

Newsroom

April 14, 2011

Georgia Southern University

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Recommended Citation

Georgia Southern University, "Newsroom" (2011). *Newsroom*. 1129.
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Newsroom

Georgia Southern University

[Home](#) > [Press Releases](#) > Georgia Southern University to Host Inaugural The Business of Sports Speaker Series

Georgia Southern University to Host Inaugural The Business of Sports Speaker Series

APRIL 14, 2011

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Georgia Southern University will host the inaugural *The Business of Sports Speaker Series* giving guests the opportunity to get a behind-the-scenes look at the business of college sports. The series, sponsored by Georgia Southern's Master of Science in Sport Management program, is free and open to the public.

The inaugural event will feature Matt DiFebo, vice president of IMG College and Chris Prindiville, vice president of Collegiate Licensing Company – an IMG Company.

"Whether you are a professional working in sports or are interested in pursuing a sport management degree, the speaker series is designed to give you an inside look at the business of sports," said Todd Hall, program director for Georgia Southern's graduate degree in sport management. "We are excited to welcome Matt and Chris to campus for our inaugural event and have already received a lot of interest."

DiFebo has become known as the nation's leading expert in collegiate ticket sales and call room operations. He has been recognized as a pioneer who has revolutionized the industry and "invented the trend" for how college athletic departments can maximize revenue from ticket sales. Prior to joining IMG College, he owned and operated his own collegiate ticket sales consulting company, The DiFebo Company, LLC.

Prindiville has been involved in college sports since graduating from the University of Oregon in 1996. His experiences include tenures with Nike, Inc. where he served as college sports marketing business manager and the University of Miami Athletic Department where he was assistant athletic director for marketing. Prindiville joined CLC in 2003 to establish the company's international division which now serves as the global licensing agency for 45 U.S. colleges and universities.

The Business of Sports Speaker Series

April 18, 2011

7 – 8:30 p.m.

Nursing and Chemistry Building

Room 1207

521 C.O.E. Drive, Statesboro, Ga. 30458

For sponsorship opportunities or for more information on *The Business of Sports* Speaker Series, contact Todd Hall at 912-478-2274 or thall@georgiasouthern.edu.

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"O Christmas Tree, O Christmas Tree..." 🎄🎵#TBT to circa 1964, when a tree in front of the Williams Center was decorated for the holidays.



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