



IIHF GLOBAL HOCKEY FORUM

**30/9–1/10/2025
Nice, France**

Agenda

September 30 Development

Time (CET)	Topic and speaker
09:00 - 09:10	Opening words by Stephen Norris
09:10 - 10:00	From the ground up: Creating a hockey ecosystem in a non-traditional market by Dwight Mullins
10:00 - 10:45	As many as possible for as long as possible: Developing talent in regional Australia by Alex Roberts
10:45 - 11:15	Coffee break
11:15 - 12:00	How to win at hockey by Tom Farrey
12:00 - 14:00	Lunch break
14:00 - 15:00	Exploring the power of transformational coaching by Jean Cote
15:00 - 16:00	Your Growth, Our Momentum: The Transformational Leader's impact by Jadine Cleary
16:00 - 16:20	Coffee break
16:20 - 17:00	Panel with Dwight Mullins, Alex Roberts, Tom Farrey, Jean Cote, Jadine Cleary and Stephen Norris as moderator

September 30 Marketing

Time (CET)	Topic and speaker
09:00 - 09:10	Opening words by Dean McIntosh
09:10 - 09:55	Sports media rights landscape by Kimi Kranz
09:55 - 10:40	Coffe break
10:40 - 11:30	The role of data in broadcasting by Jamie Saull
11:30 - 13:30	Lunch break
13:30 - 13:45	Data analytics by Cuyler Holmquist
13:45 - 14:35	Automation and AI in production by Jonas Persson
14:35 - 15:20	Coffee break
15:20 - 16:10	Fuel the fandom by Damian Browarnik
16:10 - 16:15	Panel with Kimi Kranz, Jamie Saull, Jonas Persson & Damian Browarnik with Dean McIntosh as moderator

September 30 Women's

Time (CET)	Topic and speaker
09:00 - 09:15	Opening words by Cassie Campbell
09:15 - 10:00	Benefits of diversity by Barbara Zibret-Kralj
10:00 - 10:30	Benefits of diversity by India Gary-Martin
10:30 - 11:00	Coffe break
11:00 - 11:30	Benefits of diversity by Lisa Ferkul
11:30 - 12:15	Panel with Barbara Zibret-Kralj, India Gary-Martin, Lisa Ferkul and Cassie Campbell as moderator
12:15 - 14:15	Lunch break
14:15 - 14:45	How does other sports do it? by Pedro Dias
14:45 - 15:15	How does other sports do it? by Claire Savin
15:15 - 15:45	Coffee break
15:45 - 16:15	How does other sports do it? By Dagmara Gerasimuk
16:15 - 17:00	Panel with Pedro Dias, Claire Savin, Dagmara Gerasimuk and Cassie Campbell as moderator

October 1	Development
Time (CET)	Topic and speaker
09:00 - 09:10	Opening words by Stephen Norris
09:10 - 9:55	Nature, nature ... and noise: First principles for a Science of Talent Development by Joe Baker
9:55 - 10:45	Athlete Development – where science meet the practice by John Lind
10:45 - 11:15	Coffee break
	Rethinking Success in Ice Hockey: Beyond Talent and Toward Work Identity by
11:15 - 12:00	Billy Adamsen
12:00 - 14:00	Lunch break
14:00 - 15:00	Changing the Game: Creating a culture of Excellence in Youth Hockey by Tom Ferry
15:00 - 15:15	Coffee break
15:15 - 16:00	Panel with Joe Baker, John Lind, Billy Adamsen, John O'Sullivan and Stephen Norris as moderator

October 1	Marketing
Time (CET)	Topic and speaker
09:00 - 09:10	Opening words by Dean McIntosh
09:10 - 9:55	The current landscape by Dr. Norm O'Reilly
9:55 - 10:45	Coffee break
10:45 - 11:35	Brand storytelling by Jamie Clarke
11:35 - 13:00	Lunch break
13:00 - 13:50	Growing the hockey audience by Jonathan Potts
13:50 - 14:20	Coffee break
14:20 - 15:10	Sponsorship 4.0. by Claude Hollenstein
15:10 - 16:00	Panel discussion with Dr. Norm O'Reilly, Jamie Clarke, Jonathan Potts, Claude Hollenstein & Henrik Lundqvist with Dean McIntosh as moderator

October 1 Women's	
Time (CET)	Topic and speaker
09:00 - 09:15	Opening words by Cassie Campbell
09:15 - 09:45	The best view comes after the hardest climb by Jamie Clarke
09:45 - 10:30	Hockey's best practices by Kim Davis
10:30 - 11:00	Coffee break
11:00 - 11:30	Hockey's best practices by Tod Leiweke
11:30 - 12:15	Panel with Kim Davis and Tod Leiweke with Cassie Campbell as moderator
12:15 - 14:15	Lunch break
14:15 - 14:30	Pathways by Gina Kingsbury
14:30 - 15:00	Broadcasting pathways panel with Cassie Campbell, Henrik Lundqvist and Maria Rooth with Gina Kingsbury as moderator
15:00 - 15:30	Sports pathways panel with Emma Terho, Mel Davidson, Anna Wiegand with Cassie Campbell as moderator
15:30 - 16:00	Leadership pathways panel with Zsuzsanna Kolbenheyer, Angelica Lindeberg and Kim Martin-Hasson with Cassie Campbell as moderator

Speaker list

Keynote speakers

Cassie Campbell – Hockey Analyst, ESPN (Calgary, AB, Canada)

Henrik Lundqvist – Expert Commentator, TNT (New York, NY, USA)

Moderators

Development

Stephen Norris – Performance advisor and performance conversationalist (Calgary, AB, Canada)

Marketing

Dean McIntosh – Senior Vice-President, Revenue, FanExperience & Community Impact, Hockey Canada (Calgary, AB, Canada)

Women's

Cassie Campbell – Hockey Analyst, ESPN (Calgary, AB, Canada)

Speaker list

Speakers

Development

Dr. Billy Adamsen – Associate Professor, Zealand Academy of Technology & Business (Roskilde, Denmark)

Dr. Joe Baker – Tanenbaum Research Chair in Sport Science, Data Modeling and Sport Analytics, University of Toronto (Toronto, ON, Canada)

Jadine Cleary – Executive Coach and leader in transformational leadership (Montreal, QC, Canada)

Jean Cote – Professor at the School of Kinesiology and Health Studies, Queen's University (Kingston, ON, Canada)

Tom Farrey – Founder and Executive Director, Aspen Institute's Sport & Society Program (California, USA)

John Lind – Director of Education and Research, Swedish Ice Hockey Federation (Piteå, Sweden)

Dwight Mullins – Director of Hockey Development, Dallas Stars (Dallas, TX, USA)

John O'Sullivan – Founder, Changing the Game Project (Bend, OR, USA)

Dr. Alex Roberts – Head of Talent, Queensland Academy of Sport (Brisbane, Australia)

Speaker list

Speakers

Marketing

Damian Browarnik – Managing Director, WSC (Tel Aviv, Israel)

Jamie Clarke – Motivational speaker and mountaineer (Calgary, AB, Canada)

Claude Hollenstein – Senior Director, Head of Ice hockey & Curling, Infront Sports & Media AG (Zug, Switzerland)

Cuyler Holmquist - Vice President, Executive Search, Strategic Consulting and Analytics, General Sports Worldwide (New York, NY, USA)

Amikam Kimi Kranz – Senior Vice President Media, Betting & Technology, Infront Sports & Media AG (Zug, Switzerland)

Dr. Norm O'Reilly – Dean of the College of Business, University of New England (Portland and Biddeford, ME, USA)

Jonas Persson – Chairman & Founder, Sportway (Stockholm, Sweden)

Jonathan Potts – Lead Consultant, Two Circles (Bern, Switzerland)

Jamie Sull – Director Sports Strategy and Partnerships, Bell Media Sports (Toronto, ON, Canada)

Speaker list

Speakers

Women's

Mel Davidson – High Performance Advisor for Summer Sports, On The Podium (Alberta, Canada)

Kim Davis – Senior Executive Vice President, Social Impact, Growth Initiatives, NHL and President, NHL Foundation (New York, NY, USA)

Pedro Dias – Gender Equality & Inclusion Manager, International Olympic Committee (Lausanne, Switzerland)

Lisa Ferkul – Chief Revenue Officer, Toronto Tempo (Toronto, ON, Canada)

India Gary-Martin – Founder & CEO, Leadership for Execs & Board Chair, Women Business Collaborative (Washington, D.C, USA)

Dagmara Gerasimuk – Development Director, IBU (Salzburg, Austria)

Gina Kingsbury – General Manager, Toronto Sceptres (Toronto, ON, Canada)

Tod Leiweke – CEO, Seattle Kraken (Seattle, WA, USA)

Angelica Lindeberg – CEO, Swedish Women's Hockey League (SDHL) (Stockholm, Sweden)

Kim Martin-Hasson – General Manager, Frölunda HC (Gothenburg, Sweden)

Maria Rooth – Hockey Expert, SVT (Ängelholm, Sweden)

Clarie Savin – Women's Football Development Assistant, UEFA (Nyon, Switzerland)

Emma Terho – Chair of IOC Athlete's Commission & IOC Executive Committee Member (Espoo, Finland)

Anna Wiegand – Development Officiating Manager, Swiss Ice Hockey Federation (Zürich, Switzerland)

Barbara Zibret-Kralj – Country Managing Partner, Deloitte Slovenia (Ljubljana, Slovenia)

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In the Southern Region, the possibilities are endless! Here, we have everything: sun, snow, sea, mountains, work and universities, cities and villages, industries and SMEs, hospitals and research centers, men and women: no element is missing.

From high school onwards, the Southern Region supports its people at every stage of their lives. Getting around, studying, starting a business, finding a job, enjoying culture, eating well, taking care of your health, or doing sports, all while respecting our environment: this is what our Region is here for! → www.maregionsud.fr



AYCANE is a Swiss-based performance apparel brand specializing in innovative, cut-resistant hockey base layers, skate socks, and protective gear designed to enhance player performance, safety, and comfort on and off the ice. AYCANE is an official IIHF equipment supplier. → www.aycane.com



CCM is a global leader in hockey equipment, offering skates, sticks, helmets, and protective gear designed for professional and amateur players. The company focuses on innovation, performance, and safety, providing reliable products for athletes at all levels of the sport. CCM is an official and long-term IIHF equipment supplier. → www.ccmhockey.com



Infront Sports & Media AG is a leading global sports marketing company, headquartered in Zug, that offers everything an event or commercial partner needs to be successful - be it innovative digital solutions, world-class event operations, international media rights distribution, premium services for the global betting industry, sponsorship sales and activations or cutting-edge media production.

Infront is involved in over 30 sports and delivers more than 15 World Championship events per year. it serves more than 200 rights in partners, 750 sponsor partners and 120 media partners as clients worldwide. → www.infront.sport

With the support of



Sportway is an AI-driven company offering end-to-end automated video production, data services, and media-rights support for live sports. Its technology enables organizations to broadcast and monetize their content efficiently and with minimal setup.

→ www.sportway.com



Vierumäki is a renowned Finnish Sports Institute and an Olympic Training Centre with versatile sports and leisure center in Finland. Located just one hour and 15 minutes from the Helsinki Airport, the compact area with multiple facilities, activities, accommodation and food, Vierumäki provides the optimal surroundings for hockey camps. The International Ice Hockey Centre of Excellence is located there, providing expert services to organizations such as the IIHF, Finnish Ice Hockey Association, leagues, clubs and other National Associations. → www.vierumaki.fi/en



WSC Sports is a global leader in AI-driven sports content automation that empowers global sports organizations to connect with their fans through AI-tailored sports content experiences. WSC Sports' platform automates the creation, management, and distribution of content, enabling sports rights holders to expand reach, grow fan bases, and unlock revenue opportunities across platforms. → www.wsc-sports.com



Wisehockey is a real-time sports analytics platform that uses sensor technology to track players and puck movements with high precision. It provides instant data and insights for coaches, teams, and fans, enhancing performance analysis, broadcasting, and the overall game experience. → www.wisesport.com/hockey

IIHF Projects exhibiting



By thriving to become the first urban winter sports competing on a global stage, we will ignite a 3x3 movement in ice hockey which will simply more accessible for everyone.

→ www.ultimatehockey.org



HER Coaching Network aims to empower current and future generations of female coaches, fostering their growth into prominent roles, achieving greater success and advancing equity within ice hockey. Creating a community for support, growth, and mentorship is HER mission where member can communicate in non-restricted way with each other through private, safe channels.

→ Coach registration here:



HONE platform goes beyond awareness, offering real-time insights and actionable strategies to support mental wellness across all levels of sport. Trusted by national teams, universities, and grassroots organizations alike, HONE is shaping a culture where wellness powers performance. → www.honeathletics.com



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