

# LEADERS MEET INNOVATION EXPLORING TECHNOLOGY, CONSUMER TRENDS, CONTENT AND CONNECTIVITY 2019 PROGRAMME

 #LEADERSMEET



**Date**  
17 January 2019

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**Venue**  
BAFTA, London

## SESSIONS

**9.15 – 9.40**

**Confirmed Speaker**

**Kristin Bernert**, Senior Vice President  
Business Operations, The Madison  
Square Garden Company

| STADIUM TECHNOLOGY |

### The Future Of Stadia Experience

Madison Square Garden is renowned for being one of the premier sports and entertainment venues in the world. Take a glimpse into how MSG creates an incredible live experience day in, day out across multiple sports.

**9.40 – 10.10**

**Confirmed Speakers**

**Matthew Wood**, SVP Commercial Long  
Haul and New Markets, Norwegian Air

**Finlay Clark**, UK Country Manager, Waze

| TECHNOLOGY |

### The Future Of Transport

Leading organisations are continually innovating the way people travel from destination to destination. From customer experience to cutting-edge technologies we discuss the latest trends, analysing how the way we travel is constantly evolving and what we can expect moving forward.

**10.40 – 11.05**

**Confirmed Speaker**

**Sam Farber**, Vice President Digital  
Media, NBA

| FAN ENGAGEMENT |

### The Future Of Fan Engagement

The NBA have long been the kings of engaging fans with incredible content. From unique broadcast offerings to exciting athlete collaboration, understand how the league manages to stay front and centre of fans minds 365 days a year.

## SESSIONS

### **11.05 – 11.35**

#### **Confirmed Speakers**

**David Gibbs**, Director – Digital Media, Sky Sports

**Ben Lavender**, Chief Product Officer, DAZN

| BROADCAST |

### **The Future Of Broadcast**

The broadcast landscape has experienced a seismic shift over the last few years completely changing the way consumers absorb content. Hear from the leading players shaping the industry forging the direction of the biggest global broadcasters.

### **11.35 – 11.55**

#### **Confirmed Speaker**

**Omar Berrada**, Chief Operations Officer, Manchester City FC

| BRAND |

### **The Future Of Brand Partnerships**

Man City boast an extensive range of global partners which help deliver and drive different aspects of their core business. This session dives into how the club use their partnerships to help drive performance both on and off the pitch.

### **12.30 – 12.55**

#### **Confirmed Speaker**

**Ted Leonsis**, Founder, Chairman, CEO, Monumental Sports & Entertainment

| OWNERSHIP |

### **The Future Of Team Ownership**

Monumental Sports & Entertainment boasts an impressive array of teams under its umbrella with the Wizards, Mystics and Capitals. Spearheading it all is Ted Leonsis who has transformed the way each organisation is run. Hear his vision on team ownership and how innovation is driving it all.

# SESSIONS

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**12.55 – 13.25**

**Confirmed Speakers**

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**Ben Esser, Director E-Commerce & Omnichannel**, Fanatics, Inc.

**Matt Spencer**, Vice President International Sales, Take-Two Interactive

| RETAIL |

## The Future Of Retail

Discover what sport can learn from the world of retail, as new technologies, business models and creative solutions open up exciting new opportunities for teams, leagues, brands and fans, and how the two sectors might collaborate effectively in the future.

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