

Themes and Topics

OCTOBER 16TH - 17TH

DAY 1

EVOLUTION OF THE INDUSTRY

A discussion about the surge in private investments, the rise of academies, and the roles of sponsorship and branding in shaping young athletes' success.

THE BUSINESS OF YOUTH ENRICHMENT

Explore the critical role enrichment plays in shaping our youth, with actionable takeaways for entrepreneurs, educators, and leaders dedicated to making a meaningful difference in young people's lives.

THE YOUTH SPORTS PRODUCT

Join experts from the medical, sports, education, and hospitality industries who will share strategies for delivering high-impact youth development.

THE SECRETS OF SCALING

Key strategies and practical insights for growing and scaling a successful youth sports business, from expanding operations to enhancing profitability and impact.

DAY 2

LEADING A MULTI-STAKEHOLDER ORGANIZATION

Discover how to successfully align parents, players, coaches, staff, and owner interests to build a thriving, multi-stakeholder business.

HOW TO PARTNER WITH PARENTS

A deep-dive into parent relationships that will uncover what they truly want, with innovative approaches to engaging them effectively.

DELIVERING AMAZING EXPERIENCES

Explore creative approaches to delivering in-person and digital experiences that maximize your revenue and keep customers coming back.

PLUS:

INTERACTIVE BREAKOUTS & WORKSHOPS

Developing an Online Presence. Essential strategies and tools to enhance your visibility and connect with parents and players in a digital world.

Retaining your Best Talent. How to keep top performers engaged, motivated, and committed to your organization.

Beyond the Star Athlete: Best Practices of Player Development. Progression methods to nurture and advance athletes' skills, performance, and overall growth throughout their careers.

Next Stop College: NIL Recruiting and Youth Athletes. The impact of Name, Image, and Likeness (NIL) policies on the recruitment and development of young athletes, providing insights into the evolving landscape of youth sports.

WITH:

EXCLUSIVE BREAKFASTS ■ DINNERS & HAPPY HOURS

LEAGUEAPPS LOUNGE ■ TECH SHOWCASE ■ SWAG

N→XT↑UP '24

Session Highlight

WINNING ON AND OFF THE FIELD

This keynote presentation will draw powerful connections between sports and business leadership, offering actionable insights on how to excel in both arenas. Through lessons learned from the competitive world of sports, this session will explore key leadership qualities such as teamwork, resilience, adaptability, and strategic thinking.

Attendees will discover how to apply these principles to drive success in business, create high-performing teams, and lead with confidence under pressure. Whether you're an executive, entrepreneur, or team leader, this keynote will provide practical strategies to elevate your leadership game and achieve lasting results.



JULIE FOUDY

**2X FIFA WOMEN'S WORLD CUP CHAMPION,
2X OLYMPIC GOLD MEDALIST**

Julie Foudy, former captain of the U.S. Women's National Team, is an ESPN analyst covering women's soccer and major events like the FIFA Women's World Cup. She hosts the podcast *Laughter Permitted* and contributes to *espnW*. During her soccer career, Foudy won two World Cup titles and two Olympic gold medals, becoming one of the sport's most accomplished players. She was inducted into the National Soccer Hall of Fame in 2007 and formerly led the Women's Sports Foundation.

N→XT↑UP '24

Session Highlight

HOW TO PARTNER WITH PARENTS

Dive into the complex and evolving relationship between sports organizers and parents, focusing on what parents truly seek from these partnerships. This session aims to uncover the underlying needs, concerns, and desires that drive parents' expectations for their children's sports experiences.

Beyond traditional methods, the panel will introduce innovative approaches to engaging parents more effectively, emphasizing collaborative strategies that promote shared goals. From utilizing digital tools to fostering open communication channels, the session will present actionable tactics that sports organizers, coaches, administrators, and leaders can implement. Attendees will leave with practical insights on how to build trust, strengthen communication, and create a more inclusive partnership that empowers both parents and sports organizers in supporting athlete success.



DR. KENSA GUNTER

CLINICAL & SPORT PSYCHOLOGIST

Dr. Kensa Gunter is a licensed psychologist and a Certified Mental Performance Consultant (CMPC). Through her private practice she provides counseling and consultation services and she also serves as the Director of NBA/WNBA Mind Health, the league's mental health, wellness, and performance program. Additionally, Dr. Gunter serves on the Board of Directors for Little League International and she is currently the President-Elect for Division 47 of APA - the Society for Sport, Exercise & Performance Psychology.

Session Highlight

THE YOUTH SPORTS PRODUCT

Join this two-part session as experts from the medical, sports, education, and hospitality industries share strategies for creating exceptional youth development experiences and unforgettable events.

From fostering holistic growth in young athletes through collaboration to delivering immersive, high-impact events, this session offers valuable insights for coaches, educators, and event planners looking to maximize potential and ensure lasting success of a youth sports organization.



ADAM EWING

VP OF ACADEMICS AT TPH ACADEMY

As the Vice President of Academics at TPH Academy, Adam has a history of building and nurturing nontraditional learning environments, successfully catering to the diverse needs of students and consistently driving positive educational experiences and outcomes.

Session Highlight

LEADING A MULTI-STAKEHOLDER ORGANIZATION

In this session, you'll learn how to navigate the complexities of leading a multi-stakeholder organization. When balancing the interests of parents, players, staff, and business owners, managing diverse expectations requires nuanced communication, strategic decision-making, and a clear vision. Drawing from real-world experiences, Karl will share insights on building trust, aligning goals across stakeholders, and fostering a collaborative environment that drives success.

With a focus on leadership agility and stakeholder engagement, this session offers valuable lessons for anyone looking to enhance their leadership skills and create value for all parties involved. Participants will explore practical approaches to resolving conflicts, promoting transparency, and maintaining a shared purpose in fast-paced, high-stakes environments.



KARL RECTANUS

ENTREPRENEUR AND FOUNDER, LEARNPLATFORM

Karl Rectanus is an education leader, serial entrepreneur, and sought-after advisor, investor and speaker. He founded LearnPlatform, a category-creating education company named one of Fast Company's Most Innovative Companies in the World, to systemically expand equitable, evidence-based education.

Session Highlight

THE SECRETS OF SCALING A YOUTH SPORTS BUSINESS

In this keynote presentation, we'll share key strategies for scaling your youth sports business, from understanding the market and identifying growth opportunities to building a strong brand with effective marketing.

We'll uncover how to create scalable systems, hire skilled staff, and manage finances to support sustainable growth, along with tips for improving customer experience and retention. Through real-world examples and a Q&A, you'll walk away with actionable insights to drive success in your business.



GREG KRISTOF

PARTNER, YOUNG STRATEGIC VENTURES

Greg's most recent role is Chief Development Officer at 3STEP Sports, where he has been a key member of a team that helped take the company from \$8M to \$300M+ in top-line revenue in 4 years. He has overseen the event footprint expansion from 7 to 42 states.

Session Highlight

BEYOND THE STAR ATHLETE

HOLISTIC STRATEGIES FOR NURTURING ALL PLAYERS, NOT JUST THE TOP PERFORMERS.

This panel will cover essential practices for developing well-rounded athletes, like skill-building, mental toughness, and character development. We'll explore how to create inclusive training programs that cater to all skill levels, ensuring that every player has the opportunity to grow and succeed.

Additionally, we'll discuss the importance of fostering a positive team culture, where each athlete is valued and motivated to reach their full potential, ultimately leading to a stronger, more cohesive organization.



KATIE BRUNNHOELZL

EXECUTIVE FINANCE MANAGER, NCPAL

Katie has been actively involved with PAL for nearly six years, transitioning from participant to a key role in organizing and running events. Currently serving as the Executive Finance Manager, Katie brings a wealth of experience and dedication to youth sports.