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## SEMINAR

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**WIPO/IP/KIN/11/16**  
**ORIGINAL: ENGLISH**  
**DATE: APRIL 20, 2011**

## SEMINAR ON INTELLECTUAL PROPERTY AND SPORT

*organized by*  
the World Intellectual Property Organization (WIPO)

*in cooperation with*  
the Jamaica Intellectual Property Office (JIPO)

*and in collaboration with*  
Gordon McGrath, Attorneys-at-Law

**Kingston, April 19 and 20, 2011**

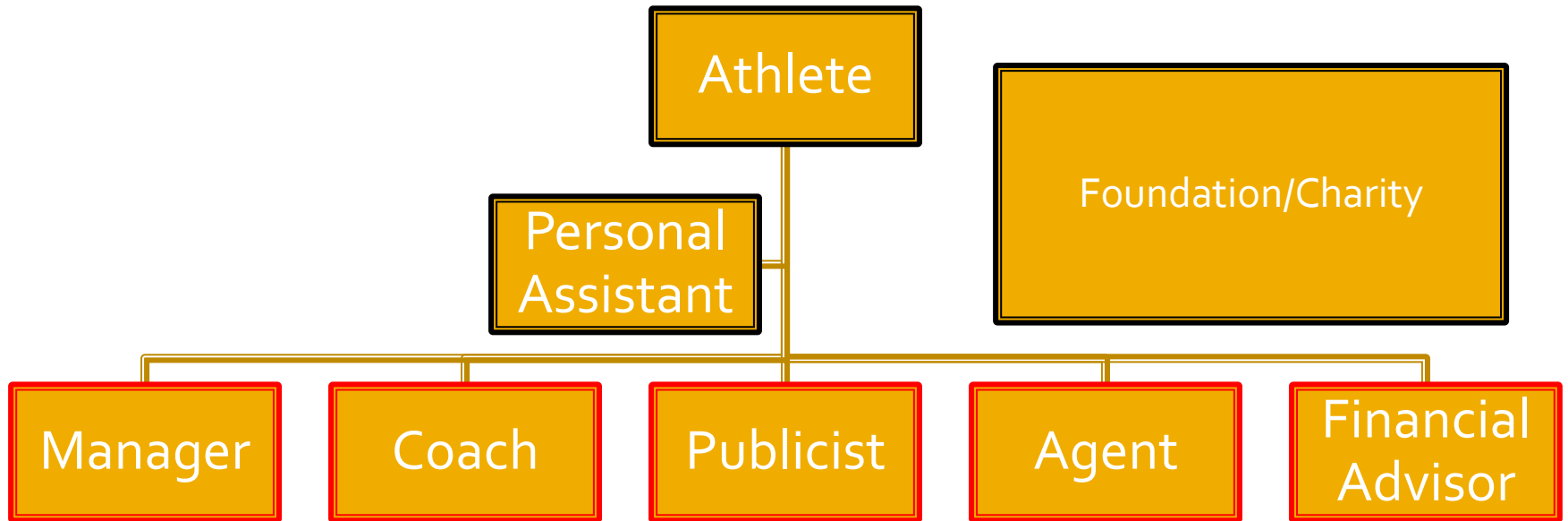
THE TEAM IS KEY  
*Document prepared by Ms. Carole Beckford, CEO, Carole Beckford and Associates,  
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# TEAM is Key

The Importance and Role of a  
Support team



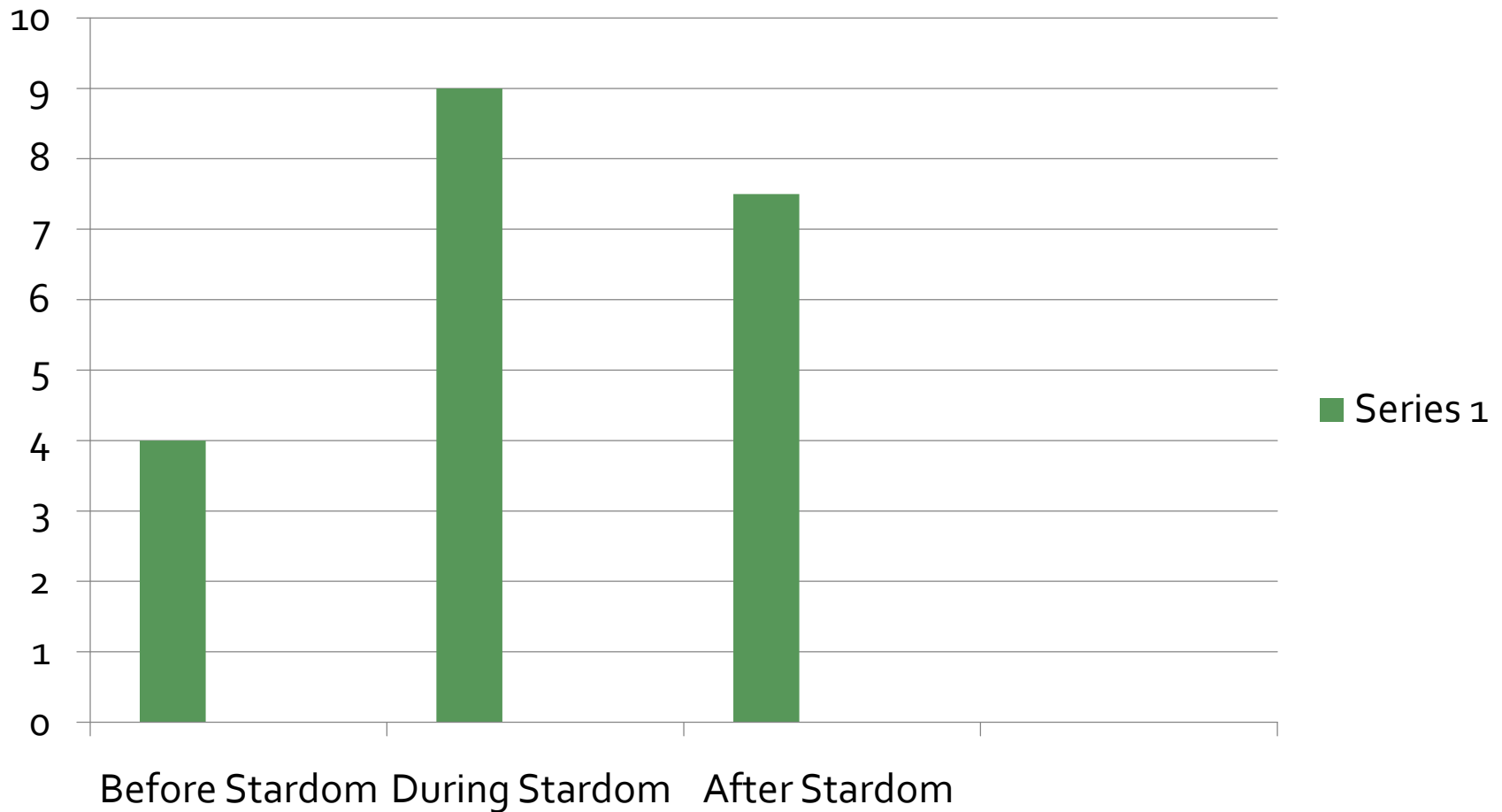
# Organisational Chart



# Importance and Role of a Support Team

- BRINGING THE BOARDROOM FROM THE FIELD
  - Emotional Support
  - Diversification of the Brand
  - Coverage of all areas (technical, financial, communication, contracts, competition, lifestyle)
  - Consistent messaging
  - Planning and forecasting (retreat)

# Impact of the Athlete



# Education & Training + Experience

- Tertiary level training (essential but not mandatory)
- At least three to five years working experience in the area
- Impressive rolodex (contacts and relationships are critical)
- Related experience in Management

# Additional Training/Networking

- Sport Management training opportunities
- Major events in related events
- Media Exposure
  - Magazines
  - Journals
  - Radio and Television
  - Social Media

# Retirement Plans

- One day the athlete will wake up and things are not the same
  - Investment opportunities
  - Relevance in communication
  - Cross referencing relationships (with other stars)
  - Foundation activities



# TEAM

- **T**ogether **E**veryone **A**chieves **M**ore
  - **"Teams share the burden and divide the grief."**  
*- Doug Smith*
  - **"The future belongs to those who see possibilities before they become obvious."**  
*- John Scully*
  - **"Coming together is a beginning.  
Keeping together is progress.  
Working together is success."**  
*- Henry Ford*

# Contact

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