

LKL ACADEMY: KEY FACTORS OF A COMPETITIVE WORLD-WIDE KNOWN SPORT ORGANIZATION

Friday, 17th February 2017

Europa Royale Hotel, Miško str. 11, Kaunas

Lithuanian Basketball League is continuing its set of LKL Academy conferences and this time steps into another level with the speakers not only from Lithuania. The purpose of LKL Academy and its conferences is to create a better tomorrow for sport sphere in Lithuania by educating and giving necessary experience and knowledge to Lithuanian students and everyone who wants to improve as a sport specialist.

13:30 REGISTRATION

14:00 PAULIUS MOTIEJŪNAS. *'Euroleague club management - Žalgiris example'*

15:00 TADAS BULOTAS. *'Qualities and attributes of a successful athlete'*

16:00 BREAK AND REFRESHMENTS

16:30 MILOS NENADOVIC. *'Euroleague Basketball – Communication & Marketing Strategy'*

17:30 MILOS NENADOVIC. *'Sports Business Sustainability Through Ticketing & Fan Relations'*

18:30 THE END OF THE CONFERENCE



Kaunas "Žalgiris" basketball team

- ✓ Overseeing all of the business and financial operations of the team.
- ✓ Managing long- and short-term strategic planning.
- ✓ Having over 10 years of experience in the field of basketball.



Business Development Executive at Euroleague Basketball

- ✓ In charge of ticket sales strategy for the Turkish Airlines EuroLeague Final Four.
- ✓ Advising on business strategies of Euroleague basketball clubs.
- ✓ Experience in sports business in various European markets with further expertise in marketing & ticketing.



CEO and founder at Bbaltics

- ✓ Setting and modelling strategy, the company's culture and values.
- ✓ Representing Wasserman Media Group clients in Europe.
- ✓ Having over 5 years of experience in the business, recruiting and servicing Lithuanian players.