



POWERED BY  Loughborough University London

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.

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DAY 1 TUESDAY 29th JANUARY, 2019

DAY 2 WEDNESDAY 30th JANUARY, 2019

	Room A On-Field Sports Performance	Room B Business of Sports & Sports Marketing
8:00am – 8:50am	Registration	
8:50am – 9:00am	Opening & Welcome Remarks	
SESSION 1 9:00am – 10.30am (90 minutes)	Leveraging Wearable Data Using Machine Learning Catapult Sports 	AR & VR Immersive Technology in Broadcasting Loughborough University London Dr Erhan Ekmekcioglu Senior Lecturer 
10:30am – 11:00am	Morning Tea Break	
SESSION 2 11:00am – 12:30pm (90 minutes)	Day In The Life Of A Match-Day Data Analyst Perform Group Tom Worville Data Scientist  	Consulting Case Study: Implementing Technology & Analytics Solutions for Stadiums & Teams PMY Group Adam Pitt Head of Business & Technology Solutions 
12:30pm – 1:30pm	Lunch	
SESSION 3 1:30pm – 3:00pm (90 minutes)	Krossover Recruit - How Video and Statistics Combine To Innovate Scouting SportsTG & Stack Sports Daniel Bignell UK & EU Manager 	Visualize Pro-Cycling Data Into Meaningful Insights with Microsoft Power BI KPMG Chelsea Disseldorp Senior Consultant 
3:00pm – 3.30pm	Afternoon Tea Break	
SESSION 4 3:30pm – 5:00pm (90 minutes)	Predicting the Future with Data – Sports Data Analytics & Recruitment Daniel Pelchen Football Performance Analyst 	Thinking Outside The Box – The Multiple Uses Of Performance Data ChyronHego Niall Hendry Product Manager 
5.00pm	End of Day 1	

	Room A Sports On-Field Performance	Room B Business of Sports & Sports Marketing
8:30am – 9:00am	Registration	
SESSION 5 9:00am – 10.30am (90 minutes)	Motorsport Analytics SBG Software 	Intro to Machine Learning Loughborough University London Dr. Varuna De Silva Senior Lecture 
10:30am – 11:00am	Morning Tea Break	
SESSION 6 11:00am – 12:30pm (90 minutes)	Sports Data Integrity In Wagering & Betting Genius Sports Robert Blaszcak Sports Partnership Manager 	Sponsorship & Media Analytics Two Circles 
12:30pm – 1:30pm	Lunch	
SESSION 7 1:30pm – 3:00pm (90 minutes)	Game-Day Performance & Analytics	Digital Transformation in Sporting Teams & Leagues Seven League 
3:00pm – 3.30pm	Afternoon Tea Break	
SESSION 8 3:30pm – 4:30pm (60 minutes)	Athlete Management Software	Q&A Sessions and Ask Experts + Networking
4.30pm	End of Day 2 / End of Training Camp	