<u>Leveraging the Value of Sports Rights Holder First Party Fan Data</u>

8.30am: Networking Breakfast
Opportunity for attendees to network and discuss initial thoughts on sports data and fan engagement.

9.10am: Opening Remarks
Introduction to the day's focus on harnessing first-party fan data for sports rights holders.

9:15 am: Panel Discussion: Unlocking the Potential of First Party Fan Data
- ***Maximising Fan Data Value***: Understanding the significance and potential of first-party data collected by sports rights holders.
- ***Leveraging Data for Brand Partnerships and Advertising***: Exploring how the unique value proposition of first-party fan data can be utilised to negotiate lucrative brand partnerships and advertising deals, focusing on strategies to maximise revenue generation through targeted and effective sponsor engagements.
- ***Data-Driven Decision Making***: How sports rights holders can use fan data to inform decisions, improve fan experiences, and drive strategic initiatives.
- ***Data Collection and Privacy Compliance***: Discussing ethical and compliant methods of fan data collection in the sports industry.

9:55 am: Optimising Fan Data Strategies
- Delving into how top sports organisations have successfully leveraged fan data for commercial advantage and enhanced fan engagement.
- ***Balancing Monetization with Fan Trust:*** Exploring the balance between data monetization and maintaining trust and loyalty among fans.

10.20am: Roundtable: Challenges and Solutions in First Party Data Management
- Addressing Data Management Challenges: Discussions on the challenges faced in collecting and managing first-party fan data.
- Solution Sharing and Best Practices: Sharing solutions and best practices in data management among sports rights holders.

10.50am: Networking Break

11:20 am: Monetising Fan Data for Merchandising and Sponsorship
- ***Insights for Sponsorship***: Leveraging fan data to provide valuable insights for sponsorship opportunities and partnerships.
- ***Digital Products and Merchandising***: Strategies for using fan data to enhance merchandising, including digital products like NFTs.
- Case Studies in Monetization: Real-world examples of successful data monetization in merchandising and sponsorships.

11.45am: Panel: Enhancing Fan Experience and Revenue through Data
- ***Fan Experience Innovation***: Leveraging fan data to create innovative and personalised fan experiences.
- ***Monetising Data Insights***: Strategies for turning data insights into revenue-generating opportunities.

- ***Future Trends in Fan First-Party Data Strategy***: Exploring emerging trends and technologies in data analytics and their potential impact on sports fan engagement.

12.25pm: Roundtable: Developing Data-Driven Fan Engagement Strategies
- Sharing perspectives on how to create successful fan engagement strategies using first-party data.
- Fan Profiling and Segmentation: Techniques for segmenting fan data to create targeted marketing and engagement strategies.

12.55pm: Closing Remarks

1.00pm: Networking Lunch