



GLOBAL
SPORTS
FORUM
BARCELONA

7-9 MARCH 2012
PALAU DE CONGRESSOS DE CATALUNYA

SPORT
What's
next?

PRESS RELEASE

David Sheepshanks and Carles Folguera join Global Sports Forum Barcelona 2012 line-up

***Chairman of English FA National Football Centre (NFC) and
Director of FC Barcelona La Masia Centre focus on football's future,
7-9 March***

16 February, 2012: Barcelona:

Global Sports Forum Barcelona (GSFB) has today announced that two of the most influential figures in youth football, David Sheepshanks and Carles Folguera, have been added to the event's speaker line-up, 7-9 March, 2012.

Sheepshanks, Chairman of the English FA's NFC at St George's Park, will join the man widely considered to run the best youth football academy in the world, FC Barcelona's La Masia, on the stage for a session on "Meet the Champions of Tomorrow". It will focus on how both men plan to lead successful football academies and look at how the FA can learn from La Masia's "The value of having values" philosophy.

Both men join an esteemed line-up of speakers already confirmed for the GSFB, including, LOCOG Chairman, Sebastien Coe, Eric Cantona; X Games', Amy Lupo; Sochi 2014 President, Dmitry Chernyshenko; Poland 2012 Chairman, Marcin Herra; and Olympic and Paralympic hopeful, Oscar Pistorius.

ORGANISING
PARTNER
HAYAS
SPORTS & ENTERTAINMENT



MAIN PARTNER



INTERNATIONAL MEDIA PARTNERS





GLOBAL
SPORTS
FORUM
BARCELONA

7-9 MARCH 2012
PALAU DE CONGRESSOS DE CATALUNYA

SPORT
What's
next?

The St George's Park National Football Centre is set to become the home of English football development. The aim is for the centre to provide a world-class training and education facility for England teams at every age group.

Commenting on his role at the Forum, David Sheepshanks, Chairman of St George's Park, said:

"As important as 2011 was, 2012 will be even more significant as we finally open the doors to St George's Park. This project is about every element of football - education, personal development, human performance, technology, sport science, medicine and also training the next generation of coaches. I look forward to sharing the stage with Carles Folguera and hearing of his plans to keep developing La Masia's already successful academy."

Lucien Boyer, President and CEO, Havas Sport & Entertainment and General Commissioner of the Global Sports Forum Barcelona, said:

"With FC Barcelona continuing to dominate domestic and international football competitions, the GSFBC represents a great opportunity to hear from the man behind La Masia's development and understand the important role a proper education plays in developing the champions of tomorrow."

"St George's Park is an important step in the future of English football, so we are delighted that David Sheepshanks will be with us to share his vision for the centre. Having two of the leading figures from youth football on stage will give delegates an exclusive insight into the future of the game and provide the perfect setting to bring the Forum to a close."

"I invite the football community to register for the GSFBC today, so they don't miss this exclusive chance."

ORGANISING
PARTNER
HAVAS
SPORTS & ENTERTAINMENT



MAIN PARTNER



INTERNATIONAL MEDIA PARTNERS





GLOBAL
SPORTS
FORUM
BARCELONA

7-9 MARCH 2012
PALAU DE CONGRESSOS DE CATALUNYA

SPORT
What's
next?

The Global Sports Forum Barcelona 2012 will take place at the Palau de Congressos de Catalunya in Barcelona from 7 – 9 March. To register, simply go to: www.globalsportsforum.org/prices-registation_en_us and follow the on-screen registration instructions.

Members of the press are invited to attend free of charge.

- Ends -

Notes to editors

For media enquiries:

Alice Churchward or Dave McCann at Havas Sports & Entertainment

alice.churchward@havas-se.com

dave.mccann@havas-se.com

+44 (0) 20 7759 2003

Global Sports Forum Barcelona 2012 – Delegate packages:

Register at: <http://globalsportsforum.mediactive.fr>

Classic delegate package – individual 3-day pass

- **Full price:** €600 + VAT
- **NGOs / associations / students – Individual 3-day pass :** €250 + VAT (*)
- **Corporate Delegate Package – 5 individual 3-day passes :** €1,800 + VAT
- **Press:** Free entry pass under conditions (*)

(*): justification required during registration

The Global Sports Forum Barcelona Individual 3-day pass includes:

- Access to all conferences, workshops and special events
 - Access to the Networking area
 - Access to the MyGSFB device / application
 - Welcome drink (March 7th – 19:00-21:00)
 - Invitation to the Official Party (March 8th – 21:00-23:00)
 - Lunch and coffee breaks
 - Delegate bag including the Official Guide and useful information
 - Free wifi and wired internet access on site
 - Preferential hotel rates*
- (* Accommodation and transport are not included in the conference fee)

About Global Sports Forum Barcelona 2012

ORGANISING
PARTNER
HAVAS
SPORTS & ENTERTAINMENT



MAIN PARTNER
 **Ajuntament
de Barcelona**

INTERNATIONAL MEDIA PARTNERS
  



GLOBAL
SPORTS
FORUM
BARCELONA

7-9 MARCH 2012
PALAU DE CONGRESSOS DE CATALUNYA

SPORT
What's
next?

Officially supported by the City of Barcelona, the Global Sports Forum Barcelona is an exchange platform attracting a wide range of personalities from the world of sport. Thanks to its unique emphasis on the position of sport at the heart of modern society, the Forum is a place where people come together and debate issues, the aim being to highlight sport in all its dimensions: economic, social, political and cultural

Web address: www.globalsportsforum.org
Facebook: www.facebook.com/globalsportsforum
Twitter: [@globalsportsforum](https://twitter.com/globalsportsforum)

The Global Sports Forum Barcelona was conceived and is organized by Havas Sports & Entertainment

About Havas Sport & Entertainment

Havas Sports & Entertainment is the global brand engagement network of Havas and the founders and organizers of the Global Sports Forum Barcelona.

Our 30 offices in 20 markets deliver strategically sound creative solutions based on insight, experience and a deep understanding of what binds people together into communities: shared passions.

We recommend the right solutions to ensure ongoing meaningful relationships with brands' current and future fans, be this through sponsorship, branded content, social networks, live brand experiences...

For more information please visit our website www.havas-se.com or join our community on Twitter and Facebook [www.twitter.com/havas_se](https://twitter.com/havas_se) , www.facebook.com/havas.se

ORGANISING
PARTNER
HAVAS
SPORTS & ENTERTAINMENT



MAIN PARTNER
 **Ajuntament
de Barcelona**

INTERNATIONAL MEDIA PARTNERS
  