
DAY 1 Monday 10 July, 2pm – 6pm

SESSION 1 - VENUE/TECHNOLOGY/DIGITAL KEYNOTE – JEREMY THUM, SENIOR DIRECTOR OF EVENT EXPERIENCE, GOLDEN STATE WARRIORS [USA]

SESSION 2 - BREAKOUTS

- Ticketing/Membership/Rewards – Matt Baker, Marketing Manager – Clubs & Premiership, NRL
- Event Experience & Activation – Jodie Cross, Head of Commercial & Community, NSW Rugby League
- Fan Engagement – Simon Arkwright (Sport Research Group) & Kate Agnew (Netball New Zealand)
- Technology/ Digital – Speaker to be confirmed

AFTERNOON REFRESHMENTS

SESSION 3 - ACTION SPORT KEYNOTE - Brett Clarke, Chief Commercial Officer, Nitro Circus [USA]

SESSION 4 – ANALYTICS, DATA ACQUISITION & MEMBERSHIP - Aaron LeValley, VP Digital & Analytics, LA Galaxy, LA Kings and AEG Sports [USA]

NETWORKING DRINKS

DAY 2 Tuesday 11 July, from 8.30am-6pm and Dinner

SESSION 1 - LEADERSHIP KEYNOTE – SPEAKER TO BE CONFIRMED

SESSION 2 - COMMUNICATIONS KEYNOTE - Andrea Makros, VP Communications, Minnesota Super Bowl Host Committee [USA]

MORNING REFRESHMENTS

SESSION 3 - WILDCARD KEYNOTE – SPEAKER TO BE CONFIRMED

SESSION 4 – TOURNAMENT/WORLD CUPS Keynote Panel
Andrew Hill, CEO, Rugby League World Cup 2017 AND OTHERS

SESSION 5 - BREAKOUTS

- Membership - Chris Knell, Membership Manager, Gold Coast Titans
- Event Experience & Activation – Andrew Fagan, CEO, Adelaide Football Club
- Venue Food & Beverage - Anthony Mozzicato (Hard Rock Stadium) & OTHERS
- Digital - Jeramie McPeck, Founder & Director, Jeramie McPeck Communications [USA]

LUNCH

SESSION 6 - SPONSORSHIP KEYNOTE – SPEAKER TO BE CONFIRMED

SESSION 7 - BREAKOUTS

- Fan Engagement Sponsored session
- Active Supporters – Panelists to be confirmed
- Digital/Players in Social – Jeremy Thum (GSW) and OTHERS
- Fan Engagement – Blair Hughes, mrblairhughes.com, Brett Clark (Nitro Circus and formerly Wests Tigers) and A.N. OTHER

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AFTERNOON REFRESHMENTS
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SESSION 8 - BROADCASTING - SPEAKER TO BE CONFIRMED
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SESSION 9 - EVENT EXPERIENCE KEYNOTE (US CASE STUDY) - Jon Scammell, Marketing Manager, Chelsea Football Club [UK] – Remote presentation by Webex
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NETWORKING DRINKS
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CONFERENCE DINNER Interview - Bart Campbell, Chairman, TLA Worldwide; Owner, Melbourne Storm
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DAY 3 **Wednesday 12 July 8.30am – 4.30pm**
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SESSION 1 - MARKETING KEYNOTE - Anthony Mozzicato, Director of Guest Experience, Miami Dolphins [USA]
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SESSION 2 - BREAKOUTS

- Non-venued events – Tim Miller (2015 UCI Road Cycling World Champs), AND 2 other panelists
 - Event Experience & Activation (BBL Fan Engagement) – Speaker to be confirmed
 - Event Weeks - Speaker to be confirmed
 - Abbreviated/Shortform Product –Kate Agnew (Fast5) AND OTHERS
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MORNING BREAK
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SESSION 3 - FAN ENGAGEMENT KEYNOTE – Mike Veeck, Owner – St Paul Saints, former owner of Charleston Riverdogs, Ambassador of Fun [USA]
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SESSION 4 - COMMERCIAL KEYNOTE - Allen Hermeling, Senior Director of Corporate Partnerships, Chicago Cubs [USA]
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LUNCH
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SESSION 5 - BRINGING & HOSTING MAJOR EVENTS IN MELBOURNE

- Paul Sergeant, Director PMY Group; former CEO of Etihad Stadium
 - Brendon McClements, Global Head of Events, TLA Worldwide; former CEO, Victoria Major Events Company (VMEC)
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SESSION 6 - BREAKOUTS

- Multicultural Engagement – Patrick Skeen, Executive Director, Red Elephant Group
 - Digital- Live streaming of Events –Panelists to be confirmed
 - Fan Engagement/Sports Tourism – Darren Walls (Sports Hosts), Eric Schwarz (Victoria University)
 - Leveraging Victory – Panelists to be confirmed
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SESSION 7 - ACTIVATION KEYNOTE - Brian Gainor, VP of Innovation, PCG SportsDesk [USA] - confirmed, subject to a diary check
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Sport Research Group reserves the right to alter the programme and/or substitute speakers without notice. Information current as at AS AT 30 MARCH 2017