

SPONSORED AND DEVELOPING EVENTS PANEL

SOUTHERN NEVADA SPORTING EVENT COMMITTEE





Sponsored and Developing Events Panel

Akosa Akpom

Director, Consumer & Brand Insights, UFC



Biography:

Akosa Akpom is director, consumer & brand insights at the Ultimate Fighting Championship (UFC); a global sports & media organization and the world leader in combat sports. Having spent more than a decade of his nearly 20 years as a professional in the mixed martial arts (MMA) industry, Akpom has contributed to the growth of local, regional, national and global MMA properties. In his current role with UFC, he manages the organization's global fan/brand research and also focuses on cross-departmental strategic analysis. He began his career in 2000 with SC Johnson before making the switch out of the world of consumer packaged goods in 2006 to commit to the development of the MMA industry.

Michael Ferrazza

Vice President of Event Marketing and Sales, Feld Entertainment



Biography:

Michael Ferrazza has over twenty years of experience in live event marketing. Ferrazza serves as vice president of event marketing and sales for Feld Entertainment, the largest live touring family entertainment and motor sports company in the world. As vice president of event marketing and sales, he manages the business of promoting live motor sports and entertainment events. He began his career in Chicago as a promotion manager for Pace Motor Sports in 1996. He has been in his current role of vice president of event marketing and Sales since May of 2010 after launching the Dallas Regional Marketing office for Feld Entertainment.



Albert Hall

President, HallPass Media

Vice President, Las Vegas Summer League

CEO, Lott IMPACT Trophy



Biography:

Albert Hall is president of HallPass Media and serves as vice president of business operations at the NBA Summer League. Hall is a principal in VSL Properties, founders of the Las Vegas Summer League and acting CEO of the Lott IMPACT Trophy brand. HallPass Media is a full-service sports marketing agency specializing in brand consulting, digital and broadcast media, talent marketing and events and properties. Hall has spent over 20 years on the front lines of sports marketing, his experience includes: professional teams and leagues (Seattle SuperSonics, NBA Summer League), agencies (Wasserman Media Group, Lagardere), event and property development (Adidas Nations, the Lott IMPACT Trophy, the NBA Coaches Association) and brand integration and talent campaigns with Adidas, Mercedes-Benz, Toshiba, Sirius XM, Sony, Samsung, Vitamin Water, Virgin Mobile, FOX Sports, CBS, ESPN, Turner Sports and others.

Don Logan

President and COO, Las Vegas 51s



Biography:

Don Logan is the president and COO for the Las Vegas 51s professional baseball franchise. He possesses a vast background and knowledge of both the game of baseball and the Las Vegas sports scene. He serves as the Pacific Coast League's (PCL) vice-president and joint minor league baseball marketing committee. Logan is also chairman of the league's executive committee to oversee the operation of the PCL and serves on the advisory board for Mr. Branch Rickey III, president of the PCL. Logan and the 51s, in conjunction with the Las Vegas Convention and Visitors Authority (LVCVA), initiated an event, which brought Major League Baseball Spring Training games to Southern Nevada. He was also instrumental in bringing the Triple-A World Series to Cashman Field for three years (1998-2000). Logan has also worked with the MLBPA in hosting the February "Big League Home Run Challenge," held for four years at Cashman Field for four years (2000-03). Logan, in conjunction with the Howard Hughes Corporation (Summerlin Las Vegas Baseball Club LLC), secured the project to build a new state-of-the-art Triple-A baseball stadium in October, 2017, that will begin a new era for 51s professional baseball in Southern Nevada.



John Saccenti

Director of Sales and Marketing, ESPN Regional Television
Las Vegas Bowl Representative



Biography:

John Saccenti is the executive director of the Las Vegas Bowl, an ESPN Events owned and operated bowl game. Saccenti joined ESPN Events, a division of ESPN, in 2001 and worked as an account executive on projects at the University of Nevada, Las Vegas for four years, in addition to the Las Vegas Bowl. Part of the team that helped launch the ESPN event business, Saccenti worked on the first two ESPN owned and operated events – which grew into a lineup that now numbers 31 across the country. Saccenti began his professional career in 1994 with the local minor league baseball team (AAA Las Vegas Stars) and hockey team (IHL Las Vegas Thunder). He worked in a variety of departments with the franchises, including public relations, sponsorships, marketing and operations, before finally serving as director of marketing. Saccenti is also a member of the board of directors for the UNLV Football Foundation and board of trustees for the Southern Nevada Sports Hall of Fame. He currently serves as the chair of the Football Bowl Association Committee for PR and Marketing and helped plan and host the 2014 FBA annual meetings in Las Vegas.