



SPORTS MARKETING & MEDIA CONVENTION

PRESS RELEASE

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### **SPORTELMonaco 2018: heading for its 30<sup>th</sup> Anniversary**

*“Once again this year, SPORTELMonaco has proved to be an unmissable event for professionals from the sports industry and the media and has exceeded its targets, with more than 200 new companies taking part!”* said Laurent Puons, CEO of Monaco MediAx.

SPORTELMonaco welcomed 3,026 delegates and 968 companies representing 78 countries over a period of just three days! The event is continuing to expand and to adapt to changes in the market, opening its doors to new media as well as to the e-sport sector, which was represented in the exhibition hall.

During this 29<sup>th</sup> SPORTELMonaco edition, Laurent Puons, CEO of Monaco MediAx, and Ben Speight, CEO of SportBusiness, made their collaboration official and announced that they would be jointly organising a unique series of extremely high-level international conferences aimed at decision-makers: the Sports Decision Makers Summits. The short-term goal is to position the summits as the leader in the field.

The first Sports Decision Makers Summit will be held at the W South Beach in Miami on 6 and 7 May 2019, followed by a second Sports Decision Makers Summit in London on 9 and 10 July 2019.

The SPORTEL Awards evening was held on Tuesday 23 October at the Grimaldi Forum, and rewarded the best sports videos and the best sport book of the year. The ceremony was attended by many personalities from the world of sport.

*“During this evening and for the first time ever, it was our privilege to honour Didier Deschamps, who received his SPORTEL Lifetime Sport Achievement Award from H.S.H. Prince Albert II of Monaco, Honorary President of SPORTEL,”* said Amparo Di Fede, Managing Director of SPORTEL Awards.

Laurent Puons continued his efforts to make SPORTEL more accessible to the public, organising events for sports fans for the first time, which were a huge success.

*“We would like to thank our sponsors for their support, and for enabling us to offer our participants an event that offers ever more and better business opportunities in a prestigious environment: LaLiga Lounge, ONE Championship Power Lounge, World Surf League Lounge, ACM ‘Pit-Stop’ Meeting rooms; Telstra and Encompass Digital Media for the happy hours.”*

2019 will provide a great many challenges for SPORTEL, with four major events planned, including the first Sports Decision Makers Summits, as well as the thirtieth anniversary of SPORTELMonaco.

**SPORTELASia 2019: 05-07 March 2019, Macau**

**Sports Decision Makers Summit, Miami : 06-07 May 2019, Miami**

**Sports Decision Makers Summit, London : 09-10 July 2019, London**

**SPORTELMonaco 2019 : 21-23 October 2019, Monaco**

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