<center>**Brand Activation and ROI in Sports Marketing**</center>

8:30 am: Networking Breakfast

9.10am: Harnessing First-Party Fan Data in Sports Advertising
- Integration of first-party fan data with programmatic advertising for enhanced engagement.
- Experiences and expectations regarding the impact of data on sports advertising efficacy.
- Exploring the latest in programmatic advertising technologies and their applications in sports.

9:35 am: Panel Discussion: Maximising ROI through Data-Driven Strategies in Sports Marketing
- Industry approaches to leveraging first-party fan data for optimising ROI in sports partnerships and sponsorships.
- Strategies for monetizing content effectively and engaging fans beyond live events, with a focus on measurable returns.
- Tackling challenges in data collection and usage to create impactful marketing campaigns that drive high ROI.
- Exploring innovative methods to enhance content value and audience engagement, thereby increasing the return on investment in sports marketing.

[Rights holders and brand partners as panellists]

10:20 am: Roundtable - Crafting Effective Sports Campaigns: Strategies for Brands
- Strategies for leveraging large-scale fan data to create impactful sports campaigns for brands.
- Exploring creative solutions for targeted advertising into sports marketing to maximise brand exposure and engagement.
- Techniques for enhancing campaign performance through advanced data analysis, focusing on measurable outcomes and ROI for brands in sports marketing.

10:50 am: Coffee Break

11:20 am: Programmatic Advertising in Sports Marketing: Efficiency and Strategy
- Comprehensive analysis of the efficiency and cost-effectiveness of programmatic advertising within the sports sector.
- Insights into current trends and evolving dynamics in sports-focused programmatic advertising.
- Advanced techniques for real-time optimization of programmatic campaigns aimed at sports audiences, enhancing targeting precision and campaign efficiency.
- Approaches to minimise marketing wastage and maximise ROI using accurate data analytics in sports marketing.
- Exploration of opportunities and challenges encountered in leveraging data for sports marketing, with a focus on strategic decision-making.

- Presentation of case studies that demonstrate innovative and successful applications of programmatic advertising in the sports industry.
- Forecasting future trends and potential investment shifts in the realm of sports programmatic advertising.

11.45 am: Panel Discussion: Opportunities for Brand Partners in Personalised, Engaging Fan Experiences
- Personalization at Scale: Unpacking how brand partners can utilise AI and data analytics to tailor content for individual fan experiences, enhancing engagement and loyalty.
- Integrating Programmatic Advertising: Strategies for brand partners to seamlessly incorporate programmatic advertising within personalised content, maximising relevance and impact.
- Leveraging Interactive Video Content: Exploring innovative approaches for creating interactive video experiences that resonate with fans and provide new opportunities for brand integration.
- Anticipating Future Trends: Discussing emerging technologies and trends in fan engagement, and how brand partners can stay ahead in offering captivating, personalised experiences.

12.25pm: Roundtable - Leveraging Data in Sports Marketing to Drive Engagement
- How brand partners can use data analytics to personalise and elevate the fan experience in sports, creating more meaningful connections.
- Strategies for brand partners to balance revenue generation with maintaining fan trust and loyalty, especially in the context of sports partnerships.
- Techniques for brand partners to utilise data insights in crafting compelling and effective sports marketing campaigns that resonate with fans.
- Exploring future trends and emerging technologies that brand partners can leverage for enhanced fan engagement and data-driven marketing strategies in sports.

12:55 pm: Closing Remarks

13.00pm: Networking Lunch Break