



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 Local Delegates | Updated as of: 30 July 2018

	Time	Event	Location
02 August (Thursday)  Day 1	9:00 a.m.	Opening of Exhibition / Job Fair / Sports Clubs Recruitment Drive	Yuncheng Grounds and/or Henry Sy 5 <sup>th</sup> floor Multi-Purpose foyer
	11:00 a.m. – 1:30 p.m.	Pre-conference Registration (lunch on participants' own)	Enter via Henry Sy Gate for Registration  Speakers at South Gate
	1:30 p.m. – 3:15 p.m.	Opening Remarks by 14 <sup>th</sup> AASM Chairperson  Moderated by: Mr. Emmanuel CALANOG, De La Salle University  Panel Discussion: Sport Industry Talks and Sport-Premiership <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>	Teresa Yuchengco Auditorium, 7/F Yuchengco Building
	3:15 p.m. – 3:30 p.m.	Snack Break	Henry Sy 5 <sup>th</sup> floor Foyer
	3:30 p.m. – 4:15 p.m.	Plenary: <b>Developing the Total Athlete - Guide to Strategic Athletic Administration</b>  Moderated by: Noli AYO, Ateneo de Davao University <ul style="list-style-type: none"> <li>● Assoc. Prof. Hercules CALLANTA, Lyceum University, Philippines.</li> </ul>	Teresa Yuchengco Auditorium
	4:15 p.m. – 5:00 p.m.	Plenary: <b>Fundamentals of Fundraising for Schools and Other Organizations</b>  Moderated by: Noli AYO, Ateneo de Davao University <ul style="list-style-type: none"> <li>● Edwin REYES, De La Salle University, Philippine</li> </ul>	Teresa Yuchengco Auditorium



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	Time	Event	Location
3 August (Friday)  (Day 2)	7:00 a.m. – 8:30 a.m.	Registration	Enter via Henry Sy Gate
	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
	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 between 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
3 August (Friday)	11:45 p.m. - 2:00 p.m.	<b>Lunch Break for participants Start Poster Set UP</b>	Henry Sy 5 <sup>th</sup> floor Multi-Purpose Hall
DAY 2	2:00 p.m. - 3:00 p.m.	Panel Discussion 1: <b>Giving athletes a sporting chance (policies and pathways)</b>  Moderated by: Ramoncito Dizon, De La Salle University	Teresa Yuchengco Auditorium



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		<ul style="list-style-type: none"> <li>• Assoc. Prof. Balasekaran GOVINDASAMY Ph.D., Nanyang Technological University, Singapore. <i>Topic: <b>The Singapore Sport Academy Model</b></i></li> <li>• Prof. Hyungil Harry KWON Ph.D., Chung Ang University, Korea. <i>Topic: <b>Interventions for Life after Sports for Korean Olympians</b></i></li> </ul>	
	3:00 p.m. - 3:15 p.m.	Snack Break	Henry Sy 5 <sup>th</sup> floor Foyer
	3:15 p.m. - 4:15 p.m.	<p>Panel Discussion 2: <b>Public and private initiatives for the sport industry that work</b></p> <p>Moderated by: Geraldine Bernardo, De La Salle University</p> <ul style="list-style-type: none"> <li>• Prof. Munehiko HARADA Ph.D., Waseda University, Japan. <i>Topic: <b>Sport Tourism – The Sleeping Giant.</b></i></li> <li>• Prof. Chai NIMAKORN Ph.D., Grand Sport Group, Thailand. <i>Topic: <b>The Thai Sport Industry Act and the Rise of the Pro Volleyball League</b></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

	Time	Event		Location
4 August (Saturday)  DAY 3	8:30 a.m. - 10:00 a.m.	Oral Presentations Lecture Rooms LS 312, 313, 316, 317, 318, 319	Workshop: <b>Teaching Sports: Linking Home, School and Community</b> <ul style="list-style-type: none"> <li>• Assoc. Prof. Jerome PORTO, University of Santo Tomas</li> </ul> Venue: Waldo Perfecto Seminar Room, 1/F Brother Connon Building	Workshop: <b>Athlete Performance Monitoring and Analysis</b> <ul style="list-style-type: none"> <li>• Jeffery PAGADUAN, CSCS, University of the Tasmania, Australia</li> </ul> Venue: Henry Sy 5 <sup>th</sup> Multi-Purpose Hall



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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.	<b>Keynote Speech 3: 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.	<b>Closing Speech: ASEAN/ASIAN prospects for sport management career, education and research</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.	<b>Workshop: Developing Action Plan for the Delivery of the PE Curriculum Reform</b> <ul style="list-style-type: none"> <li>Dr. Stella Marie URBIZTONDO, University of Asia and Pacific</li> </ul>	<b>Workshop: Designing Sponsorship Plans and Tournament Management</b> <ul style="list-style-type: none"> <li>Edward KHO, PATAFA and Kriza CAWAN, Triple Threat Manila</li> </ul>	<b>Workshop: Inclusive Sport for PWD</b> <ul style="list-style-type: none"> <li>Asst. Prof. Laura Victoria CLAVO DE COMER, University of Santo Tomas</li> </ul>
		Venue: Henry Sy 5 <sup>th</sup> Floor Multi-purpose Hall	Venue: Waldo Perfecto Seminar Room, 1 <sup>st</sup> Floor Brother Conon Building	Venue: 6 <sup>th</sup> floor, Razon Building  <b>Simultaneous Workshop: Folk Dance Aerobics (starts at 1:30 p.m.)</b> <ul style="list-style-type: none"> <li>Assoc. Prof. Ribald HOFILÉÑA, Far Eastern University</li> </ul> Venue: 9 <sup>th</sup> going to 10 <sup>th</sup> floor, Razon Building

Note: Distribution of Certificates and Official Receipts (if requested) begins after farewell lunch