



GLOBAL SOCCER CONCLAVE 2021

FOOTBALL BUSINESS & PERFORMANCE ROADMAP

5-7 JUNE
2021

GSC TALK
GSC LIVE
GSC AWARD

2ND
EDITION





GSC 2021

“FOOTBALL BUSINESS & PERFORMANCE ROAD MAP”

The **Global Soccer Conclave (second edition)**, unique annual flagship event to bring football pundits, organisations, federations, and solution providers under one platform to discuss the road map of football business and performance will be hosted virtually from 5th -7th June 2021.

GSC is focused to highlight India and Africa, the next football powerhouses to the global football fraternity and bring international experts and solution providers for these ecosystems in order to empower and optimise them with effective football business and performance road map.

GSC OBJECTIVE

- The conclave will highlight the Indian and African football ecosystem, the future powerhouse of world football and football business to the global football community.
- To introduce the best business and performance options for the target segment to optimise and empower through knowledge and networking.
- Bringing out the best solutions and opportunities for Youth and Women's football both for India and Africa in terms of revenue generation, performance building and talent management.



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CONCLAVE FOCUS AREAS

The conclave mainly focuses on creating a business development road map suitable for the target ecosystem by integrating technology and information under defined KRAs:

- Fan engagement
- Over the Top (OTT) & Internet of Things (IoT)
- Merchandising, ticketing and Franchise
- Football infrastructure and equipment
- Content and Communication

The second focus area of the conclave is about unleashing high performance talent by nurturing guidelines and integrating sports science, technology, and service providers

- Youth development and Scouting
- Technology driven Training
- Women's Football
- Performance enhancement
- Talent management

GSC 2020

FLASH BACK INAUGURAL GLOBAL SOCCER CONCLAVE

- The First conclave was attended by **40 national and international** experts across the globe from various domains including football governance, legal aspects, football science, coaching and technology.
- The focus of the inaugural edition was to define the road ahead after the COVID-19 pandemic using Reorganise, Redefine and Reboot or Triple R to ensure return of revenue.
- **10 international educational Institutes** and organizational heads shared their insights including Secretary of **AIFF**.
- Global sports tech and Indian start ups showcased their solutions and services.



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NEWER ADDITIONS

- A unique web and mobile application based Virtual conclave platform to allow more engagement, effective communication, and enriching experience.
- **GSC Talk** and **GSC Live**, to curate the event for better reach among the target audience and nonstop communication before, during and after event.
- **GSC Awards** to showcase Indian and African football achievements.

EVENT FLOW

5TH JUNE

Inauguration and Plenary session

Syed Abdul Rahim Hall

- Technology to optimise Fan Engagement
- Revenue opportunities

Roger Milla Hall

- Technology to improve Training
- Sports science to augment performance

6TH JUNE

Syed Abdul Rahim Hall

- OTT and IoT
- Infrastructure and equipment

Roger Milla Hall

- Youth Development
- Women football and effective approach

7TH JUNE

Syed Abdul Rahim Hall

- Content and Communication

Roger Milla Hall

- Talent nurturing and Management

Awards Night and entertainment



GSC 2020

PARTICIPANTS



& **Many More...**

HIGHLIGHT

6 Sessions , **12** hours of enriching discussion

40 experts across the Globe attended GSC Live.

2157 virtual participants

10 Sports Educational institutes attended the conclave



GSC **2021**

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