

# QSiC 2026

Queen's Sports Industry Committee

## SPEAKERS PACKAGE



## A letter from the Co-Chairs

**Dear Potential Speaker,**

Queen's Sports Industry Committee (QSIC) is entering its 21st year of operation, and we could not be more excited.

When we asked our Executive Team why they wanted to lead QSIC, the answer was clear: "Students need more exposure to the sports industry. We want to change that." This passion has driven QSIC since 2005, helping us become one of Canada's most impactful student-led sports business conferences.

In 2025, we brought in speakers like Brad Treiving (Toronto Maple Leafs), Craig Button (TSN), Mary-Kay Messier (Bauer), and Simon Gordon (NBA). Their insights, along with many other speakers, resonated with delegates, resulting in record-breaking engagement.

For QSIC 2026, we aim to elevate the conference further by featuring top industry voices who can inspire, educate, and connect with future sports business leaders. Our programming includes speaker panels, case competitions, free agency simulations, networking events, and workshops — all designed to provide practical insights and actionable takeaways.

Thank you for considering the opportunity to share your story with Canada's next generation of sports industry leaders.

**Sincerley,**



JAY PERSAUD  
Co-Chair



JAMIE HEIJMANS  
Co-Chair





## What is QSIC?

The Queen's Sports Industry Committee (QSIC) is a student-led organization under the Queen's Commerce Society, run by a 30-person executive team at Queen's University.

For over 21 years, QSIC has connected top students with industry leaders to explore careers in sports marketing, management, analytics, media, and more.

QSIC offers hands-on opportunities through events like our three-day Conference, Sports Industry Week, Speaker Panels, and Seasonal Events such as trivia nights and the Sports Picks Competition. We also run a Brand Ambassador Program to help promote QSIC and build campus engagement. Through these initiatives, QSIC provides students with the tools, connections, and experiences to thrive in the world of sports business.







## Past Speakers

### Why Speak at QSIC?

At QSIC, speaking isn't just about delivering a talk, it's about shaping the next generation of sports business leaders. As a speaker, you'll have the unique chance to engage directly with driven, curious students who are actively exploring careers across the sports, media, and business landscapes. Your insights and experiences don't just inform — they inspire.



**CRAIG  
BUTTON**



**LARRY  
TANENBAUM**



**BRAD  
TREIVING**



**MARY – KAY  
MESSIER**

Beyond your time on stage, QSIC is a hub for real conversation and meaningful connection. Whether you're networking with peers or mentoring future talent, the event is designed to foster authentic relationships and thought leadership that extend well beyond the conference.

By joining our speaker community, you're not just sharing your story, you're helping write the next chapter of the industry.



## Conference Overview

(Based on last year's conference. Each year follows a similar structure, with some changes to event timing, content, speakers, and locations.)

### Day 1 – Thursday: Kickoff & Social

The conference opens with delegate check-in, a welcome speech, and a keynote to set the tone. Delegates then take part in an interactive event like a sports debate, followed by a group dinner. The night wraps up with a 19+ social, offering a fun and informal way to meet fellow attendees.

### Day 2 – Friday: Speakers, Case Competition & Networking

Friday includes speaker sessions, fireside chats, and a case competition workshop. Delegates compete in teams, then network with professionals in a structured setting. The evening features a group dinner and a themed 19+ social to unwind and connect.

### Day 3 – Saturday: Panels, Simulations & Awards

Saturday features a speaker panel, an interactive activity such as a simulation, and a final keynote. After a break, delegates gather for a formal dinner and awards ceremony to celebrate the weekend and recognize standout participants.

## NOTABLE PAST SPONSORS





## A letter from the Speakers Team

### Dear Potential Speaker,

Since joining QSIC, I've seen firsthand how impactful this conference is in helping students discover their passion, drive, and purpose within the sports industry. QSIC has evolved into more than just an event — it's a dynamic platform where students actively engage with industry leaders, ask thought-provoking questions, and explore the many facets of the sports business. It's a space where they don't just learn, but actively shape their future careers by engaging with the very people they aspire to become.

This year, the Executive Team is more energized than ever to take the experience to new heights. We're focused on creating moments that don't just educate, but also inspire and challenge students in ways that last well beyond the event. That's why I'm reaching out to you, I truly believe that your story and journey could spark a passion in our delegates and help them identify that drive they're eager to pursue in the sports business.

At the end of the day, the most powerful thing a student can hear is: "I was once where you are. And here's how I got to where I am." Let's work together to make QSIC 2026 the year those words truly resonate with our future leaders.

### Sincerley,



BRIDGET ANGLIN  
Coordinator



OSCAR MUHA  
Director



GIDEON FLUXMAN  
Coordinator





## Questions?

### **How many delegates attend the QSIC Conference?**

Each year, QSIC hosts between 125 and 150 delegates, depending on venue capacity and registration demand.

### **Where do delegates come from?**

QSIC welcomes students from universities across Canada, including Queen's, Western, Laurier, McGill, McMaster, Waterloo, Dalhousie, TMU, UofT, and more.

### **Does QSIC provide travel support for speakers?**

Yes! QSIC can cover up to \$200 in travel expenses for speakers, with flexibility depending on need and availability.

### **What kind of topics do speakers typically cover?**

Speakers usually share their career journey, insights into the sports industry, lessons learned, and actionable advice for students interested in sports business. We also welcome interactive elements like Q&As, discussions, or even workshops if applicable.

### **Who can I contact or where can I learn more?**

For any questions, reach out to Oscar Muha, QSIC's Speakers Director. You can also visit [officialqsic.com](https://officialqsic.com) or follow us on Instagram [@officialqsic](https://www.instagram.com/officialqsic) to see past speakers, sponsors, and event highlights.

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Thank you for taking the time to review this speaker package and consider joining us at QSIC. We deeply value the time, knowledge, and energy our speakers bring to the conference each year. Your insights have a lasting impact on the next generation of sports-business leaders, and we'd love to welcome you as part of this year's event.

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