

AGENDA DAY ONE - APRIL 6

8.30 **WELCOME**

8.50 **THE STATE OF SPORT**

A presentation on the good, the bad and the ugly across the state of global sport and the forces and trends that will shape what comes next.

9.10 **COVID LESSONS LEARNED?**

SportNXT presents research findings – Continuing on from their initial research learnings released in May 2021, Adams, Roberston and Dinsdale update on the impacts of COVID, what changes are beginning to stick, what's fading, and why?

9.30 **CEO FORUM: WHAT COMES NEXT?
CHARTING SUCCESS IN A NEW WORLD**

An in-depth panel discussion with the leaders of Australian sport. What do they think comes next and how are leading sports organisations charting a path to future success in a new world?

10.30 **REFRESHMENT BREAK**

11.00 **HIGH PERFORMING EXECUTIVES: SESSION 1**

The first of our personal growth segments for developing high performing executives. Learn how to better perform under pressure.

11.20 **EVOLVING MODELS FOR SPORT**

A panel discussion with industry experts looking at the evolving ownership and funding models in sport in a rapidly changing landscape.

12.00 **THE GAMES PEOPLE PLAY**

Over the past decade, traditional sports businesses and investors have had an on-again off-again relationship with gaming. From Esports to mobile and asset based gaming, where is it all headed, and what should the relationship be?

12.30 **NETWORKING LUNCH BREAK**

13.30 **GLOBAL LEADERSHIP KEYNOTE
ADAM SILVER, NBA COMMISSIONER**

SHAPING THE FUTURE OF SPORT

6 - 8 APRIL 2022, CENTREPIECE AT MELBOURNE PARK

SPORTNXT
MELBOURNE 2022

14.25

SPORT & MEDIA IN 2030

Join leading industry experts for a panel discussion on media rights deals, including emerging media like NFT's and the metaverse. What will be the hallmarks and scope of deals in 2030?

15.10

REFRESHMENT BREAK

15.40

THE FUTURE OF DATA

From performance analytics to audience engagement, what's in store for the future of data and sport? How will the balance be struck between commercial opportunities, privacy and integrity?

16.30

INNOVATION IN TECH: THE ROLE OF AI AND MACHINE LEARNING IN SPORT

Hear about innovations in AI and machine learning and their potential and practical realities for sport.

17.00

KEYNOTE: CONNECTING THE GLOBAL COMMUNITY LORD SEBASTIAN COE, PRESIDENT, WORLD ATHLETICS

17.30

REFRESHMENTS & NETWORKING INCLUDING AN ATHLETE CONVERSATION

Over networking refreshments, hear from athletes on how they prepare and transition to life after sport.

**CREATE,
SHARE AND
CONNECT.**

PLEASE NOTE: Agenda speakers, topics and schedule are subject to change.

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AGENDA DAY TWO - APRIL 7

8.30 **DAY ONE RECAP**

8.40 **KEYNOTE: IN CONVERSATION WOMEN....AND SPORT with MEGAN RAPINOE**

9.10 **ACCELERATING WOMEN'S SPORT**
A detailed panel discussion considering whether we are focusing on the right strategies and actions in growing women's sport?

10.10 **HIGH PERFORMING EXECUTIVES: SESSION 2**
The second of our personal growth segments for developing high performing executives. Learn how to improve your personal resilience.

10.30 **REFRESHMENT BREAK**

11.00 **SPORT & SOCIAL ADVOCACY**
Sport has served to inspire, unite and become a platform for advocacy. How can sport continue its legacy to positively influence tomorrow's communities?

11.20 **TACKLING DIVERSITY IN SPORT**
A pulse check on diversity in sport, where are we making progress and what must we do better?

12.00 **SPORT DIPLOMACY**
What role should sport play on the world stage? Connecting sport, politics and the growing importance of the Asia-Pacific region, the epicentre of global events over the next decade.

12.40 **NETWORKING LUNCH BREAK**

13.40 **SUSTAINABILITY LEADERSHIP KEYNOTE**

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- 14.20 HIGH PERFORMING EXECUTIVES: SESSION 3**
The third of our personal growth segments for developing high performing executives. Unlocking the power of you.
- 14.40 ASIA RISING**
Join a panel discussion exploring the growing relevance and power of sport in Asia.
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- 15.20 REFRESHMENT BREAK**
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- 15.40 MARKETING AND FAN ENGAGEMENT IN THE DIGITAL AGE**
In the time of celebrity, social media, and crypto currency, how do brands maintain and deepen their connection?
- 16.30 VISIONING THE NEW LIVE!**
Co-curated with one of sport's leading venue and precinct architects, we present... the future of live.
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- 17.20 CLOSING REMARKS / REFRESHMENTS & NETWORKING**
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AGENDA DAY THREE - APRIL 8

CURATED SITE VISITS

Friday 8 April is reserved for SportNXT and the Victorian Government to host curated site visits to selected sports infrastructure in and around Melbourne. Details and options of site visits will be communicated in full to all delegates who may wish to attend.

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