

FOR IMMEDIATE RELEASE

2009 International Sports Management Conference: Innovative Solutions for Administration, Facilities, Events, Legal Aspects, Marketing and Technology in Sports – FIRST ANNOUNCEMENT

Chicago, IL (May 6, 2008) – Juviden, Inc. announces the **2009 International Sports Management Conference: Innovative Solutions for Administration, Facilities, Events, Legal Aspects, Marketing and Technology in Sports, to be held in Lausanne, Switzerland, May 6-8, 2009.**

This sports conference proposes the creation of an international and integrated learning and networking platform to allow for the presentation of the latest findings in sports management. "We view sports management as the symbiosis of science, business and art," said the conference's co-convener, Dr. Julian Stanculescu, and President of Juviden, Inc. "On the platform of this century's dynamic development of the world of sports, we are creating a new environment of communicating and exchanging past and present experiences as well as ideas and future trends. And it is from this particular premise that we have packaged the objectives and themes of the meeting."

The conference aims to:

- a) focus on the management of large events and organizations and transpose the elements of success to regional and local conditions; and
- b) expand on the learning, interactivity and networking dimensions of the event by involving a multi-dimensional and integrated approach (online and offline).

The conference will focus on six major themes:

- Leadership, Organization & Administration
- Legal Aspects
- Facility & Event Management
- Marketing
- Technology and Trends
- Olympics: Integrating Success

and will feature lectures, panel discussions, an open forum, exhibits and two major networking sessions. The event will also include a tour of the Olympic Museum as well as the gala dinner hosted at the museum's restaurant.

The sports conference will feature top professionals and decision makers from football/soccer, track and field, basketball, ice hockey, gymnastics, tennis, and others.

The list of lecturers and participants will include representatives of several international and national sports governing bodies, various sports federations, National Olympic Committee members, major clubs, local organizing committees for key international events, representatives of cities bidding for international sports events, lawyers, agents, academia and other executives.

In addition to invited speakers, the conference will feature talks from submitted papers (see www.worldeventsforum.com/ismc for online abstract submission details).

"We are proud to bring this important event to the international community of sports management professionals," said Dr. Emilio Pozzi, co-convener of the event and a veteran in the business. "We believe this will give participants critical knowledge and relevant resources about this particular field while addressing the associated barriers and formulating effective solutions."

FOR MORE INFORMATION & TO REGISTER, VISIT: www.worldeventsforum.com/ismc or call World Events Forum at +1.773.784.8134.

TO BECOME A SPONSOR/EXHIBITOR, CONTACT:
Nico Stanculescu at +1.773.782.6747.

About Juviden Inc. “teaming for goals !” (www.juviden.com) - Juviden Inc. is a global company providing high-level expertise in international event management as well as consulting services for Corporate Sponsors, Local Organizing Committees, Clubs, National Teams and National Associations.

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