

**SPORTS ANALYTICS CONFERENCE**
**AGENDA (MORNING)**

	Track 1	Track 2
8.50am – 9.00am	WELCOME ADDRESS   VUMERO   THOMAS ALOMES	
9:00am – 9:40am (Session 1)	<b>HOLISTIC APPROACH TO SPORTS TECHNOLOGY</b> <b>CANADIAN OLYMPIC COMMITTEE</b> Derek Covington   Olympic Performance Director	
9:45am – 10:15am (Session 2)	<b>WE THE NORTH – LEAGUE LEADERS IN DIGITAL ENGAGEMENT</b> <b>MLSE</b> Christian Magsisi   Senior Director, Technology & Digital	
10:15am – 10:45am	MORNING BREAK	
10:45am – 11:30am (Session 3)	<b>PANEL: DIGITAL ENGAGEMENT</b> <b>DEAKIN UNIVERSITY</b>   Dr. Michael Naraine   Sport Management Researcher <b>CANADIAN OLYMPIC COMMITTEE</b>   Georgia Sapounas   Director, Digital <b>TWITTER</b>   Christopher Doyle   Director, Partnerships & Head of Sports <b>CENTRAL STATION</b>   Sasky Stewart   Manager, Social Media <b>WINNIPEG JETS</b>   John Delaney   Manager, Social Media	<b>CURLING ANALYTICS – CHESS ON ICE</b> <b>CANADIAN TIRE &amp; OWN THE PODIUM</b> Mike Heenan   Sports Analyst
11:40am – 12:15pm (Session 4)	<b>FIRESIDE CHAT: ESPORTS</b> <b>BOXOUT PERFORMANCE</b>   Victor Runov   Director, Marketing & Partnerships <b>WORLD GAMING NETWORK</b>   Wim Stocks   General Manager & CEO <b>ESPORTS TICKETS</b>   Arwina Mogul   Co-Founder & CEO <b>RUMBLE GAMING</b>   Mike Cotton   CEO	<b>FUTURE OF SPORTS ANALYTICS</b> <b>CATAPULT</b> Mena Faiz   Applied Sports Scientist
12:15pm – 1:00pm	LUNCH	

**AGENDA (AFTERNOON)**

	Track 1	Track 2
1:00pm - 1:30pm (Session 5)	<b>STADIUM ANALYTICS CASE STUDY – SAN FRANCISCO 49ERS</b> <b>SAP</b> Scott MacIntosh   Head of Sports Analytics & Business Development	<b>SPORTS SCIENCE COACHING TOOLS</b> <b>PUSH</b> Rami Alhamad   Founder
1:40pm – 2:10pm (Session 6)	<b>FAN ENGAGEMENT IN THE MODERN DAY SPORTS ECOSYSTEM</b> <b>FANISKO</b> Venugopal Rajagopalan   Marketing & Business Development	<b>REMOTE PRODUCTION STACK FOR LIVE SPORTS</b> <b>SPALK</b> Ben Reynolds   Co-Founder & CEO
2:10pm – 2:45pm	AFTERNOON BREAK	
2:45pm - 3:15pm (Session 7)	<b>CONVERTING SOCIAL FOLLOWERS INTO KNOWN FANS</b> <b>NBA</b> Daniel Freiman   Manager, Digital Media	<b>HOCKEY ANALYTICS CASE STUDY – TEAM CANADA</b> <b>STATHLETES</b> Meghan Chayka   Co-Founder
3:20pm - 4:30pm (Session 8)	<b>GAME CHANGERS – INNOVATION &amp; STARTUP PITCH COMPETITION</b> <b>PRESENTED BY FUTURE SPORTS LAB</b> Judges: RYERSON UNIVERSITY   Cheri Bradish Phd.   Loretta Rogers Research Chair in Sport Marketing MLSE   Connor King   Strategy & Innovation U SPORTS   David Goldstein   COO  Finalists: XCO   FANSAVES   FLAASHMOB   PIANO   SPAN PERFORMANCE TESTING   SPORTNINJA	
4:30pm – 5:30pm	NETWORKING DRINKS	