7:00 AM - 8:00 AM
Breakfast and Registration

8:30 AM - 9:00 AM
Welcome Remarks (Bill James Room)

9:00 AM – 10:00 AM
Disrupting, Reimagining, & Crushing It!
Data, Snipe, Celly: The State of Hockey Analytics

9:00 AM – 10:00 AM
Power of Athletics on Society: 50 Years of Title IX
Painting the Black: The State of Baseball Analytics

10:00 AM – 11:00 AM
The Reformation of the NCAA
The Art and Science of Data Collection

10:00 AM – 11:00 AM
Different Balls, Same Goals
Marketing in the Metaverse: Building for Fan Experience 3.0

11:00 AM – 12:00 PM
The Reformation of the NCAA
OK, Zoomer: How Data Can Win Back Gen Z

12:00 PM – 1:00 PM
Beyond the Book: The Inevitable Expansion of Sports Betting
Entrepreneurship, Fundraising, Investing: Approaches to Success

1:00 PM – 2:00 PM
The Alternative Asset: Sports
Packing a Punch with Data: Analytics Fueling the UFC

2:00 PM – 3:00 PM
The Future of the Fan
Swim, Bike, Run, Data: The Next Frontier of Human Performance

3:00 PM – 4:00 PM
From NBA 75 to Basketball 100: The Future of the Game
The Evolution of Sports Business

4:00 PM – 5:00 PM
Sports Innovation Challenge Presented by Oracle
Using Technology to Monitor Workload in Elite Figure Skating

5:00 PM – 6:00 PM
Blockchain, Technology, and Sports
Beyond Expected Goals: The Next Phase of Soccer Analytics

6:00 PM – 6:30 PM
Careers Room (207)
Resume Reviews (1:30 PM – 2:30 PM)
Career Conversations (3:45 PM - 5:30 PM)
<table>
<thead>
<tr>
<th>Time</th>
<th>Bill James Room (Ballroom A/B)</th>
<th>Pat Summitt Room (Ballroom C)</th>
<th>Bill Walsh Room (304/306)</th>
<th>Competitive Advantage (302)</th>
<th>Careers and Competitions Room (312)</th>
<th>Workshop and Luncheon Room (311)</th>
<th>Interactive Events Room (310)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 AM - 8:30 AM</td>
<td>Breakfast</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:30 AM - 9:00 AM</td>
<td>On a Finger Roll: Where The Basketball Analytics Movement Goes Next</td>
<td>Data Is the New Muscle</td>
<td>Hackathon Finals</td>
<td>How to Drive Audience for Women's Sports</td>
<td>Finding the Modern Day Fan</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 AM - 10:00 AM</td>
<td>Transgender Athletes: A Conversation Led by Malcolm Gladwell on Data and Participation Policy</td>
<td>ESPN Daily: Maximizing Competitive Meaning</td>
<td></td>
<td>Cut Through Sponsorship Noise with Context</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00 AM - 11:00 AM</td>
<td>NFTs, Ownership, and Utility: Outlining the Path Forward for Digital Assets</td>
<td>Birdies and Big Data: The Golf Revolution</td>
<td></td>
<td>True ROI Is In Reach by Wasserman in Partnership with FANAI</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00 AM - 12:00 PM</td>
<td>In the Trenches of Football Analytics</td>
<td>Continuing to Grow in the Esports World</td>
<td></td>
<td>The Next Frontier of Data Analytics in Sport: Integrating Performance Data and Video</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00 PM - 1:00 PM</td>
<td>Research Paper Competition Finals</td>
<td>Research Paper Posters Exhibition</td>
<td></td>
<td>Lessons Learned from the Harlem Globetrotters Rebrand</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00 PM - 2:00 PM</td>
<td>Planting Healthy Roots: Exploring the Cannabis Boom</td>
<td>Ticketing: When Precedent Is No Longer a Predictor</td>
<td></td>
<td>The Power of Philanthropy Through Sport</td>
<td>How The NBA Has Evolved Data Strategy To Serve The Broadening Definition of Membership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2:00 PM - 3:00 PM</td>
<td>Trash Talking: Live From SSAC</td>
<td>The Numbers Behind the Books: How Gambling Companies Leverage Data</td>
<td></td>
<td>Importance of Inclusion, Empowerment, Ownership: The Future of Women’s Professional Hockey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>3:00 PM - 4:00 PM</td>
<td>Alpha Awards (Bill James Room)</td>
<td></td>
<td></td>
<td>Athlete’s Unlimited</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:00 PM - 4:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4:30 PM - 5:30 PM</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>