

Disruptive Digital Platforms for the Sports Industry

8.45am: Delegation Arrival & Refreshments

9.10am: Opening Remarks by Chairperson

9.15am: Panel Discussion - Maximising Fan Engagement Through Data and Content

- Utilising fan insights to craft targeted and engaging content that resonates with unique sports followers.
- Content as a Growth Driver: Exploring how personalised content strategies based on fan data can expand and deepen the fan base.
- Digital Transformation and Fan Data: Discussing the role of data in guiding digital transformation efforts aimed at fan engagement.
- Building Stronger Fan Connections: How data-driven content strategies can enhance fan experiences and loyalty.

9.55am: Case Study - Expanding Reach: A Sports Entity's Growth Story

- Data-Driven Fan Engagement: Detailing how a sports entity successfully used first-party data to expand its fan base and enhance engagement.
- Content Strategy Revamp: Showcasing the development and execution of a personalised content strategy based on fan data insights.
- Impact on Fan Growth and Revenue: Assessing how targeted content strategies led to increased fan engagement and opened new revenue channels.

10.20am: Roundtable Discussion - Data and Content: Twin Pillars of Fan Base Expansion

- Effective Data Utilisation: Sharing best practices for collecting and leveraging first-party fan data to inform content strategies.
- Personalising Fan Experiences: Crafting unique and relevant content that aligns with fan preferences and behaviours.
- Synergizing Content and Data: Discussing ways to integrate fan data into content creation to continuously grow and engage the fan base.

10.50am: Networking Break

11.20am: Case Study - Data-Driven Success in Sports Marketing

- Leveraging Fan Data: A detailed look at how a federation used first-party data to revamp its marketing and sponsorship strategies.
- Improved Sponsor Engagement: Showcasing how data insights added value to sponsorships and partnerships.
- Revenue Growth Through Personalization: Exploring the impact of targeted fan experiences on revenue channels, such as subscriptions for live and non-live content.

11.45am: Panel Discussion - Enhancing Value Propositions to Sports Partners with First-Party Data

- Harnessing First-Party Data: Utilising insights from unique sports followers to create targeted and personalised fan experiences.

- Digital Transformation Benefits: Linking the collection and analysis of first-party data to strategic digital transformation goals.
- Strengthening Sponsorship Value: Demonstrating how in-depth fan data can attract and retain sponsors by offering targeted and effective marketing opportunities.
- Partnership Potentials: Exploring how data-driven insights can lead to more meaningful collaborations with sports partners and sponsors.

12.25pm: Roundtable Discussion - Digital Content and Fan Data: Driving Sponsor Value

- Strategies for Data Collection: Best practices for gathering and leveraging first-party fan data.
- Content Tailoring: Using fan insights to create content that resonates, driving engagement and sponsor interest.
- Enhancing Sponsor Relations: Discussing how data can be used to present compelling sponsorship opportunities and create win-win scenarios for federations and their partners.

12.55pm: Closing Remarks

13.00pm: Networking Lunch