



### **Rugby Expo Appoint Director of Operations**

**London 7<sup>th</sup> May, 2008.** Rugby Expo, the world's first ever global business-to-business rugby union and league convention, has today announced the appointment of Alec Shepherd as Director of Operations.

Alec has been appointed to lead the team staging the inaugural event, Rugby Expo 08, an exhibition and conference that will offer a huge range of business opportunities for all those involved in the world of rugby - individuals, businesses, clubs, administrators and suppliers of services to the rugby community.

As Director of Operations, Alec will oversee all aspects of the preparation work for the event, from the development of presentations and discussion panels to liaising with partners in the rugby community and marketing to the business world. Alec has worked as a lawyer in the City since 1996 and brings with him a wealth of experience as a business advisor and problem solver, along with a keen interest in rugby.

Alec said "I am very excited to be part of the Rugby Expo project as I believe it will be of great benefit to the game in widening its commercial appeal and promoting issues such as grass roots rugby and the growth of the developing nations. The rugby world needs an event of this kind and the main aim is to build a solid foundation this year so that we can take Rugby Expo from strength to strength in the future."

Rugby Expo Director, Justin Paige, said: "We are delighted to have Alec on board. It's exciting times for us here at Rugby Expo as the developments for the first event in November take place thick and fast. With the experience and passion that Alec brings to the team I am certain that he will make a major contribution to what I believe will be a very successful event."

To find out more information on the exhibition that takes place on 17-18 November 2008 at The Queen Elizabeth II Conference Centre, London, please visit the website on [www.rugbyexpo.com](http://www.rugbyexpo.com).

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Notes to Editors:

Rugby Expo aims to be the premier global business-to-business rugby union and league convention. Rugby Expo 08 in London will be the largest ever gathering of business people involved in and passionate about the world of rugby union and league, including clubs, administrators, companies that support rugby and suppliers of services to the rugby community. Rugby Expo will be a festival celebrating and supporting the development of rugby union and league as a truly global sport and will offer wide-ranging and exciting business opportunities.

Rugby Expo 08 will take place on 17–18 November 2008 in London, England at The Queen Elizabeth II Conference Centre, adjacent to the Houses of Parliament. The inaugural event coincides with the union Autumn Internationals programme, with matches to be played on 8, 15, 22 and 29 November 2008. The Northern Hemisphere union countries will be playing teams from Australia, New Zealand and the Pacific Islands during this programme.

The event will be attended by the business power brokers in the rugby union and league community; administrators from the international and national rugby authorities; executives from rugby clubs from all the rugby playing nations; executives from global, national and local companies interested in getting involved with rugby; and suppliers of services to the rugby community.

The event will be directed to helping businesses achieve their goals: whether this is generating more revenue, finding the right partners or discovering business opportunities. The forum sessions will be led by globally acknowledged opinion formers and will offer unique insights into rugby's hot topics. The exhibitions and social networking areas will provide an intensity of activities and opportunities to make contacts in a few days that would otherwise take months to achieve.

The key themes for the inaugural event are:

- Professionalism – building closer links between rugby and business, with a shared commitment to success.
- Grass Roots – attracting and nurturing talent, and supporting development of the game through the ranks.
- Developing Nations – enabling growing rugby nations to establish viable financial structures, so rugby can develop as a genuinely global sport.

Quite simply, if you're a serious player in the rugby business community, you need to be at Rugby Expo.