



14<sup>th</sup> AASM Conference – Manila, Philippines  
 Theme: Developing & Discovering the Sport Industry Potential for ASIA  
 August 2 to 4, 2018 @ De La Salle University (DLSU), Manila



**\*For International Delegates** | Updated as of: 29 July 2018

	Time	Event	Location
31 July - 01 August (Tue & Wed)		<i>Start of arrival of international guests</i> <i>*Pre-registration to conference</i>	<i>NAIA Terminal 1, 2, 3</i> <i>Golden Phoenix Hotel</i>
01 August		<i>Free Time</i>  <b>AASM Executive Board Dinner</b> Assembly Time: 6:30 p.m. at lobby	<i>Local Restaurant</i>
02 August (Thursday)  Day 1	9:00 a.m. -- 1:00 p.m.	Assembly time for AASM Executive Board <b>AASM Executive Board Meeting &amp; Lunch</b>	Golden Phoenix Lobby → <b>DLSU Henry Sy Room 701</b>
	12:45 p.m.- 1:00 p.m.	<b><u>Option A:</u></b> <i>Assembly time for those going to the Local Delegates Program</i>  <i>From 1: 30 to 3:00 p.m.</i> Panel Discussion: Sport Industry Talks and Sport-Preneurship <ul style="list-style-type: none"> <li>● Sport Media– Boyet SISON of ANC Hardball and DZMM Fast Break</li> <li>● Sport Events – Cathy NAZARENO of Can Sports Group and AFC</li> <li>● Personal Training and Coaching – Chappy CALLANTA of 360 Fitness</li> <li>● Sport Agency – Matthew MANOTOC of EMBM Sports</li> </ul> <i>From 3:15 to 5:00 pm.</i> Plenary: <b>Developing the Total Athlete - Guide to Strategic Athletic Administration</b> <ul style="list-style-type: none"> <li>● Assoc. Prof. Hercules CALLANTA, Lyceum University, Philippines.</li> </ul> Plenary: <b>Fundamentals of Fundraising for Schools and Other Organizations</b> <ul style="list-style-type: none"> <li>● Edwin REYES, De La Salle University, Philippines</li> </ul> <i>Venue: Teresa Yuchengco Auditorium</i>	
	1:15 p.m. -1:30 p.m.	<b><u>Option B:</u></b> <i>Assembly time for International delegates going to Mall of Asia and Arena Tour. (Until 4 p.m.)</i>	
	1:30 p.m. – 5:00 p.m.	<b>AASM Executive Board</b> tour of DLSU Facilities, courtesy call. and/or, join local program	DLSU Museum etc.  Teresa Yuchengco Auditorium



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	4:30 p.m.	Assembly time for international delegates at Golden Phoenix to go to go to Intramuros Tour and Welcome Dinner	Golden Phoenix → Intramuros → BayLeaf Restaurant Muralla Room
	5:00 p.m.	Assembly time for AASM Board at DLSU to go to Intramuros Tour and Welcome Dinner	DLSU → Intramuros → BayLeaf Restaurant Muralla Room

	Time	Event	Location
3 August (Friday)	7:45 a.m. – 8:00 a.m.	Assembly time for international delegates and <b>AASM Board Members</b> for Conference	Golden Phoenix Hotel → DLSU
DAY 2	8:30 a.m. – 9:15 a.m.	Opening Ceremony – Doxology / National Anthem  Opening Remarks by 14 <sup>th</sup> AASM Chairperson  Welcome Remarks by University President Bro. Raymundo SUPLIDO FSC	Teresa Yuchengco Auditorium, 7/F Yuchengco Building
	9:15 a.m. – 10:00 a.m.	Introduction and speech of Guest(s) of Honor: <ul style="list-style-type: none"> <li>● Hon. William “Butch” RAMIREZ, PSC Chairman. <i>Topic: <b>The Promise of SEAG 2019</b></i></li> <li>● Philip Ella JUICO Ph.D., former Philippine Sports Commission (PSC) Chairman. <i>Topic: <b>The synergy of sport development and sport business</b></i></li> </ul>	Teresa Yuchengco Auditorium
	10:00 a.m. – 10:15 a.m.	Snack Break	Henry Sy 5 <sup>th</sup> Floor Foyer
	10:15 a.m. – 11:00 a.m.	Keynote Speech 1: <b>Critical factors behind pursuit of excellence in international sport</b> <ul style="list-style-type: none"> <li>● Prof. Packianathan CHELLADURAI, PhD. Troy University, Canada</li> </ul>	Teresa Yuchengco Auditorium
	11:00 a.m. - 11:45 a.m.	Keynote Speech 2: <b>Making dollars and sense of sport sponsorship and fan engagement</b> <ul style="list-style-type: none"> <li>● Prof. David STOTLAR Ed.D, University of Northern Colorado, USA</li> </ul>	Teresa Yuchengco Auditorium



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	11:45 p.m. - 2:00 p.m.	Lunch Break for participants <b>AASM Lunch, General Assembly &amp; Elections</b>	Henry Sy Room 701
	2:00 p.m. - 3:00 p.m.	Panel Discussion 1: <b>Giving athletes a sporting chance (policies and pathways)</b> <ul style="list-style-type: none"> <li>● Assoc. Prof. Balasekaran GOVINDASAMY Ph.D., Nanyang Technological University, Singapore, <i>Topic: The Singapore Sport Academy Model</i></li> <li>● Prof. Hyungil Harry KWON Ph.D., Chung Ang University, Korea. <i>Topic: Interventions for Life after Sports for Korean Olympians</i></li> </ul>	Teresa Yuchengco Auditorium
	3:00 p.m. - 3:15 p.m.	Snack Break	
	3:15 p.m. - 4:15 p.m.	Panel Discussion 2: <b>Public and private initiatives for the sport industry that work</b> <ul style="list-style-type: none"> <li>● Prof. Munehiko HARADA Ph.D., Waseda University, Japan. <i>Topic: Sport Tourism – The Sleeping Giant.</i></li> <li>● Chai NIMAKORN Ph.D., Grand Sport Group, Thailand. <i>Topic: The Thai Sport Industry Act and the Rise of the Pro Volleyball League</i></li> </ul>	Teresa Yuchengco Auditorium
	4:30 p.m. to 6:00 p.m.	Oral and Poster Presentation Judging (see attached file for details)	Poster - Henry Sy 5 <sup>th</sup> Floor foyer Oral – LS 218, LS 219
	6:00 p.m.	Return to hotel. Free time.  <b>AASM Board Dinner with invited academe</b>	Boteco, Makati

	Time	Event	Location
4 August (Saturday)	7:45 a.m. - 8:30 a.m.	Assembly time for international delegates and AASM Board Members	Golden Phoenix Hotel → DLSU
DAY 3	8:30 a.m.-- 10:00 a.m.	Oral Presentations for foreign students (see attached file for details)  Option B. Join Local Program (ask for info)	LS 312, 313, 316, 317, 318, 319



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	10:00 a.m. - 10:15 a.m.	Snack Break	Henry Sy 5 <sup>th</sup> Floor Foyer
	10:15 a.m. – 11:00 a.m.	Keynote Speech 3: <b>Retooling Physical Education for K-12 and Tertiary level</b> <ul style="list-style-type: none"><li>• Assoc. Prof. Lordinio VERGARA, Philippine Normal University</li></ul>	Henry Sy 5 <sup>th</sup> Floor Multi-Purpose Hall
	11:00 a.m.--11:30 a.m.	Closing Speech: <b><i>ASEAN/ASIAN prospects for sport management career, education and research</i></b> <ul style="list-style-type: none"><li>• AASM President Issadee KUTINTARA Ph.D., Kasetsart University, Thailand. <i>Topic:</i>  <i>Announcement of Abstract and Poster Winners</i></li></ul>	Henry Sy 5 <sup>th</sup> Floor Multi-Purpose Hall
	11:30 a.m. – 1:30 p.m.	Closing Ceremony Socials and lunch for conference participants Farewell lunch for AASM Board and Delegation	Henry Sy 5 <sup>th</sup> Floor Multi-Purpose Hall
	1:30 p.m. – 3:00 p.m.	Foreign Participants return to Hotel. Free time.  <b>AASM Executive Meeting with new board</b>	Henry Sy Room 701
5 August (Sunday)		Start of guest departures	