

INDIA TODAY EXCELLENCE AWARD FOR IISM



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IISM at Sports Analytics Conference 2017

Bhadavi Bandekar - MSM 2

Sports and Analytics

Analytics has become a major component in today's Sports Industry. It is very important to understand the role that Analysts play in Sports in the entire world. The Analysts provide with new level data and give data and plans for athletes training, coaching, evaluate talent and fan engagement.

India Sports Analytics Conference (SAC) 2017. The Sports Analytical World Series held a Conference for the first time in India named as 'India Sports Analytics Conference (SAC)'. India SAC is a premier forum for industry professionals and executives interested in the role of data and analytics in the Indian and global sports industry. The attendees included professionals from across all fields like marketing, technology, sports, analytics and many more. There were around 400 plus attendees who were a part of this conference. The International Institute of Sports Management (IISM) is proud to be the Local Partner of 'The India Sports Analytics Conference 2017' which was held on 12th and 13th of October at the Novotel Mumbai, Juhu. This was a great opportunity and a wonderful learning experience for students at IISM who attended the two day conference.



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Day 1 at India SAC 2017

Even before the conference had begun, the atmosphere was all set with exhibitions which were set up by various Sports companies showcasing many innovative products and services. There were representatives of the companies who were explaining about their companies and their products to the attendees during the exhibition. A quick chat with these guys was followed by the Opening session by Mr. Marc Rouffel, the Chief Global Organizer Sports Analytics Conference. There were two tracks which ran simultaneously. The first day began with Track 1 which based on 'Sports Team & Leagues along with Brands & Sports Marketing' and Track 2 was based on 'Sports Technology & Data Science'.

To name a few out all amazing speakers at the day 1, the sessions involved Mr. Unnish Parthasarathi, Head of Global Digital, ICC - International Cricket Council who gave an insight on "Digital Story Telling for Sports Fan Engagement"; Mr. Anesh Madani, Head Of Sports Partnerships Asia Specific, Twitter on talk on Fan Engagement and Social Media; Mr. Stuart Morgan, Associate Professor of Sports Analytics, La Trobe University conducted a Sports Analytics Program focusing on "Data & Machine Learning".



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Day 2 at India SAC 2017

The second day of the conference was as good as the first day. Various speakers spoke on topics such as how we use data and analytics to identify potential Olympic medalists for India, Off-field Analytics, Microsoft Sports General Manager Sebastián Lancestremere and Silvestre Jos, LaLiga CTO shared the keys of their project 'LaLiga'. This was followed by two Panel discussions, one on 'Indian Business Leadership-Sports Technology for the India Future' and other 'Sports Performance Analysis and High Performance in India'. Here various professionals gave their viewpoint about the Sports Industry and how important Analysis has become in Sports. One of the Speakers for the first panel was our Founder-Director Mr. Nilesh Kulkarni who discussed about the importance of having trained upcoming professionals and youth in terms of managing the sports and its various aspects. Other sessions of the day included topics such as Road Map for India Sports 2020, Fan engagement on digital platform, talent identification which included a case study on: Building National Benchmarks in India, Performance Analysis, Weathering Sports and a case study on Chicago Cubs Data (Baseball).



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Also some of the innovative sports companies displayed their business plans and ideas which included 'CricViz' which gives access to the latest analytical tools to visualize the game like never before, 'Cricket Social' - Social and Analytical Platform for cricket, 'Actofit' - wearable unlocking new ways to measure and lastly 'Specular' - BatSense, Intel powered wearable for cricket bats. The day as well as the conference ended up by a final session of networking with all the attendees, professionals and speakers. A great two days of knowledge and experience came to an end with so much to take away from. We thank Sports Analytics Conference India for an incredible opportunity to help students understand the real world scenario and provide such an outstanding and enduring experience.



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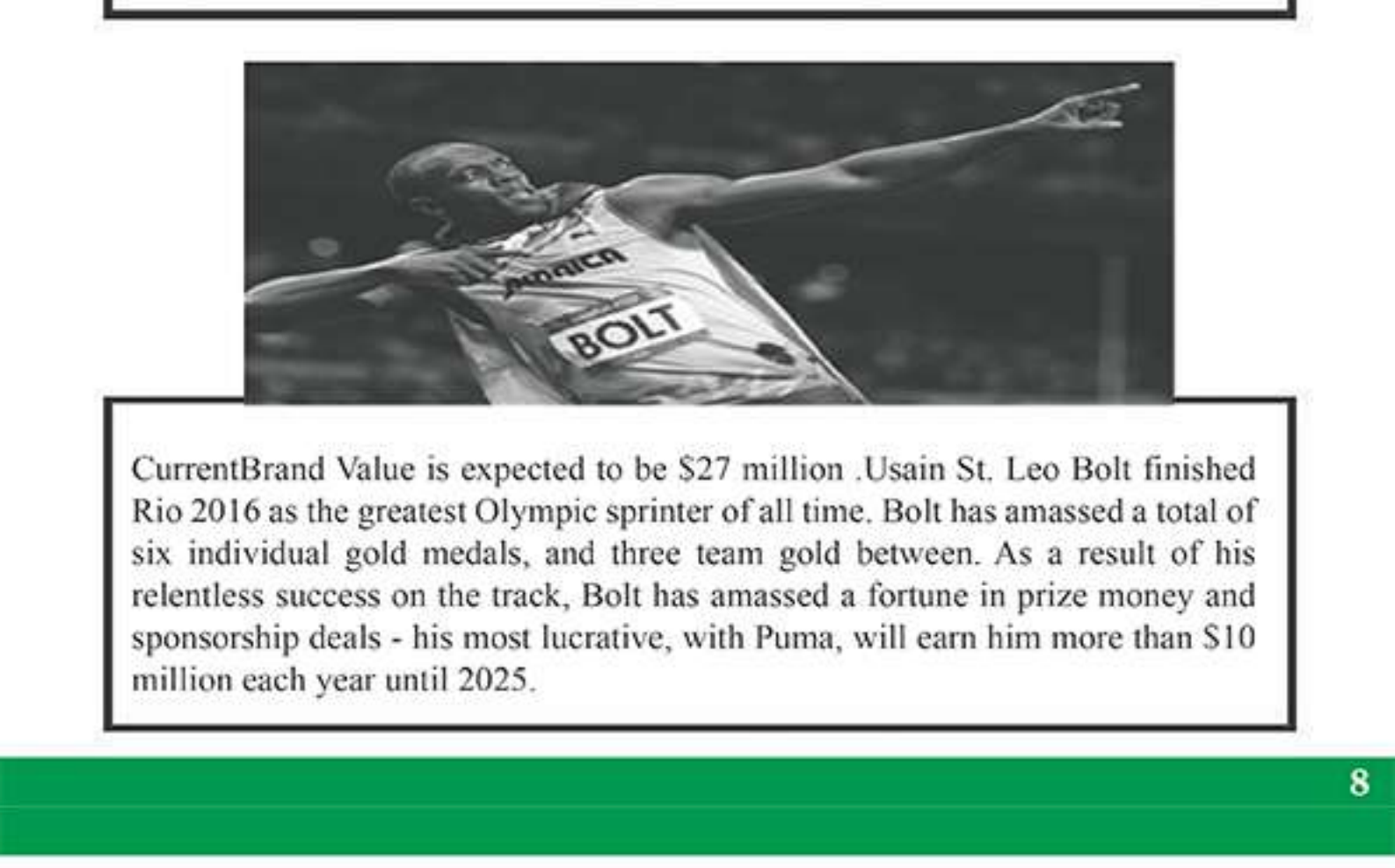
Ashes 2017/18: A classic in the making

Sachin Nayak - MSM 1

One might run out of adjectives while describing the Ashes. The most intense Test cricket rivalry, one of the very few reasons which makes Test cricket relevant even today, kicks off on November 23rd at the Gabba. While the series is always subject to a lot of hype, there is a high probability that we might be able to witness a classic Down Under considering the subplot within which the two teams are heading into the 5-Test extravaganza.

Not only is this the first Ashes Test only in this first series but Steve Smith and Joe Root, there are many plots which make this series very intriguing. On one hand, we have the Aussies - desperate to regain the Ashes and make a statement and prove themselves in their first series at home after the recently concluded bitter pay dispute with

Cricket Australia. On the other hand, we have England - the defending champions who were also tipped as favourites to retain the Ashes before a certain Ben Stokes was suspended after an unpleasant encounter in Bristol. Are England still a strong outfit without Stokes? Can the Aussies back their newly acquired pay checks with equally hefty performances? Add to that the comments made by David Warner on treating the series as a "war" and you have a recipe for a lip-smacking contest. Both teams have always considered the series as more than just a game of cricket and this tour promises to be no different. Given its history of making new heroes and retiring careers over a matter of just 5 Tests, the 2017/18 Ashes could make for compelling storytelling.



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IISM conferred Excellence in Education Award

Headquartered in New Delhi, The India Today Excellence Awards in Education on October 23, 2017 at The Four Seasons Hotel, Worli in Mumbai.

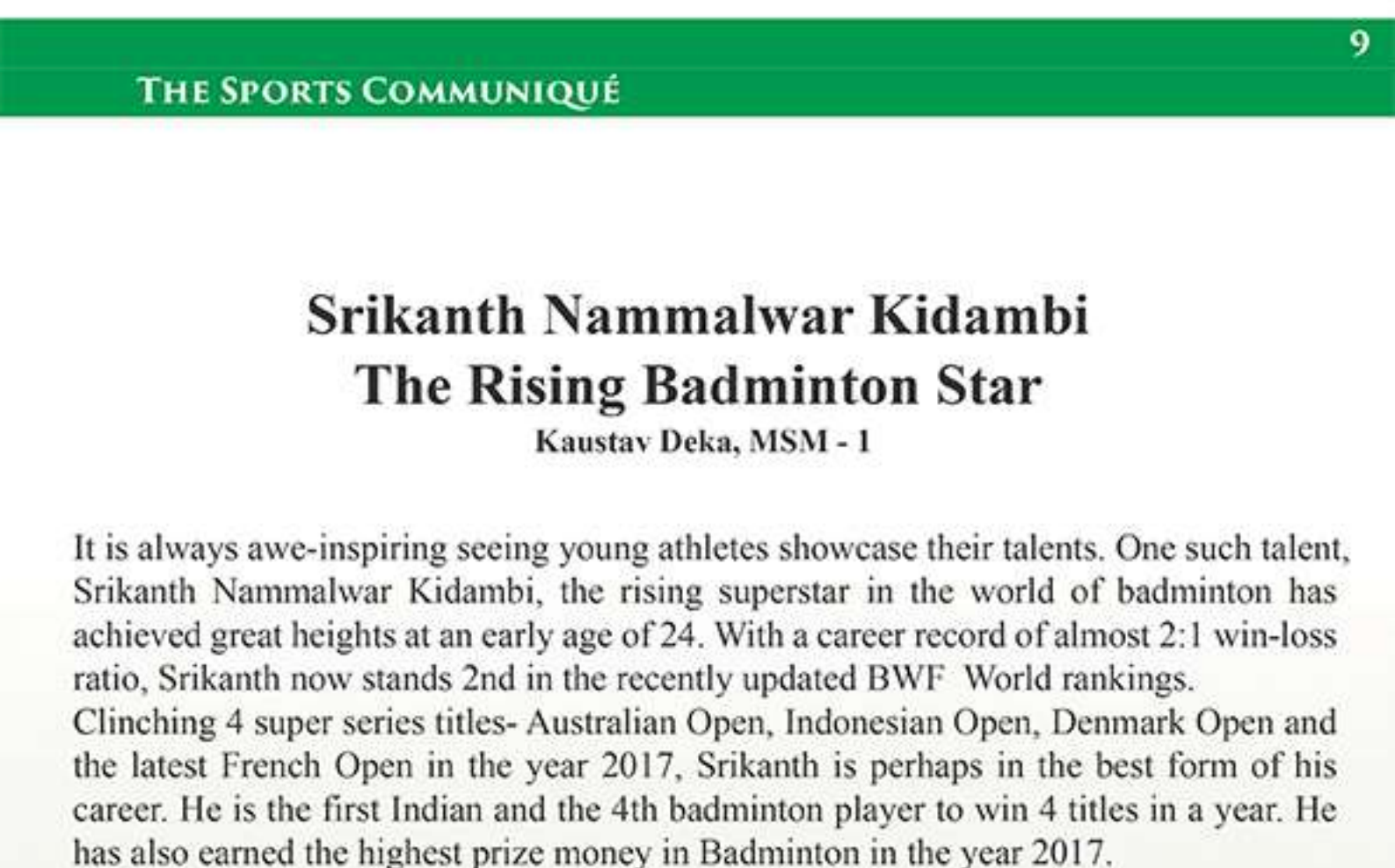
'Impact', the vertical of India Today, focused towards Education was vested with the responsibility of evaluating the top performing educational institutions. From primary education schools to business schools, from elementary education institutions to higher education institutions - all institutes which were found to deliver highly enriching educational experience were felicitated by awards under different categories.

International Institute of Sports Management, the largest sports management institute in India, was felicitated with "Award for Excellence in Innovation in Management Studies". Renowned in the industry as IISM, the institute provides Bachelor's, Master's and Postgraduate programmes in Sports Management.

Founded by Former International Cricketer for India, Mr Nilesh Kulkarni, the institute aims at creating equipped Sports Management heroes equipped with the knowledge and skill set of the 21st century sports industry.

The award felicitation function was graced by Indian Politician and celebrated Fashion Designer Ms Shaina NC. In her address, she complimented India Today for the meaningful initiative and expressed her views on creating an ecosystem for students relevant to the career choices that they want to make - from liberal arts to social sciences, from fine arts to life sciences, from performing arts to sports sciences and so on.

The function received high support from all stakeholders, including the media as it ended on a pledging note where all education leaders showed their readiness for action towards achieving raised bar of education and achieving ethical practices in the educational policy.



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Life at IISM

Gaurav Kadam - MSM I

The student life at IISM continues to be filled with exciting opportunities to get involved in the world of sport in various capacities and the past month fell nothing short of delivering just that. The students experienced two inspiring sessions with experts from the world of Football and Cricket. We take a look at how life at IISM unfolded this past month.



The students of the BSM and MSM batches at IISM got a chance to attend an interactive Q&A session with Indian Football Legend Mr. Bhaichung Bhutia and former Everton and Manchester United Manager Mr. David Moyes. The session was held at the picturesque Mumbai Cricket Association Club at Bandra-Kurla Complex. The esteemed guests answered a variety of questions from the students on topics related to Indian and World football.



IISM students from BSM and MSM were witness to an insightful session with renowned Australian journalist and writer Gideon Haigh. Gideon Haigh played cricket at a club level and has covered cricket extensively, from cricketing disputes to the Kerry Parker revolution, the back to back Ashes of 2013-14 and Shane Warne. Gideon was in India for the launch of a new edition of his debut book, The Cricket War: The Story of Kerry Packer's World Series Cricket and paid IISM a visit. Gideon answered a lot of queries from the students regarding Media in Sports and his expert answers provided the students with clarity and a better understanding of the role and importance of media in the sporting world.



The IISM Cricket Team comprised of students across all the BSM and MSM years continued to make waves in the Mumbai University tournament as they brushed aside competition in their first three matches with ease. The latest match saw them beat the team from Thakur College, Kandivali by 8 wickets in the third round of the University tournament. The team has qualified for the pre-quarters stage and will play the next match soon after the draws are completed. We wish the IISM Cricket squad all the best for the future rounds!

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Top 5 Sportpersons with highest Brand Value

Rohan Parakh - BSM II



Federer, who won in a stroll over Rafael Nadal just over a week ago in the Shanghai final, continued his top form in Basel at an event he has won seven times. Federer's latest deal with pasta brand Barilla, which runs longer than five years and is expected to net him roughly \$40 million. Current Brand Value: \$37.2million. Roger Federer has the highest brand value of any athlete in the world, according to the official 2017 Forbes Fab 100 list. The Maestro's brand is valued at \$37.2 million, edging out NBA superstar LeBron James. Federer's two grand slam wins obviously did the trick, increasing his value by 3.3% from 2016.

Current Brand Value is expected to be \$27 million. Usain St. Leo Bolt finished Rio 2016 as the greatest Olympic sprinter of all time. Bolt has amassed a total of six individual gold medals, and three team gold between. As a result of his relentless success on the track, Bolt has amassed a fortune in prize money and sponsorship deals - his most lucrative, with Puma, will earn him more than \$10 million each year until 2025.

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Top 5 Sportpersons with highest Brand Value

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Cristiano Ronaldo also hit the product endorsement circuit to boost his income manifold. Much of his net worth comes from his annual salary of \$45 million. He also ranks in a large stipend from endorsements of Nike sneakers, Sacoor Brothers suits, Monster headphones and Tag Heuer watches and his own brand CR7. Ronaldo will make \$93 million this year, according to Forbes.

His current brand value is \$19.6 million. Mickelson and longtime sponsor, Barclays, parted ways after 15 years together. The golfer quickly filled the opening in his endorsement portfolio with merchant bank Intrepid Financial Partners. He also added a deal with Workday, which includes the logo of the human resources firm on Mickelson's golf shirts during tournaments.

Current Brand Value: \$33.4 million. Since last year, the NBA's Top pitcher added Intel and Verizon to his endorsement portfolio, which already included Nike, Coca-Cola, Beats by Dre and Kia Motors, but his brand value slipped slightly due to a big increase in the endorsement deals of the other basketball players.

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Srikanth Nammalwar Kidambi The Rising Badminton Star

Kaustav Deka, MSM - I

It is always awe-inspiring seeing young athletes showcase their talents. One such talent, Srikanth Nammalwar Kidambi, the rising superstar in the world of badminton has achieved great heights at an early age of 24. With a career record of almost 2:1 win-loss ratio, Srikanth now stands 2nd in the recently updated BWF World Rankings. Clinching 4 super series titles- Australian Open, Indonesian Open, Denmark Open and the latest French Open in the year 2017, Srikanth is perhaps in the best form of his career. He is the first Indian and the 4th badminton player to win 4 titles in a year. He has also earned the highest prize money in Badminton in the year 2017.

Inspired by his elder brother K.Nandagopal who is also an Indian Badminton player representing India in doubles, Srikanth started playing badminton at a very early age under Sudhakar Reddy, his first coach. He is a doubles and mixed-doubles player till the age of 18-19 until his next coach Pullela Gopichand transformed him to a singles player which proved to be one of the most precious gifts to Indian badminton. Srikanth has won 9 titles in his career at the international circuit till date.

Currently, Srikanth's badminton kit is sponsored by YONEX and Bank of Baroda is the main sponsor in a multi-year deal, although meagerly sponsored compared to the likes of Saina Nehwal or PV Sindhu. This arena of brand ambassador dominates male cricketers, overshadowing the stars in the other sports of the nation.

Olympics Gold medal. In a recent he will be playing 16-17 tour-nbig events such as Olympics, cup etc. Climbing heights and India's newest badminton star por-

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Block Your Diary 2nd Edition CII Sports & Entertainment Summit

29 November 2017, Hyatt Regency Hotel, Mumbai

"Making India Sports-Ready"

CII is organizing the 2nd Edition of the Sports & Entertainment Summit in Mumbai. The Summit will invite industry stalwarts for deliberations on institutionalizing the sports industry, using technology as a medium to give it growth momentum for India.

This year the Summit team has carefully chosen discussion themes that reflect the ground realities and create meaningful dialogues between the Government, Industry and the Sports Fraternity so that the delegates have a lot to take away from the Summit.

Sessions

- 01 Role of Academia and Government in boosting Sports - Knowledge sharing discussion on curriculum, integration in curriculum, Grassroot Level challenges, Building Infrastructure
- 02 New Sports Leagues and Marketing.
- 03 Investment Opportunity in Sports through CSR Funding.
- 04 Culture of sports How to develop a Culture of sports in a larger society.
- 05 Sports Science Role of Sports Science in Indian Sports.

Sponsors

