

SPORTX

Connect Series

Playbk****



**Queensland
Government**

SportsTech

Changing the Game –
A Global Perspective

Learning Journal

Playbk****

March 2023

About Playbk Sports

Every team needs a playbook.

Playbk Sports makes delivering online learning content simple and effective with dynamic technology, immersive experiences and evergreen material that turns fan avidity into revenue.

Playbk Sports works with your organisation by harnessing your logo, players, coaches, stadia, training facilities and team administrators and harnesses the power of those 'brands' or assets to create global fan avidity and strategic value your organisation can rely on in sustainable ways.

We create experiences that help sport organisations give their worldwide fans what they want – closer access to the sports they love.



WATCH "OUR SECRET SAUCE" VIDEO

About Playbk Sports



RICK BURTON

CHIEF OPERATING OFFICER, PLAYBK SPORTS

Rick enables Playbk Sports clients to achieve strategic objectives in areas including global marketing and strategy, business model innovation and revenue generation.

He has a distinguished career in sports marketing having served as the Chief Marketing Officer for the U.S. Olympic Committee, Commissioner of Australia's National Basketball League and in roles for entities including IMG, Japanese Pro Soccer League (J-League), National Football League (NFL) and the National Hockey League (NHL).

Rick's work can regularly be seen in Sportico and Sports Business Journal publications.

About Playbk Sports



RICK BURTON

Career Overview

- ▶ Chief Operating Officer (North America) at Playbk Sports
- ▶ Endowed Professor of Sport Management at Syracuse University
- ▶ Chief Marketing Officer for U.S Olympic Committee at 2008 Beijing Summer Olympics
- ▶ Commissioner of National Basketball League from 2003-07
- ▶ Regular columnist for Sports Business Journal and Sportico
- ▶ Accomplished author, including his recent book; Business the NHHL WAY, 20 Secrets to Success for NCAA Student-athletes, Sport Business Handbook, and others.
- ▶ Served as keynote speaker or consultant for companies/leagues such as the IOC, ICC, NFL, NHL, NIKE, Universal Studios, Visa, IMG, Disney, IOC, Hong Kong Olympic Committee, Japanese Soccer League (J-League), NBL, Philippine Basketball Association (PBA), U.S. Ski and Snowboard Team, USA Track & Field and FINA. Chief moderator for seven GAISF SportAccord conferences (2003-09) in Madrid, Lausanne, Berlin, Seoul, Beijing, Athens and Denver

Specializations

Sports Marketing; Sponsorship and the Olympic movement; Professional League Management; the NCAA and College Sports; Fantasy/Video Gaming; Content Monetization; Education technology and the future of sport.

Changing the Game – A Global Perspective

REFLECTIVE JOURNAL

Something pique your interest?

Make a note in the reflective journal field below.

Changing the Game – A Global Perspective

REFLECTIVE JOURNAL

Actions & Tasks

We wish to encourage everyone in the audience to take something back to action and work on. The below pillars provide three timeframes where you could look to implement an idea based of Rick's presentation today:

NOW

I should do this in the next two weeks

SOON

I should action this in the next 1-6 months

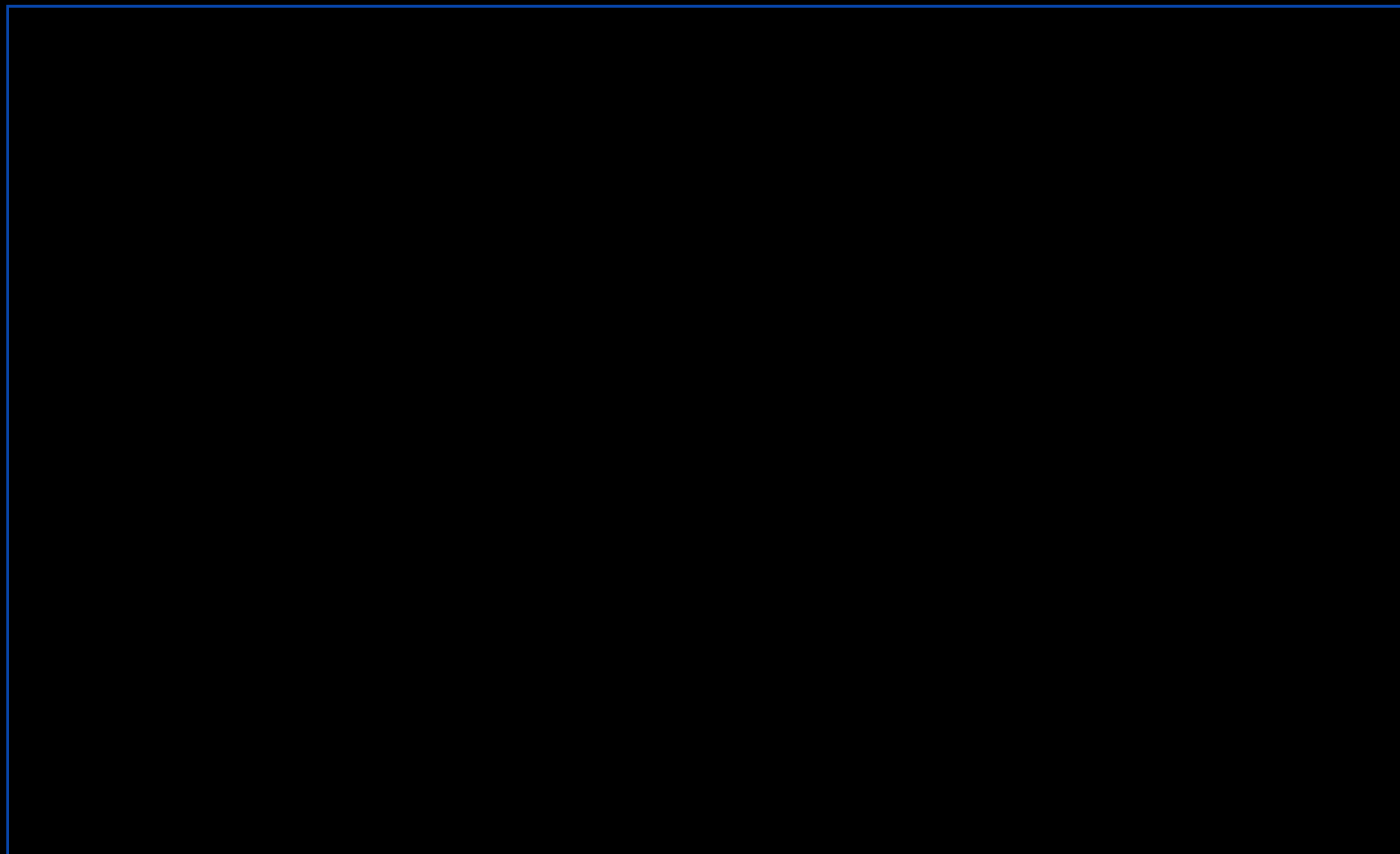
LATER

This is something to consider in the next 6-12 months

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Notes



**Interested in building more avid fans
through immersive online learning?**

Contact playbksports.com/contact/
or scan the QR code below.



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