


STAGE 1

STAGE 2



STAGE 3 - TECH SHOWCASE

12:00	<p>PANEL Inside Matchroom Sport: Building the brand</p>	<p>CASE STUDY How AS Roma use data to inform decisions and drive fan engagement</p>	<p>Stats goals: Inside the Bundesliga's AWS collaboration</p>	<p>NETWORKING Including:</p> <ul style="list-style-type: none"> AI matchmaking Topic roundtables Networking huddles Multitasking Live in session chat Direct networking 	
12:15		<p>KEYNOTE New horizons: In depth with HBSE CEO</p>	<p>CASE STUDY Inside the partnership: Creating the digital home of hockey</p>		<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>
12:30			<p>PANEL Growing together: Understanding the value of true sports partnerships</p>		
12:45	<p>PANEL The next generation: How to use AI to drive sports engagement</p>				
13:00		<p>CASE STUDY Content, data, monetisation: Building a fan-centric digital ecosystem</p>			<p>PANEL Going global: New opportunities for growth</p>
13:15			<p>PANEL Sports tech investment: Which technologies will define the sporting experience of the future</p>		
13:30	<p>PANEL Across all channels: Maximising the fan and creator experience on social</p>				
13:45		<p>PANEL Rebranding and changing directions in the NFL: CMO insights from the big league</p>			<p>HAPPY HOUR</p> 
14:00			<p>CASE STUDY Effectively combatting sports piracy</p>		
14:15	<p>PANEL Rebranding and changing directions in the NFL: CMO insights from the big league</p>				
14:30		<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>			
14:45			<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>		
15:00	<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>				
15:15		<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>			
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16:00		<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>			
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18:00	<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>				
18:15		<p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p> <p>TECH SHOWCASE</p>			

STAGE 1

STAGE 2

STAGE 3 - TECH SHOWCASE

12:00	<p>KEYNOTE The big interview: Gary Neville</p>	<p>PANEL Esports after COVID - temporary diversion or viable sport rival?</p>	<p>Johan Cruyff Arena - Implementing technology and sustainability into the matchday experience</p>	<p>NETWORKING</p> <p>Including:</p> <ul style="list-style-type: none"> AI matchmaking Topic roundtables Networking huddles Multitasking Live in session chat Direct networking
12:15				
12:30				
12:45	<p>CASE STUDY Driving sustainability: F1's strategy for reaching Net Zero Carbon by 2030</p>	<p>PANEL Lure of the pirates: what drives fans to watch illegal content</p>	<p>TECH SHOWCASE</p>	
13:00	<p>KEYNOTE Barca TV+ more: A look into FC Barcelona's digital transformation journey</p>	<p>PANEL New opportunities: Innovation for changing media consumption habits</p>	<p>TECH SHOWCASE</p>	
13:15				
13:30				
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14:00	<p>KEYNOTE Investing in disruption: How to evaluate the emerging sports tech industry</p>	<p>PANEL Making sponsorships work: Finding value in uncertain times</p>	<p>TECH SHOWCASE</p>	
14:15				
14:30				
14:45	<p>PANEL Game changing: The role of remote broadcast and AI in the recovery of sports</p>	<p>PANEL How can sports adopt technology to address evolving fan expectations</p>	<p>TECH SHOWCASE</p>	
15:00				
15:15				
15:30	<p>PANEL Broadcast technology: Creating new digital-first viewing experiences</p>	<p>PANEL From extreme sports to esports - Inside the Red Bull athlete programme</p>	<p>TECH SHOWCASE</p>	
15:45				
16:00				
16:15	<p>KEYNOTE Changing the game: How the 49ers are innovating to the new reality</p>	<p>PANEL Hosting for Sustainability: Minimising the Impact of major sports events</p>	<p>Technology and the future of fan experience in stadiums</p>	
16:30				
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17:00	<p>HAPPY HOUR</p> 			
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