

BUSINESS OF BASKETBALL

— VIRTUAL CONFERENCE —

2020 SCHEDULE

MONDAY, AUGUST 10

All times are U.S. Pacific

WELCOME & LOGISTICS

Session Type: Information

Day & Time: Monday, 8:00 – 8:30 AM

Leader: Larry Coon, SBC General Manager

Welcome to Sports Business Classroom 2020! In this opening informational session, SBC General Manager Larry Coon welcomes you to the program, gives an overview of the week to come, and tells you how to navigate this first-ever virtual event.

STATE OF THE UNION / DIVERSITY IN THE WORKPLACE

Session Type: Panel

Day & Time: Monday, 8:30 – 9:30 AM

Moderator: Mark Jones, ESPN - NBA Play by Play Announcer and Host

Panelists: Chiney Ogwumike, WNBA / ESPN Host

With COVID-19, Black Lives Matter, #METOO and other recent events, we're witnessing a transition to a new society. The panelists discuss recent events and their effect on society and sports, diversity and inclusion in the workplace and society, and what job seekers need to know as they navigate in these uncharted waters.

JOBS 101 - NETWORKING

Session Type: Lecture

Day & Time: Monday, 10:00 – 11:00 AM

Instructor: Jeff Fellenzer, University of Southern California

We will discuss how to showcase your skills, begin building your network of contacts, and learn the most effective ways to put yourself in position to get the job you want, including the art of the elevator pitch. Then we'll turn our focus to the most important question that should be answered by your resume: How do I stand out from the pack? Once you have the skill set to do the job, it's imperative that you know how to sell yourself.

CBA 101

Session Type: Lecture

Day & Time: Monday, 11:30 AM – 12:30 PM

Instructor: Larry Coon, SBC General Manager

We start with a quick introduction to the NBA Collective Bargaining Agreement, and then walk through the career lifecycles of three hypothetical players to see the types of contracts they sign and when each is appropriate, as well as other CBA features that impact players such as minimum and maximum salaries, options and ETOs, trade bonuses, waivers and buyouts, and salary protection.

SBC SUMMIT

Session Type: One-on-One
Day & Time: Monday, 1:30 – 2:30 PM
Moderator: Beau Estes, Turner Sports
Guest: Gillian Zucker, President, LA Clippers

SBC Summit is a daily session dedicated to bringing you the faces & voices of people who are making a difference in today's sports industry. In this initial session, Beau Estes sits down with Gillian Zucker, the President of the LA Clippers, to discuss her career path, how she repositioned the Clippers as a business, how she successfully navigated the global pandemic, trends in hiring in the business, and the way forward for the league and her team.

SCOUTING 101

Session Type: Lecture
Day & Time: Monday, 3:00 – 4:00 PM
Instructor: Wes Wilcox, NBA TV, SiriusXM and former General Manager, Atlanta Hawks

The former GM of the Atlanta Hawks takes you through the structure and functioning of an NBA organization, looking at the foundation of leadership, key roles within a front office, strategy & planning, and the key activities at each point of the year.

MEDIA 101

Session Type: Lecture
Day & Time: Monday, 4:30 – 5:30 PM
Instructor: Beau Estes, Turner Sports

Veteran NBA TV and NBA.com announcer Beau Estes will outline the media program and discuss the bedrock fundamentals of basic journalism - the 5 W's and the H. From there, Estes will welcome-in an NBA reporter from the Orlando bubble to discuss the challenges of reporting during the COVID-19 era and what opportunities the Disney experience may provide.

DAILY WRAP-UP

Session Type: Information
Day & Time: Monday, 5:30 – 6:00 PM
Leader: Larry Coon, SBC General Manager

We will conclude each day with a recap, information you'll need to know, and a preview of what's to come.

MONDAY NETWORKING SESSION

Session Type: Networking
Day & Time: Monday, 6:00 – 8:00 PM

The evening sessions every day are for networking. We have a virtual lounge where you can congregate, meet each other, and discuss whatever you want. SBC instructors will hold Office Hours where you can get your questions answered. And every day we'll bring you industry leaders for "Ask Me Anything" sessions. This is your chance to network with the people who have made it in the industry, and hear what stories & advice they have to offer.

MONDAY SCHEDULE

6:00 - 6:30 PM Ask Me Anything: Kirk Goldsberry, ESPN / University of Texas
6:30 - 7:00 PM Ask Me Anything: Ed Stefanski, Senior Advisor - Detroit Pistons
7:00 - 8:00 PM Office Hours: Larry Coon
7:00 - 8:00 PM Office Hours: Jeff Fellenzer

DAILY INTRO

Session Type: Information
Day & Time: Tuesday, 8:00 – 8:30 AM
Leader: Larry Coon, SBC General Manager

At the start of each day, GM Larry Coon and other SBC instructors will give you a preview of what's to come, answer questions, and provide any important information for the day.

JOBS 201 – RESUME BUILDING

Session Type: Lecture
Day & Time: Tuesday, 8:30 – 9:30 AM
Instructor: Jeff Fellenzer, University of Southern California

Your resume is a snapshot of not just your academic and employment records, but who you are as a person. You need to begin thinking about your own life journey so far, including the "cool stuff you've done" to include on your resume and that speak to your life experiences and what you stand for. Remember: Every company wants to hire someone who can fit in and help make their team better.

ANALYTICS 101

Session Type: Lecture
Day & Time: Tuesday, 10:00 – 11:00 AM
Instructor: Seth Partnow, The Athletic

In Analytics 101, we will first cover what is meant by “analytics” in the context of professional basketball. Following a brief primer on some introductory concepts, we will cover some of the more commonly seen metrics, survey preferred online resources and outline more advanced topics before concluding with tips for responsible use focusing on providing tools for the Scouting, Video & Analytics Deep Dive.

CBA 201

Session Type: Lecture
Day & Time: Tuesday, 11:30 AM – 12:30 PM
Instructor: Larry Coon, SBC General Manager

We walk through a salary cap year from July 1 through June 30, stopping at important dates on the way such as the July Moratorium, the cut-down date and the trade deadline. We also look at the basics of concepts such as the salary cap, team salary, cap room, exceptions, trade rules and the luxury tax.

SBC SUMMIT

Session Type: One-on-One
Day & Time: Tuesday, 1:30 – 2:30 PM
Moderator: Beau Estes, Turner Sports
Guest: Omid Farhang, Crispin Porter Bogusky, CAA, Momentum Award Winning Chief Creative Officer

SBC Summit is a daily session dedicated to bringing you the faces & voices of people who are making a difference in today's sports industry. In this session, Beau Estes sits down with Omid Farhang to discuss how brands are intertwined in our lives – especially sports – and how some of the biggest brands are adjusting to new ways of doing business, executing sponsorships and delivering results.

SCOUTING 201

Session Type: Lecture

Day & Time: Tuesday, 3:00 – 4:00 PM

Instructor: Wes Wilcox, NBA TV, SiriusXM and Former General Manager, Atlanta Hawks

A detailed discussion of player evaluation, personnel attribute breakdowns and a detailed breakdown of attribute definitions. We will discuss how to establish player values, and the importance of establishing value in the draft, trades and free agency. We also will discuss common scouting mistakes at multiple levels of evaluation, how to learn from these mistakes and how to avoid them when making real-time decisions.

MEDIA 201

Session Type: Lecture

Day & Time: Tuesday, 4:30 – 5:30 PM

Instructor: Sekou Smith, NBA TV and NBA.com

Veteran NBA TV analyst and NBA.com reporter Sekou Smith will teach the principles of journalism that are critical across all platforms of media. Smith also will discuss the importance of building and maintaining relationships in the business of basketball and he'll outline the way he "works a gym" to uncover stories. Smith will explain the critical function research plays in telling a story and finally, he'll share some experience from his career now in its fourth decade of covering the NBA.

DAILY WRAP-UP

Session Type: Information

Day & Time: Tuesday, 5:30 – 6:00 PM

Leader: Larry Coon, SBC General Manager

We will conclude each day with a recap, information you'll need to know, and a preview of what's to come.

TUESDAY NETWORKING SESSION

Session Type: Networking

Day & Time: Tuesday, 6:00 – 8:00 PM

The evening sessions every day are for networking. We have a virtual lounge where you can congregate, meet each other, and discuss whatever you want. SBC instructors will hold Office Hours where you can get your questions answered. And every day we'll bring you industry leaders for "Ask Me Anything" sessions. This is your chance to network with the people who have made it in the industry, and hear what stories & advice they have to offer.

TUESDAY SCHEDULE

6:00 to 6:30 PM Ask Me Anything: Kirk Lacob, Assistant GM & Esports Lead - Golden State Warriors

6:30 to 6:50 PM Ask Me Anything: Jen Todd, VP Business Operations and Co-Founder – The Basketball Tournament

6:50 to 7:05 PM Ask Me Anything: Alex Kline, Scout - New York Knicks

6:00 to 7:00 PM Office Hours: Larry Coon

7:00 to 8:00 PM Office Hours: Jeff Fellenzer

7:30 to 7:50 PM Ask Me Anything: Nate Duncan

WEDNESDAY, AUGUST 12

All times are U.S. Pacific

DAILY INTRO

Session Type: Information
Day & Time: Wednesday, 8:00 – 8:30 AM
Leader: Larry Coon, SBC General Manager

At the start of each day, GM Larry Coon and other SBC instructors will give you a preview of what's to come, answer questions, and provide any important information for the day.

JOBS 301 – INTERVIEWING AND POSITIONING YOURSELF FOR SUCCESS

Session Type: Lecture
Day & Time: Wednesday, 8:30 – 9:30 AM
Instructors: Jeff Fellenzer, University of Southern California

It starts with understanding a critical component of the hiring process: This hire is not about you finding your "dream job." It's about making sure they understand why you would be a great hire for their team! What are you bringing to the table that will add value and help make their company or product better? Have you studied the company? How prepared are you? Are you projecting energy and enthusiasm? We will focus on how you can separate from the pack, and reinforce the importance of having a strategic game plan as you approach every interview opportunity.

SCOUTING PRACTICUM

Session Type: Practicum
Day & Time: Wednesday, 10:00 AM – 12:30 PM
Instructors: Dave DuFour, The Athletic
Charles Dubé-Brias, Raptors 905
Seth Partnow, The Athletic

We will be applying skills learned in Scouting 101 and 201 to live-game film in order to assess and evaluate pending free agents and potential team targets. Students will learn to identify individual strengths and weaknesses under the guidance of an NBA video coordinator.

SBC SUMMIT

Session Type: One-on-One
Day & Time: Wednesday, 1:30 – 2:30 PM
Moderator: Beau Estes, Turner Sports
Guest: Neil Olshey, GM, Portland Trail Blazers

SBC Summit is a daily session dedicated to bringing you the faces & voices of people who are making a difference in today's sports industry. In this session, Beau Estes sits down with Neil Olshey, the General Manager of the Trailblazers. He'll talk about selling yourself, knowing your craft, preparation and the value of confidence.

SCOUTING/VIDEO/ANALYTICS DEEP DIVE 1

Session Type: Deep Dive
Day & Time: Wednesday, 3:00 – 5:30 PM
Instructors: Dave DuFour, The Athletic
Seth Partnow, The Athletic

Sports Business Classroom is famous for its “Deep Dives” for getting into the nitty-gritty of a chosen specialty. In our Scouting, Video, and Analytics Deep Dive students will get the complete front office experience. From scouting game film, to creating video edits and building scouting reports, students will learn how NBA front offices combine data gathering and basketball knowledge to create strategies and examine contingencies in planning for free agency.

In this first session students will be broken into teams and tasked with organizing free agent lists and assigning values to players. They also will receive rosters, objectives and tools for the remaining sessions.

DAILY WRAP-UP

Session Type: Information
Day & Time: Wednesday, 5:30 – 6:00 PM
Leader: Larry Coon, SBC General Manager

We will conclude each day with a recap, information you’ll need to know, and a preview of what’s to come.

WEDNESDAY NETWORKING SESSION

Session Type: Networking
Day & Time: Wednesday, 6:00 – 8:00 PM

The evening sessions every day are for networking. We have a virtual lounge where you can congregate, meet each other, and discuss whatever you want. SBC instructors will hold Office Hours where you can get your questions answered. And every day we’ll bring you industry leaders for “Ask Me Anything” sessions. This is your chance to network with the people who have made it in the industry, and hear what stories & advice they have to offer.

WEDNESDAY SCHEDULE

6:00 to 6:30 PM Ask Me Anything: Renee Montgomery – WNBA, TMZ Sports
6:30 to 7:00 PM Ask Me Anything: Swin Cash-Canal, VP of Basketball Operations and Team Development - New Orleans Pelicans
7:00 to 8:00 PM Office Hours: Larry Coon
7:00 to 8:00 PM Office Hours: Dave DuFour
7:00 to 8:00 PM Office Hours: Jeff Fellenzer

THURSDAY, AUGUST 13

All times are U.S. Pacific

DAILY INTRO

Session Type: Information
Day & Time: Thursday, 8:00 – 8:30 AM
Leader: Larry Coon, SBC General Manager

At the start of each day, GM Larry Coon and other SBC instructors will give you a preview of what's to come, answer questions, and provide any important information for the day.

CBA DEEP DIVE

Session Type: Deep Dive
Day & Time: Thursday, 8:30 AM – 12:30 PM
Instructor: Larry Coon, SBC General Manager

An in-depth look at the NBA's Collective Bargaining Agreement, including team salary, the Uniform Player Contract, exceptions and trades.

SBC SUMMIT

Session Type: One-on-One
Day & Time: Thursday, 1:30 – 2:30 PM
Moderator: Beau Estes, Turner Sports
Guest: Todd Ramasar, Founder & CEO, Life Sports Media and Entertainment

SBC Summit is a daily session dedicated to bringing you the faces & voices of people who are making a difference in today's sports industry. In this session, Beau Estes sits down with a trio of agents and brand executives. It's more than just a shoe deal – they're in the business of building athlete brands, and how young people influence how they are structured.

SCOUTING/VIDEO/ANALYTICS DEEP DIVE 2

Session Type: Deep Dive
Day & Time: Thursday, 3:00 – 5:30 PM
Instructors: Dave DuFour, The Athletic
Jeff Siegel, EarlyBirdRights.com
Wes Wilcox, NBA TV, SiriusXM and former General Manager, Atlanta Hawks
Seth Partnow, The Athletic

In this second session of the Scouting, Video & Analytics deep dive is the "mock free agency" period. Student teams will apply the knowledge they learned for player evaluation and valuation to meet their assigned objectives.

DAILY WRAP-UP

Session Type: Information
Day & Time: Thursday, 5:30 – 6:00 PM
Leader: Larry Coon, SBC General Manager

We will conclude each day with a recap, information you'll need to know, and a preview of what's to come.

THURSDAY NETWORKING SESSION

Session Type: Networking

Day & Time: Thursday, 6:00 – 8:00 PM

The evening sessions every day are for networking. We have a virtual lounge where you can congregate, meet each other, and discuss whatever you want. SBC instructors will hold Office Hours where you can get your questions answered. And every day we'll bring you industry leaders for "Ask Me Anything" sessions. This is your chance to network with the people who have made it in the industry, and hear what stories & advice they have to offer.

THURSDAY SCHEDULE

6:00 to 6:30 PM Ask Me Anything: Mike Breen, NBA on ESPN

6:30 to 7:00 PM Ask Me Anything: Mike D'Antoni, Houston Rockets

7:00 to 8:00 PM Office Hours: Larry Coon

7:00 to 8:00 PM Office Hours: Jeff Fellenzer

FRIDAY, AUGUST 14

All times are U.S. Pacific

DAILY INTRO

Session Type: Information
Day & Time: Friday, 8:00 – 8:30 AM
Leader: Larry Coon, SBC General Manager

At the start of each day, GM Larry Coon and other SBC instructors will give you a preview of what's to come, answer questions, and provide any important information for the day.

MEDIA DEEP DIVE

Session Type: Deep Dive
Day & Time: Friday, 8:30 AM – 12:30 PM
Instructors: Beau Estes, Turner Sports
Mirin Fader, Bleacher Report
Jeff Siegel, EarlyBirdRights.com
Jeremy Levin, Turner Sports

In this deep dive into all things media, we start with Mirin Fader, an up & coming writer with Bleacher Report, to discuss feature writing. Jeff Siegel will then come in to teach how to use what you've learned at SBC to create a media profile that will create job opportunities in the industry. We'll close the Deep Dive with Jeremy Levin, a seven-time Emmy Award winner who, simply put, produces the biggest show in basketball: "Inside the NBA." Levin will take students through the show from the prior night explaining every person's role, the thoughts behind the decisions and how he works with the famous personalities on the show to put them in a position to succeed. He also will discuss the fundamentals required to get into television and how people can distinguish themselves in other forms of media to attract the attention of larger networks like TNT.

SBC SUMMIT

Session Type: One-on-One
Day & Time: Friday, 1:30 – 2:30 PM
Moderator: Beau Estes, Turner Sports
Guest: Kristen Ledlow, Turner Sports

SBC Summit is a daily session dedicated to bringing you the faces & voices of people who are making a difference in today's sports industry. In this session, Beau Estes sits down with Kristen Ledlow, to discuss how she successfully climbed the ladder to become a studio host, play-by-play announcer and sideline reporter in the NBA.

SCOUTING/VIDEO/ANALYTICS DEEP DIVE 3

Session Type: Deep Dive
Day & Time: Friday, 3:00 – 5:30 PM
Instructors: Wes Wilcox, NBA TV, SiriusXM and former General Manager, Atlanta Hawks
Seth Partnow, The Athletic
Shawn Respert, Assistant Coach - Chicago Bulls

In this third and final session of the Scouting, Video & Analytics deep dive, student teams will designate a team representative to present and defend their work. These presentations will be judged by a panel of experts.

CONFERENCE WRAP-UP

Session Type: Information

Day & Time: Friday, 5:30 – 6:00 PM

Leader: Larry Coon, SBC General Manager

We will conclude the content portion of the conference with a recap of the week, before Larry Coon dismisses the class.

FRIDAY NETWORKING SESSION

Session Type: Networking

Day & Time: Friday, 6:00 – 8:00 PM

The evening sessions every day are for networking. We have a virtual lounge where you can congregate, meet each other, and discuss whatever you want. SBC instructors will hold Office Hours where you can get your questions answered. And every day we'll bring you industry leaders for "Ask Me Anything" sessions. This is your chance to network with the people who have made it in the industry, and hear what stories & advice they have to offer. This will be the concluding session before SBC 2020 closes.

FRIDAY SCHEDULE

6:00 to 6:30 PM Ask Me Anything: Scott Brooks, Head Coach, Washington Wizards

6:30 to 7:00 PM Ask Me Anything: Alvin Gentry, Head Coach, New Orleans Pelicans

7:00 to 8:00 PM Office Hours: Larry Coon

7:00 to 8:00 PM Office Hours: Jeff Fellenzer

IMPORTANT NOTE: All speakers, content and times are subject to change. Sports Business Classroom utilizes working league professionals in many of its instructional, speaking and guest roles. Their availability can change, even at the last minute, depending on employer needs and other considerations. While we will do our best to provide the speakers, curriculum and schedule as described, we reserve the right to substitute, move or omit speakers or content as necessary.