



POWERED BY  Loughborough University London

AGENDA 2019

Learn the Foundations of Sports and Data

UK Sports Data GTC is a 2-day intensive global training camp for UK professionals and students with a passion for Sports Performance Data, Sports Marketing, Sports Business and Sports Technology. Focus on building new technical skills, techniques and demonstrating vendor tools. Use real-world case-studies and examples of a data-driven world of Sports, Media and Entertainment. Target audience are beginners-to-intermediate level.

Hosted and powered by Loughborough University London (Here East, E15 2GZ)

DAY 1 TUESDAY 29th JANUARY, 2019






Room 104







Room 103

DAY 2 WEDNESDAY 30th JANUARY, 2019

Room 104

Room 103

8:15am – 8:50am	Registration (Ground Floor)	
8:50am – 9:00am	Opening & Welcome Remarks (Room 104)	
SESSION 1 9:00am – 10.30am (90 minutes)	Leveraging Wearable Data Using Machine Learning Catapult Sports Jerome Durussel Data Scientist Ollie Summers Data Scientist 	AR & VR: Immersive Technology in Broadcasting Loughborough University London Dr Erhan Ekmekcioglu Senior Lecturer 
10:30am – 11:00am	Morning Tea (Ground Floor)	
SESSION 2 11:00am – 12:30pm (90 minutes)	How Data Helps Us Sell Sponsorship & Where There Is Scope To Improve How We Use It Bayridge Sports Jon Long Founder 	Visualize Pro-Cycling Data Into Meaningful Insights with Microsoft Power BI KPMG Chelsea Disseldorp Senior Consultant 
12:30pm – 1:30pm	Lunch (Ground Floor)	
SESSION 3 1:30pm – 3:00pm (90 minutes)	Krossover Recruit - How Video & Statistics Combine To Innovate Scouting SportsTG & Stack Sports Daniel Bignell UK & EU Manager 	
3:00pm – 4.00pm	Afternoon Tea & Networking (Ground Floor)	
4.00pm	End of Day 1	

8:30am – 9:00am	Tea & Coffee (Ground Floor)	
SESSION 4 9:00am – 10.30am (90 minutes)	Applied Data Science – Bringing New Insights to Football Perform Group Tom Worville Data Scientist 	Extracting Digital Value From Data Seven League Charlie Beall Senior Consultant 
10:30am – 11:00am	Morning Tea (Ground Floor)	
SESSION 5 11:00am – 12:30pm (90 minutes)	The Evolution of Data Driven Workflows for Sports Stakeholders ChyronHego Andrew Stone Sports Performance Manager 	Opposition Player Analysis Through Data InStat Declan Ryan Senior Account Manager 
12:30pm – 1:30pm	Lunch (Ground Floor)	
SESSION 6 1:30pm – 3:00pm (90 minutes)	Machine Intelligence for Sports Analytics Loughborough University London Dr. Varuna De Silva Senior Lecturer 	Implementing Technology & Analytics Solutions for Stadiums & Teams PMY Group Adam Pitt Head of Business & Technology Solutions 
3:00pm – 4.00pm	Afternoon Tea & Networking (Ground Floor)	
4.00pm	End of Day 2 / End of Training Camp	