



Sports Career Training Camp

May 12-14, 2008

Busch Stadium St. Louis, MO



Agenda

(subject to change)

DAY ONE

Monday
May 12
2008

- 8:00am Registration/Check-in
- 8:30 – 10:30 *Team Revenue Tree; Principle One of Sports Marketing*
- 10:30 – 10:45 Break
- 10:45 – 12:00 *Principle Two; Principle Three*
- 12:00pm – 1:00 Lunch (on your own) / Group 1 Interview Prep
- 1:00 – 1:30 Guest Speaker – Joe Stroh, Vice President, St. Louis Cardinals
- 1:30 – 3:00 *7 Skills (for success in sports jobs) Overview*
- 3:00 – 3:15 Break
- 3:15 – 4:45 *Skill One*
- 4:45 – 5:00 Break
- 5:00 – 6:00 *Skill One - Continued*
- 6:00 – 7:00 Busch Stadium Tour (optional)

DAY TWO

Tuesday
May 13
2008

- 8:00am Training Begins
- 8:00 – 10:00 *Skill Two*
- 10:00 – 10:15 Break
- 10:15 – 12:00 *Skill Three*
- 12:00pm – 1:00 Lunch (on your own) / Group 2 Interview Prep
- 1:00 – 2:30 *Skill Four*
- 2:30 – 2:45 Break
- 2:45 – 4:00 *Skill Four - Continued*
- 7:15 St. Louis Cardinals vs. Pittsburgh Pirates (optional - ticket not included)

DAY THREE

Wednesday
May 14
2008

- 8:00am Training Begins
- 8:00 – 10:00 *Skill Five*
- 10:00 – 10:15 Break
- 10:15 – 12:00 *Skill Six*
- 12:00pm – 1:00 Lunch (on your own) / Group 3 Interview Prep
- 1:00 – 1:30 Guest Speaker — Michael O’Keefe, Vice President, St. Louis Rams
- 1:30 – 2:30 *Skill Seven*
- 2:30 – 2:45 Break
- 2:45 – 4:00 *Q & A; Conclusion*
- 7:15 St. Louis Cardinals vs. Pittsburgh Pirates (optional - ticket not included)