

ESPORTS SEMINAR

September 7, 2018

Whitaker Center

222 Market Street • Harrisburg, PA 17101

McNees Wallace & Nurick LLC in partnership with
Harrisburg University and Whitaker Center for Science and the Arts

Lunch sponsored by the Pennsylvania Esports Coalition



AGENDA:

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8:15 – 9:00 a.m.

Registration/Continental Breakfast

9:00 – 9:30 a.m.

Understanding the Legitimacy of Esports

David Ellis - Continuant/Ellis Pro Media • Chad Smeltz and Geoff Wang - Harrisburg University

The esports industry continues to grow at a rapid pace. More and more people recognize it as a legitimate sport and enterprise, while many continue to have doubts. Understanding the legitimacy of esports is imperative to building a successful business in this industry. This panel, comprised of industry experts, discusses the esports business model, its similarities and differences with traditional sports, how it continues to gain legitimacy, and why the industry will exceed a billion dollars next year.

9:45 – 10:45 a.m.

Esports in Higher Education

Bruce Crowley - Frieda Partners LLC • Jordan Pallitto - The Hill Group • Kim Colonna - McNees • Eric Darr - Harrisburg University

Is your college or university considering an esports program? Does it make economic sense? How is it regulated? Does it relate in any way to your existing curriculum? In this panel of higher education administrators and consultants explains why they started nationally-recognized, trend-setting esports programs. From ROI to curriculum to careers in the esport industry, this panel sheds light on how full-blown esports programs may become the norm at colleges and universities. McNees' Higher Education Group provides answers to the legal obstacles.

11:00 a.m. – 12:00 p.m.

So You Think You Want to Own an Esports Team

Chuck Cain - Harvard Group International • Dana Imperia - Green & Spiegel • James O'Connor - Pittsburgh Knights • David Noll and Emily Hart - McNees

Have you always wanted to own a professional sports team? Is your company exploring esport team ownership as a way to connect with hard-to-reach younger generations? From the purchase process, to immigration issues, to intellectual property protections, this panel of team owners discusses a potpourri of experiences, challenges, and solutions.

12:00 – 1:00 p.m.

Lunch & Keynote Speaker

John Fazio from N3rd Street Gamers, a highly engaging and sought-after speaker, tells the captivating story of why he started his company and what he sees as the future of esports.

1:00 – 1:30 p.m.

Harrisburg University Spotlight

1:30 – 2:30 p.m.

Esports Gambling

Doug Sherman - PA Gaming Control Board • Bill Thomas - PA Esports Coalition • Sasha Sacavage and Devin Chwastyk - McNees

Given the recent Supreme Court case legalizing sports gambling, esport betting has become a hot topic. Is Pennsylvania willing to be one of the first states to legalize it? The panel – which includes the PA Esports Coalition and industry experts – discusses the implications of esports betting in Pennsylvania, how it would work, and whether it has the potential to solve state revenue shortfalls.

2:45 – 3:45 p.m.

Investing and Sponsorship Opportunities in Esports

Brandon Bagley - Infinite Esports & Entertainment/OpTic Gaming • Larry Silverman - The Law Offices of Larry A. Silverman • Adam Vasquez - Merit • Meaghan Hill - McNees

Are you one of those companies that recognizes that this is a billion dollar industry that it is growing by leaps and bounds, but you have no idea how to break into it? This panel is for you. Comprised of some of our most successful business leaders, the panel discusses how interested companies can enter the industry and avoid pitfalls.

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