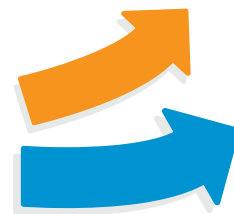


A new event for the sports and leisure industry makes its mark in a great debut year.



**CAREERS
IN SPORT
+ LEISURE**

25-26 MARCH 2009
SHEFFIELD ARENA

Just ask the 4,500 delegates at CSL 2009!



Careers in Sport + Leisure 2009 – A Review

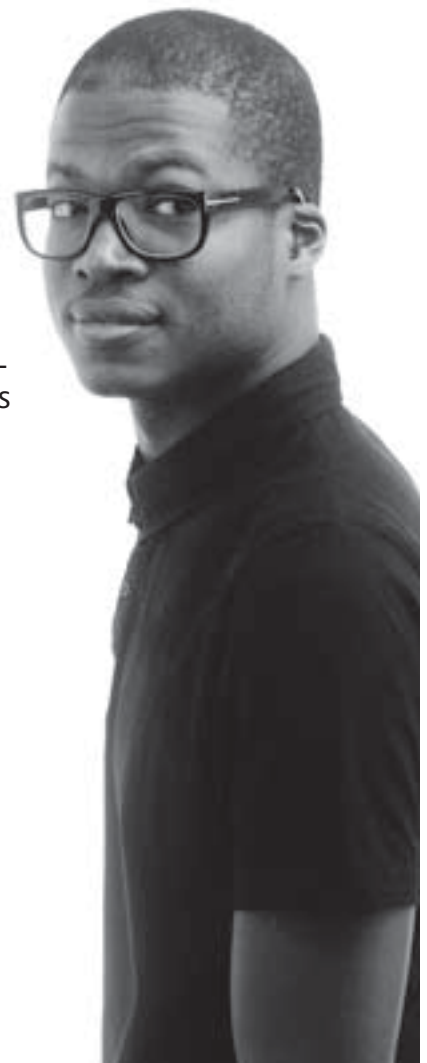
Careers in Sport + Leisure 2009 was the first ever national event focused on supporting the next generation of young people whose aims and ambitions are to work in the most dynamic and ever changing industries.

The event was launched in the autumn of 2008, delivered over two days in March 2009 and following an extremely successful sales and marketing campaign attracted more than 4500 delegates alongside 43 industry leading exhibitors, creating an event that was truly national in scale and a genuine first for the industry.

CSL's aims and ambitions were to bring together leading speakers from the entire cross section of the sports and leisure industry and ask them to give up their time and pass on their experiences to the next generation that aim to follow in their footsteps.

To add more value to the event we then targeted relevant organisations that wanted to meet these same young people, brought them all together to the Sheffield Arena and created the country's first ever national careers event for sport and leisure.

No event can ever happen without the support of a lot of people and we are no different. So it's with a lot of sincerity that when writing this review of CSL 2009 we thank our sponsors, exhibitors, speakers, the colleges and universities that brought students, as well as the individuals that chose to attend the event.



A little more detail about CSL 2009

Careers in Sport + Leisure was an entirely new event created by 110% Marketing, a new creative sports marketing agency launched in September 2007. We wanted to do something never done before, and fill an information void for young people looking to get into the industry and so created Careers in Sport + Leisure.

Held at the Sheffield Arena over 2 days, CSL 2009 attracted 4,500 young people, all with an interest in sport and leisure, 43 exhibitors from the industry, 38 leading speakers and lots of media coverage.

An unheralded success, the event was launched during the worst economic conditions for decades but still went off with a bang. To give you a flavour for what happened over the two days, let us first tell you who was there...



The Exhibitors



- Active Soccer
- Alton Towers
- Amateur Rowing Association
- Barnsley College
- BASES
- Bucks New University
- Central Sports Management
- Challenger Sports
- Federation of Small Businesses
- Fit For Sport
- Fitness First
- FitPro
- Formula GFI
- Frank Haslam Milan
- GB Fitness
- Glamorgan Sport
- Greenwich Leisure Limited
- Hartpury College
- ISPAL (The Institute for Sport, Parks and Leisure)
- Jobs with Balls
- League Football Education
- LeisureWork
- Lifetime
- Manchester Metropolitan University
- Milkround
- MLS Camps
- Premier Sport
- Premier Training International
- S2S Sports Coaching Agency
- Sheffield Hallam University
- Sheffield Steelers
- SkillsActive
- Spa and Leisure Jobs
- Sports Leaders UK
- Staffordshire University
- The English Institute of Sport (EIS)
- The FA
- The Royal Marines
- The West Midlands Universities Sport Business Initiative
- University of Doncaster
- University of Huddersfield - Division of Health & Fitness
- Virgin Active
- YMCAFit

43 industry leading exhibitors

The Speakers



- Alan Wilkie – The FA
- Andrew James – BBC Sport reporter
- Andrew Parry – Neilson Active Holidays
- Andy Gair – sports coach UK
- Ben Sweet – Alton Towers Resort
- Bob Rosen – Grass Roots Football LIVE
- Chris Loxston – English Institute of Sport
- Chris Mackintosh – European Sports Development Network
- Chris Murphy – Sheffield Hallam University
- Darren Campbell – Olympic Gold Medalist
- Darren McLean – PGL Adventure
- Don Goodman – Former professional footballer and Sky Sports pundit
- Dr. Jeff Breckon – Sheffield Hallam University
- Duncan Goodhew – Premier Sport
- Florence Orban – the National Skills Academy
- Francisco Baeza – Bucks New University
- Jamie Houchen – The FA
- Joe Ruddock – SkillsActive
- John Fairman – Premier Training International
- John Whitehead – Adventure Mini Golf
- Jonathan Wilson – 110% Marketing
- Kathryn Woodfield – Virgin Active
- Katy Storie – Women’s Sport and Fitness Foundation
- Kevin Thompson – Northumbria University
- Krisztina Biliczky – SkillsActive
- Leigh Hine – Sports Recruitment International
- Les Howie – The FA
- Louise Derdowski – SkillsActive
- Matt Ford – Formula GF
- Mike Pelling – West Midlands Universities Sport Business Initiative
- Paul Morgan – Bucks New University
- Phil Smith – Sport England
- Professor Edward Winter – British Association of Sport and Exercise Science (BASES)
- Richard Beale – Birmingham City FC
- Simon Dickie – Amateur Rowing Association
- Steve Swallow – The FA
- Stu Roach – Former BBC Sport journalist
- Sue Hook – SkillsActive

38 industry leading speakers

Sponsors & Partners

The Sponsors

The event's main sponsors were SkillsActive, the Institute for Sport, Parks and Leisure and Sheffield Hallam University, all of whom provided superb support for the event in its first year.



SHARPENS YOUR THINKING



The Partners

The event also played host to two partner events as well as the Royal Marines Commando display team. CSL partner League Football Education ran 'Progression 09' at CSL – an event which allows all apprentice footballers in the UK to have access to potentially alternative employment opportunities other than professional football – and the English Institute of Sport's Pitch 2 Podium event.

Pitch 2 Podium runs physical testing on current young professional footballers and rugby players to see whether their inherent physical attributes might lend themselves to becoming an Olympic athlete.



Also at CSL 2009

Event Coverage

Careers in Sport + Leisure gained much national and local press, with the event featuring many professional sports stars. Amongst them were Olympic gold medal swimmer Duncan Goodhew, ex professional footballer and Sky TV pundit Don Goodman, and Olympic gold medal sprinter Darren Campbell who headlined the event. Some of the coverage CSL gained included a live interview with Darren on BBC Breakfast news watched by millions on BBC1 and BBC News throughout the day.

The Royal Marines

The Royal Marines display team were also present at CSL, displaying the skills required to be a Marine through some hand-to-hand combat displays, as well as allowing delegates to scale the 32 foot climbing wall. All partner events were a huge successes and attracted delegates and media coverage, as well as proving an eye catching spectacle for the delegates.



The feedback

"We at the FA received positive feedback from all the FA staff who attended the event and we'll definitely be attending next year – well done!"
The Football Association

"Careers in Sport + Leisure was the perfect place to launch our educational videos. Candidates were coming up to our stand and watching the videos on our mobile internet kiosks so we were getting instant feedback and most of it was extremely positive. I think we achieved our objective of getting across what these jobs are really like to help candidates decide on their career path within the industry."
LeisureWork

"A fabulous event which hit the spot in terms of delegates – we were inundated with enquiries for the full two days"
Jobs With Balls

"I'd like to thanks the guys at 110% for inviting me to speak at CSL 2009 – the event was superb and great for getting the word out about what we do and how we can help these young people" Leigh Hine, Sports Recruitment International

"CSL gave me the opportunity to talk to a number of people already working within sport, and allowed me to start to grow my own personal network of contacts – it even lead to me getting an interview! I'll definitely recommend the event to my friends for next year"
Joe Williams, Loughborough College

"The whole event was perfect. It was everything we expected and the speakers were perfect for our students. We'll definitely be at CSL 2010"
Phil Jones, College Tutor, Knowsley College

"More positive feedback than we could have hoped for in our first year!"



A summary of our plans for CSL 2010 and how to get involved

Our plans for the event next year will see the core elements of what made CSL such a success remain while working on a number of areas to further enhance the appeal of the event in what will be a new and fresh audience as more young people come on stream looking for support in their future careers.

Just some of our plans include:

- + Target of 6,000 delegates over two days
- + Exhibitors to include more national governing bodies, sports associations, clubs and commercially focused marketing and events companies
- + Event to take place earlier in the year to avoid clashes with student coursework and deadlines
- + Greater focus on attracting HE students with more graduate focused content
- + Even more interaction between speakers and delegates
- + New CSL 'Expert Advice Centre' to host a series of specialist companies in one hour slots to offer specific one to one advice
- + 'Mix zone' to allow more informal interaction between speakers / experts and delegates
- + Content to have increased focus on commercial, marketing, events, professional sports clubs and technology
- + More interactive and practical elements

If you would like to be part of 2010 event or find out more about Careers in Sport + Leisure please contact:

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Want to find out more about the event, visit:

www.careersinsportandleisure.co.uk

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www.110marketing.co.uk

100 AND 10%
MARKETING

