

Digital Engagement: Enhancing Sports Growth and Commercialisation for Federations

8:50 - Registration & Networking

9:15 - Welcome and Introduction

Opening remarks highlighting the focus on digital transformation for sporting federations.

9:20 - Embracing Digital Evolution in Sporting Federations

- Discussing the importance of digital innovation for sporting federations in enhancing fan engagement and expanding reach.
- Exploring successful digital strategies that have driven audience growth and revenue for federations.

9:45 - Panel Discussion: Leveraging Digital Platforms for Growth in Sporting Federations

- Insights on how sporting federations can effectively monetize their digital content. Exploring strategies that led to increased audience reach and revenue.
- Innovative Revenue Streams: Unpacking best practices for leveraging digital media, including broadcasting, to create diverse revenue streams. Highlighting the potential of pay-per-view events, subscription models, and exclusive digital content offerings.
- Exploring case studies of successful digital commercialization within federations.

10:10 - Roundtable Session: Digital Engagement Strategies for Sporting Federations

- Discussing ways to build captivating digital environments that resonate with sports fans.
- Exploring the integration of innovative technologies in enhancing fan experiences.

Tables moderated by digital strategy leaders from various sporting federations.

10:40 - Networking Break

11.10am: Multi-Platform Distribution to Amplify Live & Non-Live Sports Content and Capture Fragmented Audiences

- Cross-Platform Synergy: Creativity, branding and data strategy across different platforms and the strategies leagues and federations are employing to achieve this.
- User Behaviour Insights: How platform-specific analytics are reshaping content strategies, allowing for more targeted, personalised, and impactful content delivery to fans.
- Fan-Generated Content: Tapping into the potential of user-generated content, both as a tool for increased fan engagement and as a feedback mechanism for understanding viewer preferences and pain points.
- Emerging Platform and Technology Potential: Unpacking the benefits and challenges of newer platforms in OTT to social media, as well as the application of generative AI, blockchain and metaverse to reach younger and more diverse demographics.

11.35am: Panel: Digital Transformations: Captivating a New Generation of Fans

- Virtual Sports & Olympics: Fostering the growth of eSports within the Olympic Movement, and its potential to redefine competitive sports for the digital generation.

- **Innovative Formats:** Experimenting with fresh sports formats that resonate with younger demographics, ensuring adaptability and relevance in a changing landscape.
- **Digital Outreach:** Utilising advanced digital platforms and social media strategies to connect, engage, and grow the younger audience base.
- **Collaborative Ventures:** Building partnerships with popular eSports leagues, gaming communities, and influencers to bridge the gap between traditional sports and the digital realm.

12:15pm: Roundtable: How Digital Platforms are Transforming Sponsorship in Sports Federations and Properties

- **Storytelling in Sponsorship Through Digital Narratives:** Moving beyond basic branding to develop sponsorship narratives that leverage digital platforms for storytelling, shared values, and community impact. Exploring how digital content can deepen the connection between sponsors, federations, and fans.
- **Interactive and Immersive Sponsorship Experiences:** Utilising digital platforms to create more engaging, interactive, and personalised sponsorship experiences. Examining how augmented reality, virtual events, and social media campaigns can transform traditional sponsorship approaches.
- **Expanding Sponsorship Horizons Digitally:** Using digital tools and platforms to attract a diverse portfolio of sponsors, including those from non-traditional sectors previously unrelated to sports. Exploring how digital reach can open new opportunities for innovative sponsorships.
- **Digital Analytics for Measuring Sponsorship Impact:** Implementing advanced digital analytics and metrics to precisely evaluate the ROI of sponsorships. Discussing how digital data can provide transparency and enhance the value of partnerships for both sports federations and sponsors.

12:45 - Round-up of Roundtable Discussions

13:00 - 14:00 - Lunch & Networking