

## AGENDA

### 8:15AM REGISTRATION

8:40am - The State Of Sport

9:00am - A Time Of Opportunity

9:45am - Building The Live Fan Experience

#### TECH OF SPORT

Overview; Where technology meets the business of sport. This stream will cover how the increasingly popular and intertwined worlds of sport and technology can work together to deliver value to businesses, codes, teams and brands.

10:50am - How a Fan-Tech Company Implements Innovation In Sport, Pulling Together Smart Home, Voice-First Devices And Delivery Platforms.

11:35am - How AI Can Help Players And Teams Reduce Match Prep Time By 50% And How Does That Translate To Richer Fan Engagement?

#### PEOPLE OF SPORT

Overview; Uncovering and understanding the value of diversity. With inclusivity and diversity on the strategic agendas of industries and businesses everywhere, look into some of the success stories as well as showing pathways for others to follow.

10:50am - Panel Discussion: The True Value of Womens' Sport

11:35am - Sports & Communities - The Value Opportunity

#### VALUE OF SPORT

Overview; Sharpen your commercial approach to sport. Learn how the business of sports and partnerships is adapting, what is keeping the big codes and brands up at night and how industry leaders are grabbing the bull by the horns.

10:50am - Growing A Sports Brand & Club

11:35am - Panel Discussion - Enhancing Brands Through Sport

### 12:20PM LUNCH

#### TECH OF SPORT

1:20pm - Tech You Should Have on Your Radar

2:05pm - 5-Steps To Build A Winning Digital Strategy For Sports Organisations

#### PEOPLE OF SPORT

1:20pm - Invictus Games; A Celebration Of Sport And Humanity

2:05pm - Tech You Should Have on Your Radar

#### VALUE OF SPORT

1:20pm - Esports And What They Mean For Sports Marketing

2:05pm - Emotionally Connecting To Fans 2.0 - What The Research Says

### 2:50PM AFTERNOON TEA

3:10pm - AI, Applied

3:55pm - Leading In Sport

4:40pm - Looking Ahead - The Trends To Prepare For In 2019

### 5:00PM NETWORKING DRINKS IN STINGRAY