased scrutiny with sponsor responsibilities and personal brand importance.

The panel dissects the changing public opinion, the importance of personal branding for players as well as the dangers of social media.

SPEAKERS

Barry Lee, Agent, Evolved Talent Agency

Greg Laird, CEO, Chaos Esports Club

Kashan Khan, Pro Smash player, Team Liquid

Sujoy Roy, Director of Esports, Luckbox

MODERATOR

Saira Mueller, Director of Content, Gen.G

10:50 - 11:30

THE FIGHTING GAME COMMUNITY AND ESPORTS: A ROCKY RELATIONSHIP

There's no doubt that the FGC breeds some of the very best tournaments to watch, as well as creating truly epic storylines but its relationship with other the esports community is often a little frosty.

The introduction of ELEAGUE and a more "traditional esports" approach to FGC was met with mixed reaction by the community. Some criticised the lack of open bracket and community feel, whilst others felt encouraged by another event with good prize money and solid competition.

The FGC continues to throw up some of the very best entertainment out there - but lacks the Mercedes Benz or Betway's that are proving so crucial to the overall esports ecosystem.

Does the FGC risk damaging itself should it not embrace the bigger corporates and more polished esports approach or can it continue to flourish just the way it is?

SPEAKERS

Grant Zinn, CEO, beastcoast

Arturo Sanchez, OG FGC Player, Team Spooky

Khalid Jones, Co-owner, Echo Fox

James Liu, Pro Smash Player, OG Esports

MODERATOR

Rod "Slasher" Breslau

MAIN STAGE

11:30 - 11:50

BREAK

11:50 - 12:30

THERE'S NO PLACE LIKE HOME: CREATING THE PERFECT ESPORTS VENUE

We've seen esports events all over the world, from humble beginnings through to stadiums such as the Commerzbank Arena and the Bird's Nest Stadium.

Although dedicated studios have existed for a while, only recently have we seen the emergence of dedicated esports arenas across the world.

But what goes into creating the perfect esports arena? How does it differ from a traditional sporting venue and is it difficult to generate revenue all-year-round?

SPEAKERS

Ben Nichol, Head of Events and Biz Dev, NYXL

Dustin Sweeney, Senior Designer, Esports - HKS Inc

Magnus Leppäniemi, Sales Director Brand Partnerships NA, DreamHack

Keith Sheldon, EVP, Programming - BSE Global

MODERATOR

Arda Ocal, Co-Host, The Business of Esports

Session Sponsor:



12:30 - 13:10

MARKETING IN ESPORTS, THE PAST, PRESENT AND FUTURE

There's plenty of endemic and non-endemic brands in esports activating well and seeing good results in the space.

There's several key factors to consider when targeting a dedicated esports audience, and activating on-site may be different from that in other entertainment verticals.

What can esports learn from outside the industry and vice-versa? How important is influencer marketing in esports and what will the overall landscape look like in five years time?

SPEAKERS

Chad de Luca, Head of Gaming & Esports, Publicis Media, Sport & Entertainment

Simon Bennett, Co Founder/CEO, AoE Creative

Shaun 'Shonduras' McBride, Owner, Spacestation Gaming

Eunice Chen, VP of Marketing, Cloud9

MODERATOR

Tatiana Tacca, Director of Esports, Momentum

13:10 - 14:00

LUNCH

ROUNDTABLE SESSIONS

ROUNDTABLE 1

ROUNDTABLE 2

14:00 - 14:45

THE STATE OF COLLEGIATE ESPORTS

Esports in the US has largely followed a similar path to that of traditional sports. With franchise leagues emerging at the top tier of esports for the likes of Overwatch and League of Legends - so too has a budding collegiate scene across the country.

Just how well is the collegiate system doing for US esports? Furthermore, should developers and publishers of games feel an obligation to support such initiatives? Would the entrance of the NCAA be a disaster for esports or would it have its benefits?

SPEAKERS

Wim Stocks, GM/CEO, WorldGaming & Collegiate StarLeague

Joshua Kell, CEO, Esports Integration

Ramon Ramos, Global Head of Esports, Vizrt

Session Sponsor:



ESPORTS CHAMBER 101

For those of us well and truly embedded into the esports industry there's always something to have a gripe or a moan at. Whether it's bad practice from those within the industry, or interesting decision making from those outside of it - there's always something to have a whinge about. Esports 101 welcomes delegates to discuss bad practice in esports, and what they would ultimately lock in Esports Chamber 101.

SPEAKERS

Rod "Slasher" Breslau

Sujoy Roy, Director of Esports, Luckbox

Saira Mueller, Director of Content, Gen.G

14:50 - 15:35

INVESTMENT IN ESPORTS: SHOW ME THE MONEY

There has been a lot of money flying into the burgeoning esports industry in the last few years - with big name celebrities and extremely high net-worth individuals all getting involved. Just how can an esports company go about raising capital for their venture? Once a venture is off the ground, how can an organisation obtain sponsorships and endorsements? On the investor side, should investors expect immediate bang for their buck or is esports more of a long-term play?

SPEAKERS

Bobby Sharma, Special Adviser to Sports Industry Team, Foley & Lardner LLP

Chris Chaney, Founder, Chaney Group Holdings

Josh Chapman, Managing Partner, Konvoy Ventures

DATA, DATA, DATA: THE COMMERCIAL OPPORTUNITY

With such a vast number of data points across various esports titles, there's infinite opportunity to harness the power of data commercially. From consumer oriented products through to analysis for professional teams - there's a whole lot that can be done in the space.

Furthermore, with the repeal of PASPA the opportunity for regulated esports betting continues to grow in the States. Just how big is the opportunity?

SPEAKERS

Ian Smith, Commissioner, ESIC

Sabina Hemmi, CEO and Co-Founder, elo.io

Tori Stevens, SVP, Customer Success, GumGum

MAIN STAGE

15:35 - 16:00

BREAK

16:00 - 16:40

PUBLISHERS AND TEAMS: CREATING THE PERFECT ECOSYSTEM

Undoubtedly two of the most important rights holders in the esports industry are the publishers and the teams. We've seen varying approaches across the esports landscape - from the emergence of franchise leagues - through to working with large sports teams.

Each publisher has a different approach to working with teams, but what works best from each side? Do teams prefer a laid back approach? How does it vary between publishers?

SPEAKERS

Nicolas Maurer, CEO, Team Vitality

Steve Arhancet, Co-CEO & Owner, Team Liquid

Chris Hopper, Head of Esports (NA), Riot

Ed Chang, Director of Business Strategy, EA Competitive Gaming

MODERATOR

Nicola Piggott, Co-Founder, The Story Mob

17:30 - 19:30

Rooftop Open Bar - Brought to you by



20:00 - late

Afterparty at 40/40 Club

Address: 6 W 25th St, New York, NY 10010, USA

CONTACT & LOCATION

IF YOU NEED ANY FURTHER DETAILS PLEASE CONTACT:

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FURTHER DETAILS

All destinations pertaining to the ESI NYC Conference can be found on the official event website, the app or by contacting info@esportsinsider.com



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