STWS SPORTS TECH CONFERENCE

AGENDA 2024

Time		
7:30AM	DSR CEO Wheelchair Challenge Breakfast	
9:00AM	Arrival / Registration / Networking / Exhibits	
10:00AM	OPENING ADDRESS	

	TRACK 1	TRACK 2
10:30AM – 11:00AM (SESSION 1)	**SEIZING THE MOMENT: TECHNOLOGY AND INNOVATION FOR A CONNECTED FOOTBALL PYRAMID** Dave Edwards (GM - Data and Streaming Rights, Football Australia)	**NINE AT THE PARIS OLYMPICS - THE INNOVATION & TECH BEHIND THE FIRST FULLY EXTENDED REALITY STUDIO!** Alicia Loxley (Journalist, Nine Network Australia)
11:10AM – 11:40AM (SESSION 2)	**CRICKET, THE SECOND MOST POPULAR SPORT IN THE WORLD, IS GOING BONKERS IN THE USA!** Andrew Petcash (Founder, Profluence) Eddie Fitzgibbon (Managing Director, NYZ Consulting)	**THE TEAM MEMBER JOURNEY: GETTING THE AUSTRALIAN OLYMPIC TEAM TO PARIS** Evan Exner (Head of Software Development, Australian Olympic Committee)
11:50AM – 12:30PM (SESSION 3)	**FAN FIRST: HOW THE AFL & ITS TECH PARTNERS ENHANCE THE FAN EXPERIENCE AND DRIVE REVENUE** Monique Horan (Head of Events, MKTG Sports + Entertainment) Jane Bell (Digital Operations Lead, AFL) Tim Mullaly (GM APAC, Tradable Bits)	**COURAGE, VULNERABILITY, GRIT & LEADERSHIP: THE QUALITIES OF A MODERN ATHLETE** Alicia Loxley (Journalist, Nine Network Australia) Campbell Harrison (Olympian, Sport Climbing) Sia Kindberg (Athlete, Ultra Marathon Runner)
12:30PM – 1:30PM	LUNCH BREAK	
1:30PM – 2:00PM (SESSION 4)	**CONNECTING SECTORS, CREATING VALUE: INSIGHTS INTO THE SPORTS TECH & INNOVATION ECOSYSTEM IN AUSTRALIA** Adam Karg (Researcher & Academic, Deakin University)	**HOW TO INFLUENCE FANDOMS IN SPORTS CULTURES USING NEW MEDIA WITH SPONSORS** Min Joo Kim (Media and Broadcasting Manager, Korea Professional Football League)
2:10PM – 2:40PM (SESSION 5)	**DEPLOYING & USING GENERATIVE AI AS PART OF THE NEW FRONTIER IN SPORTS TECH** Simon Tyrrell (Head of Product, iReel)	**THE DNA OF THE IDEAL ATHLETE IN THE VIRTUAL WORLD** Peter Davis (Founder & CEO, One Future Sport)
2:50PM – 3:20PM (SESSION 6)	**NHL PLAYOFF FRENZY: HOW AI MANAGED OILERS' STANLEY CUP SOCIAL MEDIA SURGE** Jacqueline Comer (Founder & Chief Product Officer, Areto Labs)	**GLOBAL SPORTS DATA RIGHTS, AI AND BARGAINING POWER** Tim Kelsey (Chairman & Executive Director, Champion Data)
3:20PM – 3:50PM	AFTERNOON TEA BREAK	
3:50PM – 4:20PM (SESSION 7)	**AI POWERED CULTURAL INSIGHTS TO BOOST TICKETS, MEMBERS AND PARTICIPANTS** Reg Raghavan (CEO, CulturalPulse)	**HOW AN AUSSIE START-UP IS RESHAPING ONE OF THE BIGGEST OLYMPIC SPORTS** Jaimie Fuller (Chairman and Co-Founder, eo) Mack Horton (Professional Swimmer & Olympic Gold Medalist)
4:25PM – 4:40PM (SESSION 8)	**STREAMING FOR THE NEXT MILLION FIELDS AND BILLION DOLLARS** Sidhhant Agarwal (Founder, SportVot)	**MORE THAN CONCUSSION - CARING FOR THE PLAYER** Adriana Oreskov (Founder, Oreskov Sports & Entertainment Insurance) Adam Karg (Researcher & Academic, Deakin University)
4:45PM – 5:00PM (SESSION 9)	**IDENTIFYING & EMPOWERING THE FUTURE SPORTING TALENT FROM INDIA** Utkarsh Yadav (Founder & CEO, Khiladi Pro)	**MAKING THE MOST OF YOUR TICKETING** Ryan Eagleson (Partnership and Business Development, vivenu)
5:00PM – 6:00PM	POST EVENT NETWORKING DRINKS	

Thursday 24 October 2024
Melbourne Cricket Ground
Provisional Agenda - Subject to Change

STWS