

CYNOPSIS SPORTS

B U S I N E S S S U M M I T

WEDNESDAY, JUNE 22, 2016 | NEW YORK

AGENDA

9:00 a.m. – 9:15 a.m. Opening Keynote

9:15 a.m. – 10:00 a.m. Trailblazing: How to Prospect the Future of Sports

As technology changes the sports industry - from how we watch games, how athletes prepare and how leagues are planning for the future - our lineup of top executives will break down the fundamental shifts being made in the sports industry and how technology is driving a shift in the future of the sports industry. We'll project how companies can position themselves to prepare for the latest digital shifts that impact how audiences are watching at home, in the arena and on the go and where new sources of revenue can be made. We'll break down the ramifications behind recent headlines and how those advancements will impact business strategies and how top companies will play their cards.

10:00 a.m. – 10:45 a.m. Punch Your Ticket to Virtual Sports

Whether it's front-court seats beside Spike Lee or a behind-the-scenes look at LeBron James' training regimen or a VIP view of the US Open, the rise of VR is opening doors to a new era of experiences for fans. Join our panelists as they break down how to leverage your content with this transformative technology, the keys to successful content, which audiences are utilizing the gateway and how to pinpoint new VR opportunities for your company.

10:45 a.m. – 11:00 a.m. Networking Break

11:00 a.m. – 11:15 a.m. Keynote: Patrick Baumann - FIBA

11:15 a.m. – 12:00 p.m. Prospecting: Keep your Campaigns Ahead of the Curve

New data sets, transformational entry points and a diverging audience have reset the strategy to reaching and engaging fans. We'll learn how tech-savvy marketers are leveraging new metrics to navigate a cluttered landscape and best practices for the next 12 months. Our industry-leading panel of experts will spotlight current challenges, as well as opportunities, facing sports marketing and how to activate a jaded audience.

12:00 p.m. – 12:15 p.m. Q&A: Octagon President & Founder – Phil de Picciotto

12:30 p.m. – 1:30 p.m. Networking Lunch

1:30 – 2:15 p.m. Spotlight Session

2:15 – 3:00 p.m. The New World of Sports Content Distribution

To OTT or not to OTT? Convergence and technology have forged an eruption of video and broadcast capabilities across the spectrum. In this session, industry leaders renovating the space as well as top content creators breakdown their strategies, the obstacles in the way and how they stay ahead of the pack. Executives will break down ROI, monetizing fragmentation, how to leverage tiers and where fans will find their audiences and more as we look forward.

3:15 p.m. Closing Keynote