Digital Products & Gamification for Fan Engagement

8.30am: Networking Breakfast

9.10am: Opening Remarks

9:15 am: Panel Discussion: Engaging Gen Z: The New Frontier in Sports Fandom Through Gaming and Immersive Tech
- Exploring Gen Z's Engagement in Sports Through Mobile Gaming: Analysing how mobile gaming apps are specifically attracting and retaining Gen Z sports fans, with a focus on their unique consumption habits and preferences.
- Innovative Approaches to Sports and Gaming for a New Generation: Discussing the integration of sports themes in gaming apps popular among Gen Z, and how these platforms are evolving to cater to a younger, digitally native audience.
- The Role of Immersive Technologies in Sports Fandom: Examining how virtual and augmented reality are reshaping the sports experience for Gen Z, enhancing fan engagement through immersive technologies.

9:55 am: Case Study: Capturing the Gen Z Market with Sports-Themed Gaming Apps
- Developing Sports Gaming Apps for a New Fan Base: A comprehensive look into the development process of sports-themed gaming apps, with an emphasis on features and strategies that resonate with Gen Z consumers.
- Marketing and Community Engagement: Insights into the marketing tactics and community-building strategies that have proven successful in connecting these gaming apps with Gen Z sports enthusiasts.
- Measuring Impact and Adaptation: Evaluating the impact of these apps on fan engagement and loyalty, and discussing ongoing adaptations to keep pace with the evolving preferences of Gen Z users.

10.20am: Roundtable: Developing and Delivering Engaging Sports Apps
- Practical session on designing and optimising sports apps for fan engagement.
- Focus on user experience, gamification, and community building.

10.50am: Networking

11:20 am: Digital Transformation: Monetising Fan Data from Digital Products
- Building a Comprehensive Digital Ecosystem: Exploring essential components of digital infrastructure for effective data collection and analysis in sports gaming and apps.
- Strategies for Data-Driven Revenue Generation: Examining methods to transform fan engagement data into revenue, including targeted advertising, in-app purchases, and personalised content.
- Boosting Fan Engagement Digitally: Discussing innovative techniques to enhance user interaction and data quality through gamification and immersive experiences.

11.45am: Panel: Digital Products to Drive Fan Engagement in Emerging/Challenger Sports
- Strategies to use gaming apps to build fanbases for niche or emerging sports.

- Case studies on successful integration of lesser-known sports into popular gaming platforms.

12.25pm: Roundtable: Engaging Gen Z: The New Frontier in Sports Fandom Through Gaming and Immersive Tech
- Exploring Gen Z's Engagement in Sports Through Mobile Gaming: Analysing how mobile gaming apps are specifically attracting and retaining Gen Z sports fans, with a focus on their unique consumption habits and preferences.
- Innovative Approaches to Sports and Gaming for a New Generation: Discussing the integration of sports themes in gaming apps popular among Gen Z, and how these platforms are evolving to cater to a younger, digitally native audience.
- The Role of Immersive Technologies in Sports Fandom: Examining how virtual and augmented reality are reshaping the sports experience for Gen Z, enhancing fan engagement through immersive technologies.

12.55pm: Closing Remarks

13.00pm: Networking Lunch