

LEADERS MEET INNOVATION EXPLORING TECHNOLOGY, CONSUMER TRENDS, CONTENT AND CONNECTIVITY 2018 PROGRAMME

 #MEETINNOVATION



Date
11 January 2018

Venue
BAFTA, London

SESSIONS

9.15 – 9.40

Confirmed Speaker

Jim Pallotta, Owner, AS Roma

| STADIUM TECHNOLOGY |

The New Coliseum

AS Roma are set to move into their new 55,000 seater stadium in 2020. Set to cost €1 billion, the Stadio della Roma is one of the most ambitious sporting stadium projects in the world. Understand what the stadium of the future will look like and how it will transform the fan experience.

9.40 – 10.05

Confirmed Speaker

Steve Pagliuca, Co-Owner, Boston Celtics

| TECHNOLOGY |

The Success Of The Green

Using technology and innovation with a key focus on data has been key to improving the Celtics performance both on and off the court. From the Kyrie Irving trade to continually selling out TD Garden hear how the team has become one of the best run teams in professional sport.

10.25 – 10.50

Confirmed Speaker

Greg McStravick, President, Database And Data Management, SAP

| TECHNOLOGY |

How Machine Learning Will Shape Sport

Artificial intelligence is set to shape all facets of the world we live in. In this exclusive keynote, Greg McStravick will offer a glimpse into the future detailing how machine learning will transform sports.

SESSIONS

10.50 – 11.15

Confirmed Speaker

Amy Brooks, President, TMBO and Chief Innovation Officer, NBA

| FAN EXPERIENCE |

Creating the Ultimate Fan Experience

The NBA is implementing a huge array of technology to greatly enhance the in-arena fan experience. Amy Brooks will take you on the NBA fan journey exploring the whole gameday experience explaining how the league are using tech to improve every aspect.

11.35 – 12.00

Confirmed Speaker

Andy Payne, Senior Director, Cisco

| ARTIFICIAL INTELLIGENCE |

AI: Coming to an Office Near You

Imagine if you could get all the things you needed to get done in business by simply asking? Sound too good to be true? A world in which we simply ask the things around us to perform tasks or retrieve information for us is already here. This session will delve into breakthrough innovations in the work environment – including the impacts on services, productivity and creativity – that will change the way you think about using your voice.

12.00 – 12.25

Confirmed Speaker

Scott O'Neil, CEO, Harris Blitzer Sports & Entertainment

| COMMERCIAL |

Building Innovative Growth Strategies

Renowned industry leader Scott O'Neil discusses how the recently launched venture, Harris Blitzer Sports & Entertainment, will leverage team and sports property assets to drive business growth, create integrated partnerships and secure new, dynamic acquisitions.

SESSIONS

12.45 – 13.05

Confirmed Speaker

Tom Kydd, Global Brand Digital Director,
NBA, Nike

| JERSEY INNOVATION |

Staying Connected With Nike's New NBA Jersey

Nike's newly released NBA jerseys come jam-packed with cool features. Embedded with smart technology to stream real-time data, clips, and other cool extras directly to the wearer's smartphone or mobile device, Nike have completely changed the game for NBA fans. Nike's Global Brand Digital Director will explain how they've put fans front and centre.

13.05 – 13.30

Confirmed Speaker

Caroline Drucker, Head of Strategic
Partnerships EMEA, Instagram

| SOCIAL |

#NoFilter: The Real Instagram Story

Join Instagram's Head of Strategic Partnerships for a masterclass in visual story-telling and audience development, drawing on examples across sport, entertainment and brand marketing, and showing how fans are becoming the story themselves.



LEADERS

Tuition House
3rd Floor
27-37 St George's Road
Wimbledon
London
SW19 4EU

T +44 (0)207 042 8666
E info@leadersinsport.com