

SPORTS • EVENTS • MARKETING
EXPERIENCE
SEME CENTRAL

April 14-15, 2007

Chicago @ Northwestern
Evanston - Outside Chicago, IL

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The National Sports Career Conference

SEME Central 2007

Picture yourself as a **Player** in the
sports, events, and marketing industry?

Keynote Speakers

Irving Rein



*The Elusive Fan:
Reinventing Sports
in a Crowded Marketplace*



Michael Alter

*Chairman and Owner of
the Chicago Sky*



- ◆ Industry Panelists from **15** Career Fields
- ◆ Launch yourself as a marketable brand.
- ◆ Gain first-hand insight and real-world career development.
- ◆ Gain a unique perspective from sports professionals about current developments in the field

A CAREER WORKSHOP

"What Makes You Marketable?"

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