



**LAPS**

Life After Professional Sport

LAPS PRESENTS...

# AHEAD OF THE GAME

2023



Supported by the Premier League, LFE and PFA



[aheadofthegame@laps.careers](mailto:aheadofthegame@laps.careers)

[www.laps.careers](http://www.laps.careers)

**UCFB**





## WHAT IS IT?

**Ahead of the Game events are a great way for businesses to reach professional athletes who are planning for their future, and considering careers and opportunities beyond, or around, sport. Attendees will include men and women from across UK football academies, Premier League, Football League and non-league squads, as well as LAPS members from a range of elite and Olympic sports.**

Through a combination of workshops, guest speakers and exhibition space, this will be an important opportunity for businesses, education providers and athletes to network and connect with one another.

Ahead of the Game is supported by LFE, the Premier League and the PFA, and our headline sponsor is UCFB. We're inviting hundreds of athletes from sports and clubs all over the UK, so there really is something for every age and stage of career.



# HILLSBOROUGH STADIUM, SHEFFIELD

WEDNESDAY 8 MARCH



SPEAKER AREA  
HOSTED BY

**GAIL EMMS  
MBE**

World Champion and  
Olympian



KEYNOTE  
SPEAKER

**KELLY  
MASSEY**

Former 400m World and Olympic medallist Kelly is currently completing a PhD in Elite Athlete Identity Transitions at Liverpool John Moores University.



KEYNOTE  
SPEAKER

**CHRIS  
PRITCHARD**

Former professional cyclist who founded his own YouTube channel, The Chris Pritchard Show, which takes a light-hearted look at cycling in all its forms and has over 41 000 subscribers.



KEYNOTE  
SPEAKER

**MOHAMMED  
KASUJEE**

As a career coach and public speaker, Mohammed helps high performing clients including corporate executives, athletes and military veterans, transition into careers that align to their purpose, passions and long-term goals.



# THE VALLEY, CHARLTON, LONDON

WEDNESDAY 15 MARCH



SPEAKER AREA  
HOSTED BY

**GAIL EMMS  
MBE**

World Champion and  
Olympian



KEYNOTE  
SPEAKER

**FINN  
TAPP**

Former MK Dons and Oxford  
City footballer and 2020 Love  
Island winner.



KEYNOTE  
SPEAKER

**ANDY AYIM  
MBE**

Creator of the Angel  
Investing School.



KEYNOTE  
SPEAKER

**ROSIE AND  
MOLLIE KMITA**

Ex-professional footballers  
and sports broadcasters.



# ASHTON GATE, BRISTOL

WEDNESDAY 22 MARCH



SPEAKER AREA  
HOSTED BY

**GAIL EMMS  
MBE**

World Champion and  
Olympian



KEYNOTE  
SPEAKER

**CHRISTIAN  
MALCOLM**

4x Olympian, World and Commonwealth medallist, Christian is a former British Athletics head coach who has his own sports academy.



KEYNOTE  
SPEAKER

**GREG  
BATEMAN**

Former professional rugby player and founder of People's Captain, a craft brewery.



KEYNOTE  
SPEAKER

**NISHA  
VYAS**

Transformational coach, trainer and mentor, with experience working at the very top of football. Developing authentic leaders in the football, sports and events industries.

**ALL AHEAD OF THE GAME  
EVENTS RUN FROM 12 - 4PM**





## REACH A UNIQUE TALENT POOL

LAPS is delighted to offer you this fantastic opportunity to directly access one of the most sought-after talent pools in the world. Ambitious, competitive, results-focused, driven and tenacious – it's no surprise that sportspeople are proven to excel in careers beyond sport, because of the values and behaviours they bring to work every day.

Whether you're an employer or an educator, or anything in between, this event is designed to help you reach a unique group of elite athletes, all seeking to plan ahead for opportunities beyond sport.

We will publicise the event to our members and ensure your brand has maximum exposure.

YOU CAN SEE THE HIGHLIGHTS OF THE 2022  
AHEAD OF THE GAME EVENTS BY [CLICKING HERE](#)

## WHAT'S INVOLVED?

Interactive, informative and fun, Ahead of the Game events are designed to help athletes and organisations connect through a varied line-up of workshops, guest speakers and exhibition space. We are inviting a range of organisations to book exhibition space at the event to spark ideas, provide information and hopefully create new connections that will be mutually beneficial to athletes and organisations.

***Please note: spaces are limited and we are trying to ensure the optimum variety of sectors and opportunities for athletes.***



## WHY NOW?

It's coming to the end of the season in lots of sports and athletes are starting to consider their options once their careers are over. It's a great time to speak to athletes across different sports and career stages.

## ORGANISATIONS ATTENDING WILL GET:

- ✓ Exhibition space to display your business or organisation to athletes. We can provide a table and two chairs (subject to availability), or just the space; you can bring whatever you like to make it a fun, engaging and entertaining experience.
- ✓ Flexibility to do your own thing.
- ✓ Direct access to a unique talent pool at various stages of their careers all thinking about future pathways beyond sport.

### APPLY TODAY

£395 PER EVENT

If you'd like to apply for a space at this event, please email us on:

[aheadofthegame@laps.careers](mailto:aheadofthegame@laps.careers)

We will let you know as quickly as possible whether you've been successful.