

# ***SPORT INDUSTRY TT 2017***

***If Brand Trinidad and Tobago is to become a world class global sport brand the challenge is to move from talk to action and to do so not someday but now.***

Stakeholders in Trinidad & Tobago sport were challenged to take a personal responsibility in helping establish a thriving sport business in the country during the 2016 TTOC Sports Marketing and Business of Sport Conference, 'Towards Economic Growth and Diversification.'

Over 100 thought leaders, influencers and key decision makers from sport, finance, media, technology, investment and government discussed key issues, challenges, exchanged ideas and insights and proposed solutions and new relationships capable of helping to shape the future of sport and the sports industry.

Among the key takeaways from the day's discussion- were:

- Trinidad and Tobago, home to some of the best known athletes in the world and the top properties in global sport: The goal is to build and scale a Trinidad and Tobago multibillion dollar Sports Industry by year 2030.
- TTOC (Trinidad and Tobago Olympic Committee) will establish a Think Tank that will brainstorm strategic discussions in respect of finance, investment, communications, event planning, marketing, business development and public relations as it relates to the development of a sport business industry master plan and a unique selling proposition (USP).
- Maximising assets and investing in the future: The need for immediate action, a new paradigm and a rethink.
- How can the sports ecosystem in Trinidad and Tobago leverage and seize upon the commercial revenue opportunities locally, regionally and globally?
- Global trends in respect of the growth of social media platforms, mobile consumption and services create significant opportunities for brand Trinidad and Tobago.
- Marketing Trinidad and Tobago as a destination for sports events, meetings- including regional and Continental single sport championships, Continental, International Federations General Assemblies and International Federations Elite Training Centres
- Trinidad and Tobago can be a serious player in global sport and a pioneer and best practice case study on how a small Island state can use sport to diversify its national economy and link sport to other sectors of tourism.
- Trinidad and Tobago is a multibillion dollar sport and entertainment business: Strategically spending and investing in sport, marketing and positioning Brand Trinidad and Tobago.
- Building the economic footprint and attracting foreign direct investment into the Trinidad and Tobago sports ecosystem with the specific goal of building commercial revenues.
- The TTOC (Trinidad and Tobago Olympic Committee) intends to progress the inaugural National Beach Games in 2017 and position Trinidad and Tobago as the Beach Games capital of the Region with Tobago as the Beach Games epicentre.
- Trinidad and Tobago Sports Hub - A coherent and integrated sports monetization strategy is to be developed with the involvement of local and foreign expertise.

- Team T'TO Beach Games National Delegation-With approximately 20 sports to feature at the inaugural ANOC (Association of National Olympic Committees) 2017 World Beach Games in San Diego, USA. The T'TOC intends to use the inaugural National Beach Games proposed for 2nd quarter 2017 as a selection showcase.
- Digital media will play an important role in growing the economic footprint and increasing the level of engagement with fans.
- Opportunities for growth include beach games, mass participation events (MPEs), women's sport, extreme sports and esports.
- The challenge of taking the required action, changing the mind set and rethinking rests with Trinidad and Tobago sports stakeholders.