

Fan Data Platforms: Enabling Personalised, Engaging Fan Journeys

8:45 am: Registration and Welcome Coffee

- Networking opportunities among attendees
- Introduction to the day's focus areas

9:10 am: Opening Remarks

- Overview of the event's purpose, focusing on personalization and customer experience
- Introduction of speakers and schedule

9:15 am: Leveraging Personalisation Data Platforms for Enhanced Customer Experiences

- Exploring the evolution and role of personalization data platforms in customer engagement
- Case studies on successful implementation for maximising fan experiences

9:40 am: Panel: Personalisation and Data Technologies in Fan Engagement

- The importance of investing in the right digital infrastructure to maximise the potential of fan data platforms, and how this can lead to more effective and personalised fan experiences.
- How insights from fan data can lead to more nuanced and effective personalization strategies.
- Integrating Multi Channel Engagement: Exploring strategies for integrating fan data across multiple channels (social media, mobile apps, websites) to create a seamless and personalised fan experience.

10.20 am: Breakout Session: Data-Driven Strategies for Dynamic Fan Engagement

- Implementing Data-Driven Decision Making: This segment will focus on how organisations can effectively implement data-driven decision-making processes to enhance fan engagement, using insights gathered from personalization data platforms.
- Real-Time Data Utilisation: Discussing the importance and methods of using real-time data analytics to adapt and personalise fan engagement strategies dynamically.
- Enhancing Fan Experiences through AI and Machine Learning: Delving into how artificial intelligence and machine learning can be used to analyse fan data and predict trends, leading to more personalised and engaging experiences.

10:50 am: Networking Break

11.20am: Integrating CRM and Customer Data for Cohesive Fan Journeys

- Strategies for effective integration of CRM systems and customer data
- Analysing the impact of CRM on personalised fan experiences
- Discussion on privacy, data security, and ethical use of customer information

11.45am: Panel: Enhancing Fan Engagement & Revenue: Optimising Backend Systems for Personalised Experiences

- **Selecting Optimal Backend Software:** Discussing the criteria for choosing backend software that best supports personalization in fan engagement.
- **Data Management Strategies:** Exploring effective techniques for managing and scaling downstream data to enhance personalization and fan experience.
- **Designing Robust Backend Architectures:** Focusing on the design and implementation of backend systems that can handle dynamic fan data for personalised journeys.
- **Real-World Success Stories:** Presenting case studies demonstrating how optimised backend solutions have driven fan engagement and revenue growth.

12.25pm: Actionable Insights and Future Directions: Harnessing Fan Data for Long-term Engagement and Growth

- **Synthesising Key Learnings:** Review and discussion of the critical insights gathered from the day's sessions, focusing on how they can be applied to real-world scenarios in fan engagement and revenue generation.
- **Strategizing for Future Implementation:** Interactive session for participants to strategize on applying the learned concepts to their specific contexts, encouraging collaboration and idea sharing.
- **Exploring Advanced Analytics Techniques:** Delving into how advanced analytics can be leveraged to extract actionable insights from fan data, enhancing personalization and engagement strategies.
- **Preparing for Emerging Trends:** Discussing upcoming trends in fan data utilisation and personalization, and how organisations can prepare to stay ahead in an evolving digital landscape.
- **Networking and Collaborative Opportunities:** Facilitating networking among participants, encouraging the formation of potential collaborations and partnerships for future projects.

12:55 pm: Closing Remarks

13.00pm: Lunch