

Brian Gainor

From: Lewis Howes [lewis@sportsnetworker.com]
Sent: Friday, August 06, 2010 8:29 AM
To: bgainor@partnershipactivation.com
Subject: (Sports Business fraud!) plus UK event



It has definitely been an interesting week as far as sports business conferences go as I have reason to believe that one of the sports conferences (the Global Sports Industry Summit) is a scam.

At the moment this is not 100% confirmed yet, but a number of the speakers and sponsors have been in contact with one another this week to get to the bottom of this so stayed tuned for the final confirmation next week while we work on getting this information sorted out.

It's a shame that it would even have to come to this much speculation, and in the future if you plan on hosting a major sports conference or attending one, just make sure you cross check all references and know that they have had successful events in the past.

If you have any information about the Global Sports Industry Summit that you think could be useful to get to the bottom of this, please reply to this email and let me know so we can do something to stop this scam and help every speaker, sponsor, partner, and attendee who is involved in this "event".

London Sports Networking Event

On a happier side note, the UK Sports Network and Sports Networker are hosting the 3rd [London Sports Networking Event](#) on Monday August 10th! (funny segway from the previous paragraph huh? :)

Make sure to pre-register for this event by signing up today [HERE](#) as we have only 50 spots left for pre registration.

Stay Passionate!

Lewis Howes

p.s. If you didn't already, make sure you download the FREE copy of the [Twitter Sports Marketing Guide Here](#). Over 1,300 sports professionals have now downloaded it and I appreciate all of your feedback so far!



All Stars of the Week

I've been really impressed lately with Brian Gainor.

Brian runs [Partnership Activation](#), a site that share great information to help connect brands with fans.



Brian also created a really cool resource called "[Rising Stars](#)" and each month he adds a few new rising sports professionals to the list. These will be the future CEO's, general managers, top level agents, and other thoughts leaders who will be taking over the sports industry in years to come.

I recommend connecting not only with [Brian on Twitter](#) (and everywhere else online), but also going through the Rising Stars [HERE](#) to connect with everyone else as well... as these will be the key players you will want in your network.

Interview with Tyler Johnson

Tyler Johnson has written a number of articles for us over the last year including the Top 100 Ways to use Social Media in Sports and the influence of LinkedIn Groups. We wanted to take a deeper look at how Tyler personally uses social media and how it pertains to the sports industry on a daily basis.

1. *How did you effectively utilize social media in your work with the White Sox?*

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Sports Clubs, Do You Know Your Audience?

When talking to people about their social media plans, most will talk about Facebook and Twitter. Yes, these are the most popular platforms and we are all aware that Facebook has recently topped the 500 million mark.

But is this the right audience for your team?

Taking a step back from the technology and looking at who your target audience is and where they hanging out is the first step that any organization should take. You may be surprised with the results and it will certainly impact on your plans.



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Protecting the Dream by Any Means Necessary

In the old days of football, receivers used a substance called Stick-Em, a sappy concoction that would make the ball stick to their hands, allowing them to make one-handed catches easily. These days, possession receivers will sometimes wear gloves that have sticky palms so when a leather ball on a dry day hits them, the ball sticks on the glove, making it easier to catch.



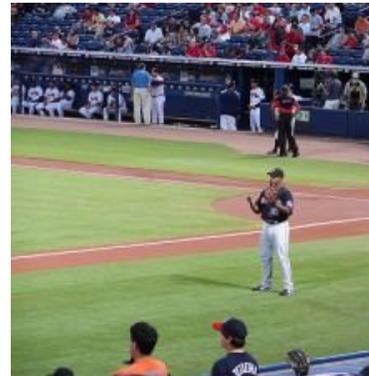
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Baseball Fans Sidetracked

While Major League Baseball diehards were tuned into each of their favorite teams' games during everything from LeBron-athon to World Cup soccer, and especially their all-star game, it wasn't easy for it to hold the attention of the masses according to W. Scott Bailey in the San Antonio Business Journal.

It was reported that Major League Baseball's All-Star Game, broadcast by FOX, received a 7.5 Nielsen rating which makes it as the least watched Midsummer Classic in history.

My initial thought as we head toward the start of National Football League training camps: is there any sport or off-season activity that would distract NFL fans from their season?



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How Mental Imagery Helps Athletes Succeed

What is Mental Imagery?

Classically, mental imagery has been defined as:

The ability to form mental images of things or events

By repeatedly calling up images in your mind and rewiring the circuits of your mind toward a realization of those images. The remarkable feature of imagery work is that it can be accompanied by physiological changes.



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