



Featuring
Hidenori Arai
FIFA TV Services Division

Free and open to students, alumni, the University community, and the general public.

For more information, call 413-782-1786 or email Professor Curt Hamakawa at curt.hamakawa@wne.edu.

This event is presented by the Center for International Sport Business (CISB) and is sponsored by the Western New England University Alumni Association.

Established in 2007, the CISB is a forum for the study of the business of sport with an international focus. In addition to the distinguished speaker program that brings prominent personalities from sport and business to the University community, the CISB organizes a summer Seminar Abroad Program that takes students to the Olympic Games and FIFA World Cup.



CENTER FOR

Western New England University
College of Business

INTERNATIONAL SPORT BUSINESS

Speaker Series

For the Love of the Games

FIFA Broadcast Marketing

Thursday, November 15, 2018

12:30-1:30 p.m.

Sleith Hall, Wood Auditorium

Hidenori Arai, senior executive at FIFA TV Services, began his sport career as vice president at ISL, a Swiss sports marketing company with close ties to FIFA, before being named general manager of broadcast rights for Dentsu, a global advertising and public relations firm headquartered in Tokyo. Arai next took a position as executive vice president at ISE AG, a Swiss IT service provider, and since 2004 has been with FIFA in various capacities.

A graduate of Japan's prestigious Waseda University, Arai spent a year studying abroad in the United States at Wabash University in Indiana, before graduating with a degree in political science. When he is not traveling the globe on FIFA business, Arai resides in Zurich, Switzerland.

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