



Eastern Pennsylvania Youth Soccer 2019 Business Summit

Eastern Pennsylvania Youth Soccer is proud to announce our second-annual Business Summit scheduled for Friday, May 3 at the Sheraton Valley Forge. Topics this year will revolve around effective marketing and communications tactics for your organization, social media, securing strategic partnerships, and a panel discussion. Cost is free and will be on a first-come, first-serve basis. A light breakfast and lunch will be provided.

Friday, May 3rd 2019
Sheraton Valley Forge
480 N. Gulph Road
Valley Forge, PA. 19406

Registration Link: <http://bit.ly/2GuV3ut>

SCHEDULE OF EVENTS

8:30-9:15am - Registration
Coffee and muffins provided

9:20-10:20am - Social Media for Youth Sports
Chas Dorman - Director of Social Media, University of Pennsylvania Athletics

10:30-11:30am - Internal and External Marketing
Brandon Rost - President & CEO, beMarketing

11:30-12:30pm Lunch
Sandwiches Provided

12:45-1:45pm - Sponsorships and Corporate Partnerships
Jean-Paul Dardenne - Senior VP/Corporate Partnerships, Philadelphia Union

2:00-3:00pm - Marketing/Communications Panel Discussion
Jim DeLorenzo - Principal, Jim DeLorenzo Public Relations
Katie Rose Thornton - VP Strategy & Account Management, POV Sports Marketing
Dillon Friday - Communications Manager, Eastern Pennsylvania Youth Soccer