

	Track 1 – AMSTERDAM ROOM Sports Teams, Federations and Leagues	Track 2 – WENEN ROOM Brands, Fans & Engagement	Track 3 – BELGRADE ROOM Sports Technology, Technical and Data Science
8.45am – 9.00am	Opening Address – AMSTERDAM ROOM Thomas Alomes – Head of EMEA, Vumero Paul Adriani – Senior Manager, KPMG		
9.15am – 9.50am (Session 1)	STADIUMS OF THE FUTURE How does the Johan Crujff Arena shape her future and how will fans notice? Sander van Stiphout Director International & Program Manager Innovation Max Reckers Cloud Architect 	THE BUSINESS OF FOOTBALL KPMG – Football Benchmark Antonio Di Cianni Senior Advisor at KPMG Football Benchmark 	PERFORMANCE ANALYTICS Guiding Football Teams with Player Data Niels van der Linden Head of Sport Science Brenda Merks Sports Science Researcher 
10.05am – 10.40am (Session 2)	BRITISH OLYMPICS & PARALYMPICS A journey through 10 years of Sport Intelligence in Olympic & Paralympic Sport Sam Timmermans Head of Sport Intelligence 	FROM GRASSROOTS TO ELITE SPORTS Stack Sports working with Grassroots & Elite Sporting Clubs Luke Gooden Director of Operations Cam O'Riordan Director of Sales & Marketing 	3D ATHLETE TRACKING TECHNOLOGY SIMI SPORTS Thomas Hock Sales Manager Europe 
10.40am – 11.10am	MORNING TEA – LEVEL 4 SQUARE OF THE FUTURE		
11.10am – 11.50am (Session 3)	TECHNOLOGY AND FUTURE OF GOLF EUROPEAN GOLF TOUR Michael Cole Chief Technology Officer 	SPORTS AND DIGITAL LEADERSHIP Sport eXperience Techonomy Arno Hermans Peter Sprenger Founder – Sport eXperience CEO – Techonomy 	APPLIED ANALYTICS IN PROFESSIONAL FOOTBALL A quantitative analysis identifying unique playing styles in the Eredivisie and beyond Nils Mackay Data Scientist 
12.00am – 12.30pm (Session 4)	CYCLING AND DATA ANALYTICS KPMG NETHERLANDS Paul Adriani Senior Manager Jorn Knops Performance  	FUTURE OF FAN ENGAGEMENT Using Data to Fill Your Stadium Bas Schnater International Sport Consultant 	FUTURE OF WEARABLES CATAPULT SPORTS Barry McNeill CEO - EMEA and APAC 
12.30pm – 1.30pm	LUNCH – LEVEL 4 SQUARE OF THE FUTURE		
1.30pm – 2.00pm (Session 5)	INNOVATION IN FOOTBALL Open Innovation Center @ Royal Netherlands Football Association Giel Kirkels Head of Knowledge Development & Innovation 	BUILDING THE LARGEST FOOTBALL PLATFORM IN THE WORLD How we capture the fans' imagination without premium football? Raphaël Morgulis, Head of Communications 	SPORTS EQUIPMENT AND DATA VALD PERFORMANCE Alejandro del Aguila Sanchez Sport Scientist 
2.10pm – 2.40pm (Session 6)	TECHNOLOGY DUTCH TENNIS FEDERATION KNLTB: Data to Performance Aldo Hoekstra Embedded Scientist 	LOYALTY, DIGITAL AND BRAND ENGAGEMENT IN SPORT MPOWER MSL Lee Duffield BDM – Analytics and Business Intelligence 	REVOLUTIONIZING THE FOOTBALL INDUSTRY USING DATA Choke or Shine? Quantifying Football Players' Abilities to Perform Under Mental Pressure Giels Brouwer Founder & CIO Jan Van Haaren Head of Data & Analytics 
2.40pm – 3.10pm	AFTERNOON TEA – LEVEL 4 SQUARE OF THE FUTURE		
3.10pm – 3.40pm (Session 7)	DUTCH VOLLEYBALL FEDERATION – PERFORMANCE, DATA AND ANALYTICS NEVOBO Rick van Baar Sport Scientist  	Johan Crujff Arena – Change the Game SHOWCASE MODERATOR: Sander van Stiphout Director International & Program Manager Innovation	HOTTEST DIGITAL, FANS & SPORTS MARKETING STARTUPS IN THE WORLD SPORTSTECHX Rohn Malhotra Partner 
3.50pm – 4.20pm (Session 8)	DATA SCIENCE IN SPORT – SPORT DATA VALLEY Universiteit Leiden, Sport Data Center Dr. Arno Knobbe Associate Professor 	     	FROM OLYMPIC CHAMPIONS TO GRAMMY WINNERS (10 MIN SESSION) How do international start-ups gain traction in Europe? Caley Wilson Co-Founder  STARTUPS IN EUROPE GLOBAL SPORTS INNOVATION CENTER + MICROSOFT Iris Cordoba General Manager Global Sports Innovation Center Powered by 
4.30pm – 5.00pm (Session 9)	PLAYER PERFORMANCE USING PSYCHOLOGICAL ASSESSMENTS Moneyball Plus: Predicting Player Performance Using Psychological Assessments in Sports Dr. Ken Yusko Dr. Harold Goldstein Dr. Charles Scherbaum  		TRACKING THE PHYSICAL APTITUDE OF TEAM ATHLETES Opteamal: a solution for data integration in team sports Bernd Van Werde Business Analytics Consultant & Partner 
5.00pm – 6.00pm	NETWORKING DRINKS – LEVEL 4 SQUARE OF THE FUTURE		

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