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9:20AM	OPENING ADDRESS		
	TRACK 1	TRACK 2	
9:50AM – 10:20AM (SESSION 1)	 <b>PARIS ST GERMAIN: AT THE CUTTING EDGE OF INNOVATION AND PLAYER PERFORMANCE</b> Ben Simpson (Director of Special Projects & Sports Innovation, Paris Saint-Germain)	<b>THE FUTURE OF CRICKET PRODUCTION!</b> Prashant Khanna (Head Production Services, Studios & Tech for Sports & Live Experiences, JioStar) Adam Crosthwaite (Broadcaster, ABC Cricket)	 
10:30AM – 10:45AM (SESSION 2)	 <b>CEREBRAL PALSY AND FOOTBALL - ACCESSIBILITY AND BROADCASTING WITH A DISABILITY</b> Oliver Walker-Peel (International Federation of Cerebral Palsy Football)	<b>SURGING, WOMEN'S SPORT IN INDIA WILL IMPACT THE WORLD!</b> Bhavi Devchand (Founder, The Inside Edge Project)	
10:55AM – 11:35AM (SESSION 3)	   <b>THE ATHLETE VOICE IN DATA &amp; TECHNOLOGY ADOPTION</b> Dan Dwyer (Associate Professor, Deakin University) Kate Eddy (Professional Athlete, Melbourne Vixens) Dr Victoria Brackley (Performance Scientist, VIS) Lyndell Bruce (Professor, Deakin University)	<b>DATA, FAN ENGAGEMENT, AND BEYOND: SHAPING TOMORROW'S GAME</b> Kish Kartages (APAC Technical Manager, Hawk-Eye) Ricky Cahn (Principal Product Owner - Sport, Telstra) Sander Schouten (MD and Co-Founder, Beyond Sports) James Chiswell (Senior Manager Game Analysis & Technology, NRL)	   
11:40AM – 12:05PM (SESSION 4)	  <b>THE GREATEST MISPRICING IN SPORT: HOW THE MARKET GOT WOMEN'S SPORT WRONG</b> Liza Boston (Co-Founder & CEO, ITSSPORTS) Luke Bould (Director, alacria) Sally Capp AO (Investor, ITSSPORTS & Former Lord Mayor)	<b>TOUCH THE GAME: LIVE BALL TRACKING IN AFL FOR INCLUSION AND AI-DRIVEN INSIGHT</b> Stuart Morgan (Head of Machine Learning & Artificial Intelligence, Champion Data)	
12:10PM – 12:35PM (SESSION 5)	 <b>SWIMMING NON STOP AROUND IBIZA</b> Andy Donaldson (Professional Athlete, Ultra Marathon Swimmer)	<b>WHY CRICKET MUST EMBRACE EMERGING MARKETS. INNOVATION, DATA &amp; TECH TO ATTRACT THE NEXT GENERATION OF FANS?</b> Eddie Fitzgibbon (Managing Director, NYZ Consulting) Adam Crosthwaite (Broadcaster, ABC Cricket)	 
12:35PM – 1:25PM	LUNCH BREAK		
1:25PM – 1:50PM (SESSION 6)	<b>THE SOCIAL IMPACT OF THE OLYMPICS</b> Matt Carroll AM (Former CEO, Australian Olympic Committee)	<b>BEYOND MATCH-BASED METRICS: LEVERAGING CATAPULT'S SOFTWARE TO CONTEXTUALISE GPS DATA BY PHASE OF PLAY</b> Darren O'Shaughnessy (Head of Analytics & Strategy, St Kilda FC) Ben Horsley (Sports Science Manager, St Kilda FC)	 
1:55PM – 2:20PM (SESSION 7)	 <b>ATHLETE BRAND: ITS EVOLUTION, POWER, AND FUTURE IMPACT</b> Vickie Saunders (Founder, The Athlete Brand Builder) Matt Murphy (High Performance Manager - People & Culture, Paddle Australia)	<b>DRIVING QUALITY TECHNOLOGY IN SPORT</b> Sam Robertson (Director, Institute for Sports Tech Standards)	
2:25PM – 2:55PM (SESSION 8)	  <b>THE USE OF AI IN SPORT AND THE IMPACT IT CAN HAVE WHEN PORTRAYING WOMEN AND GIRLS</b> Carol Fox (Women Sport Advocate) Cassie Trotter (Senior Director Editorial Content, Getty Images) Alex Dandanis (GM - 2027 Women's World Cup, Softball Australia)	<b>MARTECH (MARKETING TECHNOLOGY) INNOVATIONS IN SPORT</b> Dr Jason Pallant (MarTech Academic, RMIT) Heath McDonald (Dean of Economics, Finance & Marketing, RMIT)	
3:00PM – 3:15PM (SESSION 9)	 <b>WHY BELONGING MATTERS: RETHINKING SAFE SPORT FOR LGBTQIA+ COMMUNITIES</b> Kalinda Robinson (Founder - Sport in Colour, IOC Young Leader 2025-2028)	<b>REAL CROWD NOISE, REAL COMMENTARY - HOW THE AUSTRALIAN OPEN TRANSFORMED LIVE MATCHES INTO ANIMATED FEEDS</b> Rob O'Gorman (Executive Producer Innovation, Tennis Australia)	
3:15PM – 3:40PM	AFTERNOON TEA BREAK		
3:40PM – 3:55PM (SESSION 10)	 <b>BRAIN HEALTH - THE ANSWERS FOR SAFER, MORE INFORMED DECISIONS AROUND HEAD IMPACTS</b> Tom Christian (Head of Product, HIT IQ)	<b>TECH &amp; COMMUNITY-CONNECTING FOR SUCCESS</b> Terry Dillon (CEO, CLUBMAP)	
4:00PM – 4:15PM (SESSION 11)	 <b>INNOVATIONS IN DIGITAL MEDIA AND LIVE</b> Quannah McBride (Founder, Layercake)	<b>GAME CHANGER GAMES - RECONNECT TO REBUILD CONFIDENCE</b> Dave Wells (CEO, Reclink Australia)	
4:20PM – 4:35PM (SESSION 12)	 <b>FROM PASSION TO COMMERCE: TURNING FAN EMOTION INTO LASTING VALUE</b> Chiraag Paul (CEO & Founder, Proem Sports)	<b>CULTURE AS EXPERIENCE: REIMAGINING THE AUDIENCE RELATIONSHIP</b> Jorge Laso Magro (Partnership Manager, Fever)	
4:40PM – 5:00PM (SESSION 13)	 <b>SHAKING DOWN THE THUNDER - JUST THE BEGINNING</b> Marty Benson (Director of Content, EndemolShine Australia)	<b>INNOVATION IN TEAM CULTURE FOR PLAYER AND TEAM PERFORMANCE</b> Simon Helmut (High Performance Coach, Sunrisers Hyderabad / Renegades WBBL)	 
5:00PM – 6:00PM	POST EVENT NETWORKING DRINKS		