














# INDICATIVE 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 audience.

Hosted and powered by Loughborough University London.

DAY 1 TUESDAY 29 <sup>th</sup> JANUARY, 2019			DAY 2 WEDNESDAY 30 <sup>th</sup> JANUARY, 2019		
	Room A On-Field Sports Performance	Room B Business of Sports & Sports Marketing		Room A Sports On-Field Performance	Room B Business of Sports & Sports Marketing
8:00am – 8:50am	Registration		8:30am – 9:00am	Registration	
8:50am – 9:00am	Opening & Welcome Remarks				
<b>SESSION 1</b> 9:00am – 10.30am (90 minutes)	<b>Leveraging Wearable Data Using Machine Learning</b> Catapult Sports 	<b>AR &amp; VR Immersive Technology in Broadcasting</b> Loughborough University London Dr Erhan Ekmekcioglu   Senior Lecturer 	<b>SESSION 5</b> 9:00am – 10.30am (90 minutes)	<b>The Future of Real-Time Sports Data</b> Genius Sports Robert Blaszcak   Sports Partnership Manager 	<b>Intro to Machine Learning</b> Loughborough University London Dr. Varuna De Silva   Senior Lecture 
10:30am – 11:00am	Morning Tea Break		10:30am – 11:00am	Morning Tea Break	
<b>SESSION 2</b> 11:00am – 12:30pm (90 minutes)	<b>Applied Data Science – Bringing New Insights to Football</b> Perform Group Tom Worville   Data Scientist 	<b>Consulting Case Study: Implementing Technology &amp; Analytics Solutions for Stadiums &amp; Teams</b> PMY Group Adam Pitt   Head of Business & Technology Solutions 	<b>SESSION 6</b> 11:00am – 12:30pm (90 minutes)	<b>Real Time Analytics in the Tour de France</b> Dimension Data 	<b>Sponsorship &amp; Media Analytics</b> Two Circles 
12:30pm – 1:30pm	Lunch		12:30pm – 1:30pm	Lunch	
<b>SESSION 3</b> 1:30pm – 3:00pm (90 minutes)	<b>Krossover Recruit - How Video and Statistics Combine To Innovate Scouting</b> SportsTG & Stack Sports Daniel Bignell   UK & EU Manager 	<b>Visualize Pro-Cycling Data Into Meaningful Insights with Microsoft Power BI</b> KPMG Chelsea Disseldorp   Senior Consultant 	<b>SESSION 7</b> 1:30pm – 3:00pm (90 minutes)	<b>Game-Day Performance &amp; Analytics</b>	<b>Digital Transformation in Sporting Teams &amp; Leagues</b> Seven League 
3:00pm – 3.30pm	Afternoon Tea Break		3:00pm – 3.30pm	Afternoon Tea Break	
<b>SESSION 4</b> 3:30pm – 5:00pm (90 minutes)	<b>Predicting the Future with Data – Sports Data Analytics &amp; Recruitment</b> Daniel Pelchen   Football Performance Analyst 	<b>Thinking Outside The Box – The Multiple Uses Of Performance Data</b> ChyronHego Niall Hendry   Product Manager 	<b>SESSION 8</b> 3:30pm – 4:30pm (60 minutes)	<b>Athlete Management Software</b>	<b>Q&amp;A Sessions and Ask Experts + Networking</b>
5.00pm	End of Day 1		4.30pm	End of Day 2 / End of Training Camp	