



# 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.



# GSC 2021

## 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.



# GSC 2021

## 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

### 5<sup>TH</sup> 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

### 6<sup>TH</sup> JUNE

##### Syed Abdul Rahim Hall

- OTT and IoT
- Infrastructure and equipment

##### Roger Milla Hall

- Youth Development
- Women football and effective approach

### 7<sup>TH</sup> 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

## BRAND ACTIVATION OPPORTUNITY

The conclave offers several opportunities for brands from different sectors to get visibility and network with decision makers and solution seekers from Indian and African football ecosystem to open up new opportunities. The different membership packages available for the brands are:

### TYPE OF MEMBERSHIP

#### SILVER MEMBERSHIP

##### Benefits

- Attend the Networking Opportunities
- Logo will be highlighted in Event Brochure
- Logo will be highlighted in our virtual web and mobile application based platform
- Logo will be flashed throughout the event and awards night

##### Membership Fee (in EURO)

€650+ GST

#### GOLD MEMBERSHIP

##### Benefits

- Attend the Networking Opportunities
- Logo will be highlighted in Event Brochure

- Logo will be highlighted in our virtual web and mobile application based platform.
- Logo will be flashed throughout the event and awards night
- Dedicated 5 minute promotional video will be available on the virtual platform and showcased in the event.

##### Membership Fee (in EURO)

€900+ GST

#### PLATINUM MEMBERSHIP

##### Benefits

- Attend the Networking Opportunities
- Logo will be highlighted in Event Brochure
- Logo will be highlighted in our virtual web and mobile application based platform.
- Logo will be flashed throughout the event and awards night
- Dedicated 5 minute promotional video will be available on the virtual platform and showcased in the event.
- 10 minute dedicated talk show and 1 representative attending the event as an expert.

##### Membership Fee (in EURO)

€1750+ GST

\*Event sponsorship/ Award Sponsorship will be discussed with our Marketing Head only on specific request and as per Company profile.



# GSC 2021

## GSC COMMUNICATION

The conclave will feature end to end non-stop communication.

### ➤ PRE-EVENT:

As per the membership package social channels, GSC Talk session, micro-content viral, press release and email newsletters will be available.

### ➤ DURING EVENT:

As per the membership package, live event through GSC Live, Web/ Mobile Application as well as Award Sponsor/Event sponsorship partnership opportunity is available.

### ➤ POST EVENT:

As per the membership package, social viral, targeted content promotion and Magazine cover up will be available for the football community.



# GSC **2021**

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