

5TH ANNUAL  
**SPORTS  
BUSINESS  
SYMPOSIUM**

**APRIL 6, 2017**

**KEYNOTE SPEAKER:**

*Bill Polian*

Pro Football Hall of Famer, ESPN NFL Analyst  
& Former NFL Executive



**LOCATION:** Bepler Commons  
**DRESS CODE:** Business Casual



THE WALL STREET JOURNAL.



## **SCHEDULE**

4:00 PM - Welcome Address

4:05 PM - Broadcasting / Journalism Panel

5:00 PM - Finance Panel

5:45 PM - Dinner and Networking Break

6:30 PM - Marketing Panel

7:30 PM - Keynote Speaker

8:15 PM - Sponsorships Panel

9:00 PM - Closing Address

*Presented by the Business of Sports Society at Fordham*