

AGENDA

8:30AM Arrival / Registration / Networking / Exhibits

OPENING ADDRESS 9:20AM

TRACK 1

9:50AM - 10:20AM (SESSION 1)

PARIS ST GERMAIN: AT THE CUTTING EDGE OF INNOVATION AND PLAYER PERFORMANCE

Ben Simpson (Director of Special Projects & Sports Innovation, Paris Saint-Germain) THE FUTURE OF CRICKET PRODUCTION!

Prashant Khanna (Head Production Services, Studios & Tech for Sports & Live Experiences, JioStar) Adam Crosthwaite (Broadcaster, ABC Cricket)

Jio Star

MABC

10:30AM - 10:45AM (SESSION 2)

CEREBRAL PALSY AND FOOTBALL - ACCESSIBILITY AND **BROADCASTING WITH A DISABILITY** Oliver Walker-Peel (International Federation of Cerebral Palsy Football)

SURGING, WOMEN'S SPORT IN INDIA WILL IMPACT THE WORLD!

TRACK 2

Bhavi Devchand

(Founder, The Inside Edge Project)



Project

Telstra

10:55AM - 11:35AM (SESSION 3)



THE ATHLETE VOICE IN DATA & TECHNOLOGY ADOPTION Dan Dwyer (Associate Professor, Deakin University) Kate Eddy (Professional Athlete, Melbourne Vixens) Dr Victoria Brackley (Performance Scientist, VIS)

DATA, FAN ENGAGEMENT, AND BEYOND: SHAPING

TOMORROW'S GAME 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)



VICTORIAN INSTITUTE OF SPORT

THE GREATEST MISPRICING IN SPORT: HOW THE MARKET GOT WOMEN'S SPORT WRONG Liza Boston (Co-Founder & CEO, ITSPORTS) Luke Bould (Director, alacria)

Sally Capp AO (Investor, ITSPORTS & Former Lord Mayor)

TOUCH THE GAME: LIVE BALL TRACKING IN AFL FOR INCLUSION AND AI-DRIVEN INSIGHT

Stuart Morgan (Head of Machine Learning & Artificial Intelligence, Champion Data)



12:10PM - 12:35PM



SWIMMING NON STOP AROUND IBIZA

Lyndell Bruce (Professor, Deakin University)

Andy Donaldson (Professional Athlete, Ultra Marathon Swimmer)

WHY CRICKET MUST EMBRACE EMERGING MARKETS. INNOVATION, DATA & TECH TO ATTRACT THE NEXT GENERATION OF FANS?

BEYOND MATCH-BASED METRICS: LEVERAGING CATAPULT'S

SOFTWARE TO CONTEXTUALISE GPS DATA BY PHASE OF PLAY

Darren O'Shaughnessy (Head of Analytics & Strategy, St Kilda FC)

Eddie Fitzgibbon (Managing Director, NYZ Consulting) Adam Crosthwaite (Broadcaster, ABC Cricket)



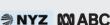
(SESSION 5)

THE SOCIAL IMPACT OF THE OLYMPICS

(Former CEO, Australian Olympic Committee)

Matt Carroll AM

LUNCH BREAK



12:35PM - 1:25PM

1:25PM - 1:50PM (SESSION 6)

1:55PM - 2:20PM

(SESSION 7)



ATHLETE BRAND: ITS EVOLUTION, POWER, AND FUTURE IMPACT Vickie Saunders (Founder, The Athlete Brand Builder) Matt Murphy (High Performance Manager - People & Culture, Paddle Australia)

DRIVING QUALITY TECHNOLOGY IN SPORT

Ben Horsley (Sports Science Manager, St Kilda FC)

Sam Robertson

(Director, Institute for Sports Tech Standards)



CATAPULT

2:25PM - 2:55PM (SESSION 8)



WOMENSPORT

THE USE OF ALIN SPORT AND THE IMPACT IT CAN HAVE WHEN PORTRAYING WOMEN AND GIRLS Carol Fox (Women Sport Advocate)

gettyimages Cassie Trotter (Senior Director Editorial Content, Getty Images) Alex Dandanis (GM - 2027 Women's World Cup, Softball Australia) MARTECH (MARKETING TECHNOLOGY) INNOVATIONS IN SPORT

Dr Jason Pallant (MarTech Academic, RMIT) Heath McDonald (Dean of Economics, Finance & Marketing, RMIT)



3:00PM - 3:15PM (SESSION 9)



WHY BELONGING MATTERS: RETHINKING SAFE **SPORT FOR LGBTQIA+ COMMUNITIES** Kalinda Robinson (Founder - Sport in Colour, IOC Young Leader 2025-2028)

OPEN TRANSFORMED LIVE MATCHES INTO ANIMATED FEEDS Rob O'Gorman (Executive Producer Innovation, Tennis Australia)

REAL CROWD NOISE, REAL COMMENTARY - HOW THE AUSTRALIAN

GAME CHANGER GAMES - RECONNECT TO REBUILD CONFIDENCE

tennis



3:15PM - 3:40PM

3:40PM - 3:55PM HIT·IQ (SESSION 10)

BRAIN HEALTH - THE ANSWERS FOR SAFER, MORE INFORMED DECISIONS AROUND HEAD IMPACTS Tom Christian (Head of Product, HIT IQ)

TECH & COMMUNITY-CONNECTING FOR SUCCESS Terry Dillon (CEO, CLUBMAP)



4:00PM - 4:15PM (SESSION 11)

4-20PM - 4-35PM

(SESSION 12)



INNOVATIONS IN DIGITAL MEDIA AND LIVE Quanah McBride (Founder, Layercake)

FROM PASSION TO COMMERCE: TURNING **FAN EMOTION INTO LASTING VALUE** Chiraag Paul (CEO & Founder, Proem Sports)

CULTURE AS EXPERIENCE: REIMAGINING THE AUDIENCE RELATIONSHIP Jorge Laso Magro (Partnership Manager, Fever)



reclink

australia

4:40PM - 5:00PM (SESSION 13)



PROEM

SPORTS

SHAKING DOWN THE THUNDER - JUST THE BEGINNING Marty Benson (Director of Content. **EndemolShine Australia)**

PLAYER AND TEAM PERFORMANCE Simon Helmot (High Performance Coach, Sunrisers Hyderabad / Renegades WBBL)

INNOVATION IN TEAM CULTURE FOR

Dave Wells (CEO, Reclink Australia)



PROVISIONAL AGENDA SUBJECT TO CHANGE

5:00PM - 6:00PM

AFTERNOON TEA BREAK