

iSportConnect's 'Elevating Sporting Entertainment through Tech Platforms'

In-person [9am - 1.30pm], Monday 20th November; Coutts, 440 Strand, London WC2R 0QS

9.00am: Opening Remarks by Chairperson

Jay Stuart, Content Director, **iSportConnect**

9.05am: Panel: Elevating Sports Entertainment: Product Management, Growing Fan Bases and Driving Revenue

- Value Conversion via Technology: Discussing platforms that effectively convert passive fans into engaged customers, utilising tools, analytics, and strategies.
- Revenue Growth, Global Reach and International Expansion: Examining the potential of sports entertainment platforms to drive revenue growth and expand international market presence through digital ecosystems.
- Digital Transformation and Diversifying Sporting Entertainment Offering: Factors in considering the adopting new technologies to enhance fan loyalty, building revenue resilience and adapt to changing market environments and increase the value of a sporting entertainment property.

Panellists:

Massimo Marinelli, Board Member, **Leeds United & CEO, Aser Ventures**

Tom Kiley, Senior Director of Strategy, **NFL**

Jon Carman, Head of Product, **England Rugby**

9.35am: Breakout roundtable 1: Driving Stakeholder Value- Shifting Sport Property into Entertainment Property

- Discussion around the key elements and features of engagement platforms that drive value for fans, such as personalization, interactivity, and immersive experiences.
- The evolving expectations and preferences of fans, discussing how platforms can adapt to meet and exceed these expectations, ensuring sustained engagement and loyalty.
- Collaboratively, brainstorm on how platforms can be optimised or innovated to enhance fan experiences, discussing the integration of emerging technologies and user-centric approaches.

10.10am: Networking Break

10.40am: The Future of Sports-Tech Collaboration: Navigating Challenges and Seizing Opportunities:

- Exploring the changing landscape, including strategic empowerment, social responsibility, and long-term investment.
- Discussing how the sports industry can take ownership of tech relationships while balancing risk and reward.
- Focusing on tech's role in enhancing fan engagement, driving revenue, and ensuring long-term growth.
- Exploring the collaborative sports model and the impact of sports stars as investors and owners.

Fireside Chat : Caroline Townley, Director, **Active Rights**

11.10am: Panel: The Sports Entertainment Technology Landscape: What is Delivering Value and Driving Investment?

- Assessing the current ecosystem of solutions and services available for rights holders, brands and audiences.
- How sports rights holders can drive value when making the transition to an entertainment model.
- How investment can facilitate growth but needs to be complemented with innovative thoughts.
- From immersive spectator experiences to interactive video highlights and replays, what is creating value in fan engagement and live sports entertainment? How is demand driving investment and partnerships in technology platforms?
- Market outlook for tools that make fan engagement more personalised, relevant and interactive. Examples from the next generation of social media, streaming and gaming, as well as the application of solutions such as AI, metaverse and blockchain

Panellists:

Samir Ceric, COO, **BlockSport AG**

Elis Jones, Head of Sports Advisory and European Gaming, **Goldman Sachs**

Suzanne Clarke, Global Head of Finance, **VeUP**

11.40am: Breakout roundtable 2: The Power of Data in Entertainment-Sports Hybrid Models

- Realising ROI through Data-Driven Strategies, Delving into how data-driven strategies can be tailored specifically to the unique dynamics of entertainment-sports hybrid models
- Building Data Analytics Capabilities within the Organization, Exploring strategies and prerequisites for establishing robust data analytics capabilities within entertainment-sports organisations, including infrastructure, talent acquisition, and integration into various aspects of the hybrid model.
- Success Stories and Lessons Derived.

12.20pm: Wrap-Up and Closing Remarks

12.30pm: Networking Lunch