<u>Sports Video Content: Personalisation, Scalability and Automation</u>

8.30am: Networking Breakfast
An opportunity for attendees to engage in discussions on the latest trends in sports video content.

9.10am: Opening Remarks
Introducing the focus on personalization, scalability, and automation in sports video content.

9:15 am: Panel Discussion: Enhancing Fan Engagement with Personalized Video Content
- Personalization Through AI and Automation: Delving into how artificial intelligence and automated systems are used to create personalised sports video content.
- Mobile-First and Social-Ready Video Strategies: Strategies for tailoring content to mobile and social media platforms.
- Utilising AI and machine learning for efficient production of engaging content.

9:55 am: AI-Automated Highlights to Drive Engagement for Federations, Leagues and Teams
- Driving higher engagement, monetize your content, and boost subscription with an automating end-to-end workflow.
- Scalability in Video Content Creation: Exploring scalable solutions in sports video content for wider reach and impact.
- Utilising SaaS Platforms for Video Editing: The role of Software as a Service (SaaS) platforms in streamlining video production.

10.20am: Roundtable: Creating Immersive Sports Video Experiences
- Immersive Content Strategies: Exploring how to craft immersive sports video content that engages fans on a deeper level, including the use of 360-degree videos, augmented reality (AR), and virtual reality (VR).
- Enhancing Fan Experience with Immersive Technology: Discussing the role of immersive technologies in transforming the sports fan experience, from live events to at-home viewing.
- Innovative Revenue Models through Immersive Content: Exploring new revenue opportunities that immersive sports content can provide, such as interactive advertising, premium content subscriptions, and VR/AR experience sales.
- Challenges and Solutions in Producing Immersive Content: Addressing the technical and creative challenges involved in producing high-quality immersive sports content and sharing solutions to overcome these obstacles.

10.50am: Networking Break

11:20 am: Enhancing the Sports Fan Experience through Personalised Video
- How personalised video technology can transform the fan experience and the various ways it can maximise revenue opportunities.
- Examples of using video content to enhance fan experience, loyalty, and awareness of your brand (i.e. Behind the scenes videos, real-time updates, match previews and player announcements).

- Using a personalised video distribution platform to provide critical insights to improve club, league and federation marketing outreach.
- Balancing Innovation and Monetization: Strategies for maintaining a balance between innovative content creation and revenue generation.

11.45am: Panel: Revolutionising Sports Broadcasting with Advanced Technologies
- Live and Pre-Recorded Streaming Applications: Discussing the impact of advanced streaming technologies in sports broadcasting.
- Holistic Technology in Video Content: Examining the integration of holistic technology in creating comprehensive sports video experiences.
- Innovative Editorial Approaches: Exploring creative and innovative approaches to sports video content.

12.25pm: Roundtable: Investment Priorities in Sports Video Technology
- Identifying Key Investment Areas: Highlighting the most promising technological advancements in sports video technology and where organisations should focus their investment efforts for maximum impact.
- Strategic Adaptation to Technological Trends: Discussing strategies for sports organisations to adapt their operations and content strategies in line with emerging video technologies.
- Balancing Innovation and ROI: Exploring how to balance the pursuit of innovative technologies with the need for tangible return on investment, ensuring that new tech initiatives drive value.
- Preparing for the Next Wave of Sports Video Tech: Offering insights into what the future holds for sports video technology and how organisations can prepare themselves to stay ahead of the curve.

12.55pm: Closing Remarks

1.00pm: Networking Lunch