



iSportConnect
Connecting the business of sport

2022 Masterclass Series: **Digital & Data**

A place to connect. To inspire. To share ideas.
To start conversations and open doors with
the world's largest private sports business network.

| **#connectingthebusinessofsport**



Emirates Stadium – Emirates Stadium,
Hornsey Rd, London N7 7AJ



09:00 - 17:00 BST



Tuesday 29th March 2022

Digital & Data Masterclass

Agenda 29th March 2022

09:00 - Registration & Breakfast

09:50 - Masterclass Introduction

10:00 - Keynote: Driving Digital Innovation in Music

10:30 - Panel 1: Data Driven Customer Experiences

11:15 - Workshop breakout

11:45 - Panel 2: The Loyalty Debate - Build vs Retain

12:30 - Lunch

13:30 - Interview of the Day: What Can Sports Learn from Esports?

14:00 - Panel 3: The Evolution of D2C

14:45 - Workshop breakout

15:15 - Panel 4: The Future of Sports Content

Consumption on Social

16:00 - Discussion Wrap Up

16:15 - 18:00 - Networking drinks

Welcome 9:50

Welcome to iSportConnect's Digital & Data Masterclass

Our iSportConnect host, Ben Page will open the event alongside David Fowler, our Advisory MD, ahead of a day of networking, learning and collaboration.



Keynote 10:00

Driving Digital Innovation in Music

The sports market has much to learn from the experience of the music industry. A leader in the global music business shares insights on the development of the digital market and what lies ahead for the entertainment sector.

Moderator

Jay Stuart Editor at Large at iSportConnect



Jay Stuart is Editor-at-Large of iSportConnect and Course Director of the education initiative iSportLearn. During three decades of covering the media and sports industries, he has been staff correspondent in Italy for Variety, editor of Television Business International and leading sports business publications, and he served as media consultant for SportAccord Convention.



Scott Cohen Chief Innovation Officer at Warner Music

A prominent public speaker and lecturer, Scott travels the world evangelising new business models for the digital age. An outspoken proponent of AR, VR, Blockchain and AI, he is also testing the limits of technology and biology and became a cyborg in 2016 after developing the North Sense.

Panel 1 10:30

Data Driven Customer Experiences

The business of sport has become adept at collecting data but arguably not so adept at leveraging that data to improve fan experiences. In this panel we explore specific use cases and experiences of leading experts from inside and outside of the sports industry to unearth the secrets to data success.

Panel Lead

Alexandra Kyrke-Smith

Audience Strategy Director at InCrowd



Ali is a data insight expert with extensive experience in sport. Ali oversees insight delivery for InCrowd's customers, with a particular focus on how data informs strategy and drives revenue.

Alison Crowe

Director of Digital & Data at ECB



Alison joined the ECB in January 2020 as Director of Digital and Data. She manages the Digital & Data function for the ECB across all aspects of cricket from elite England teams, through the domestic professional game, The Hundred and recreational and junior cricket.

Jim Hingston

Head of Digital Product at The Gym Group



Jim is an experienced product & digital leader working for the Gym Group where he has led their digital transformation to deliver the Gym Group's mission of breaking down barriers to fitness for everyone in the UK providing top quality gyms and fitness at affordable prices.

Mic Conetta

Head of Digital Experience at Arsenal Football Club



Mic is an industry leader with proven experience working with blue chip brands in the utilisation of data and technology to underpin fan/customer engagement strategies across established and emerging channels. Mic is currently leading the Digital Experience team at Arsenal Football Club

Panel 2

11:45

The Loyalty Debate: Build Versus Retain

Sport faces increased competition for the attention of new generations of fans as well as international fans. How do we find the right formula of engagement with our current fans to optimise loyalty while investing in building relationships with new fans?

Panel Lead



Tim Barber

Commercial Director at EngageRM

Tim leads the global commercial team at EngageRM, and is focused on ensuring organisations fulfil their brands potential through utilising digital and data to maximise outcomes.



Christian Magsisi

Vice President, Technology & Digital at MLSE

Christian works with MLSE's professional sports teams (Argos, Leafs, Raptors, TFC) and business operations to create technology solutions for front office, coaches and players, as well as enhance the digital fan experience for those watching at home and the fans in MLSE venues such as Scotiabank Arena and BMO Field.



Anmol Malhotra

Head of Sports Partnerships at SNAP Inc

Anmol oversees sports partnerships globally at Snap Inc., the parent company of Snapchat, leading relationships with leagues, broadcasters, and rights holders including the NFL, NBA, MLB, UFC, FIFA, Fox, Turner Sports, and NBC.



Scott Kegley

Executive Director at Minnesota Vikings

As the Executive Director, Digital Media & Innovation, Scott oversees all aspects of digital media, social media, mobile strategy, online editorial content and international marketing.

**Interview
of the Day
13:30**

What Can Sports Learn from Esports?

Evil Genius have grown to be a strong sports business, building its own analytics platform. From their savvy marketing they have learnt to deliver value for sponsors in a digital environment Nicole will share who she has grown the company during her time and her own career journey into esports. We will look at what traditional sports can learn from eSports and the power of the digital world.

Moderator

Jay Stuart
Editor at Large at iSportConnect



Jay Stuart is Editor-at-Large of iSportConnect and Course Director of the education initiative iSportLearn. During three decades of covering the media and sports industries, he has been staff correspondent in Italy for Variety, editor of Television Business International and leading sports business publications, and he served as media consultant for SportAccord Convention.

Nicole LaPointe Jameson
CEO at Evil Geniuses



As the CEO of global esports organization Evil Geniuses (EG), Nicole heads up a legacy sports brand that has helped to define the modern era of competitive gaming and continues to break boundaries today. Overseeing strategy and operations around EG's competitive sports, technology, education, streaming and entertainment, and merchandise as well as masterminding expansion into new business sectors.

Panel 3 14:00

The Evolution of D2C

Sport has talked about going direct to consumer for many years. However, the offerings have evolved little beyond OTT video platforms. How can the industry go beyond the focus on OTT video and enter a true direct to consumer era driven by the needs of fans?

Panel Lead

Léa Emma Bayssat

Product Marketing Manager, Sports Partnerships
EMEA @Meta



Léa joined Facebook four years ago from a Creative agency in Paris to manage media agencies and advise on their marketing spend on Facebook and Instagram. After two years in that role in Dublin, She joined the Sports Partnerships team in London to collaborate with their Sports Teams partners.

Rob Alberino

Vice President Content & Production
at Kansas City Chiefs



Alberino leads all short-form and long-form content efforts, including creation and distribution across the club's traditional, digital, social and over-the-top platforms.

Paula Bobbett

E-Commerce Director at Boots UK



Paula is an experienced e-commerce professional with over 20 years' of retail experience across a number of different sectors. In December 2020, Paula joined Boots UK as Director of boots.com, to manage and develop the online and digital capabilities of the leading health and beauty retailer.

Anthony Smith-Chaigneau

Senior Director of Global Sports Marketing and
Market Development at NAGRA



Anthony is a digital TV veteran who throughout his career has focused on interactive and value-added services for the consumer.

Panel 4 15:15

The Future of Sports Content Consumption on Social

The role of social media in sport and society in general has evolved since the early days off Facebook. Gen Z have grown up with a plethora of platforms and content formats to choose from. What can we learn from the consumption habits of emerging generations that can help us to understand how we can better leverage social media.

Panel Lead



Bethany Hushon

Head of Community, at iSportConnect

Bethany heads up iSportConnect's CRM and Community Team. In her role, she manages the membership process as well as CRM and business intelligence.



Jeff Nathensen

MD at Team Whistle International

As international MD for the ELEVEN Group company Team Whistle, Jeff works to create the next generation of content and sports brands through social platforms. Jeff was previously Head of Football for YouTube.



Sean Phaler

Director of Digital Marketing at Tepper

Now at Tepper Sports and Entertainment, Sean is driving digital marketing strategies across the Carolina Panthers, Charlotte FC and Bank of America Stadium.

Discussion Wrap Up 16:00

Events Calendar 2022

Date	Event	Location
MAY Tuesday 10th	Broadcast & OTT Masterclass	Twickenham Stadium, London REGISTER HERE
JUNE Tuesday 28th - Wednesday 29th	iSportConnect Presents: Web 3 Summit	Emirates Stadium, London REGISTER HERE
JULY Thursday 7th July	Community Summer Event	Wimbledon/AELTC London
AUGUST	Major Events & Host Cities Masterclass	Birmingham
SEPTEMBER	Lausanne Summit & Innovation Masterclass	Switzerland
OCTOBER	Brands Masterclass	TBC
DECEMBER	Leadership Masterclass	TBC



iSportConnect

Web3 Summit

How blockchain will change sport using
NFTs, the Metaverse, DeFi & cryptocurrencies.

JUNE

Tuesday 28th - Wednesday 29th
Emirates Stadium, London

[**MORE INFORMATION HERE**](#)**PROMOTIONAL CODE: DD399**