





















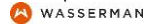








Time	Bill James Room (Ballroom A/B)	Pat Summitt Room (Ballroom C)	Bill Walsh Room (304/306)	Competitive Advantage (302)	Research Papers Room (311) <small>presented by</small> 42ANALYTICS	Exhibition Room (312)	Interactive Events Room (310)	
				CAs presented by 				
7:00 AM - 8:00 AM	Breakfast and Registration							
8:00 AM - 8:30 AM	Welcome Remarks (Bill James Room)							
8:30 AM - 9:00 AM	Disrupting, Reimagining, & Crushing It!	Data, Snipe, Celly: The State of Hockey Analytics		Equity Analytics and The NFL's Rooney Rule				
9:00 AM – 10:00 AM				The Art and Science of Data Collection 				
	10:00 AM – 11:00 AM	Power of Athletics on Society: 50 Years of Title IX 		Painting the Black: The State of Baseball Analytics				Reimagining Football: First Data Driven Football League
Different Balls, Same Goals 								
11:00 AM – 12:00 PM	The Reformation of the NCAA	OK, Zoomer: How Data Can Win Back Gen Z		Diversity, Equity, Inclusion Q&A 	Marketing in the Metaverse: Building for Fan Experience 3.0			A Deep Reinforcement Learning Framework for Optimizing Player Decisions in Soccer
					Brick & Mortar Integration for Digital Customers 			Using Hex Maps to Classify & Cluster Dribble Handoff Variants in the NBA
12:00 PM – 1:00 PM	Beyond the Book: The Inevitable Expansion of Sports Betting 	Entrepreneurship, Fundraising, Investing: Approaches to Success		How the PHI 76ers Accelerated Fan Insights during COVID 	Using Machine Learning to Describe how Players Impact the Game in the MLB			
1:00 PM – 2:00 PM				NBA Strategy: Leveraging Analytics on In Game Information 	Sports Narrative Enhancement with Natural Language Generation			
	2:00 PM – 3:00 PM	The Alternative Asset: Sports	Packing a Punch with Data: Analytics Fueling the UFC	Keeping the Ball Rolling: The Evolving Fight for DE&I In Sports 	Psychological Assessment of Athlete Mental Toughness	Detection of Tactical Patterns Using Semi-Supervised Graph Neural Networks		
How Golf and Health Experts Worked Together in a Pandemic 					Using Tracking and Charting Data to Better Evaluate NFL Players			
3:00 PM – 4:00 PM	The Future of the Fan	Swim, Bike, Run, Data: The Next Frontier of Human Performance		Chess Analytics: Winning Moves When the Clock is Ticking				
				3D Motion Analytics Finally Has a “Magic Camera”				
4:00 PM – 5:00 PM	From NBA 75 to Basketball 100: The Future of the Game	The Evolution of Sports Business 	Sports Innovation Challenge Presented by 	Using Technology to Monitor Workload in Elite Figure Skating				
				Quantifying the Mind: Revolutionizing Golf Data for All				
5:00 PM – 6:00 PM	Blockchain, Technology, and Sports	Beyond Expected Goals: The Next Phase of Soccer Analytics		How AI Powered Measurement Can Increase Sponsor Value				
6:00 PM – 6:30 PM								

Time	Bill James Room (Ballroom A/B)	Pat Summitt Room (Ballroom C)	Bill Walsh Room (304/306)	Competitive Advantage (302)	Careers and Competitions Room (312)	Workshop and Luncheon Room (311)	Interactive Events Room (310)
				CAs presented by 			
8:00 AM - 8:30 AM	Breakfast						
8:30 AM - 9:00 AM	On a Finger Roll: Where The Basketball Analytics Movement Goes Next	Data Is the New Muscle	Hackathon Finals 	How to Drive Audience for Women's Sports	Career Playbooks  		Closest to the Pin Challenge Presented by PGA of America  
9:00 AM – 10:00 AM				Finding the Modern Day Fan 			
	Transgender Athletes: A Conversation Led by Malcolm Gladwell on Data and Participation Policy	ESPN Daily: Maximizing Competitive Meaning 		Cut Through Sponsorship Noise with Context 		Spreadsheet Simplicity at Cloud Scale – Using Sigma to Deploy Self-Service Analytics 	
10:00 AM – 11:00 AM				True ROI Is In Reach by Wasserman in Partnership with FANAI 			
11:00 AM – 12:00 PM	NFTs, Ownership, and Utility: Outlining the Path Forward for Digital Assets 	Birdies and Big Data: The Golf Revolution		The Next Frontier of Data Analytics in Sport: Integrating Performance Data and Video 	First Pitch Case Competition 		
				The Biomechanics of Buckets: The Next Revolution in Basketball Analytics			
12:00 PM – 1:00 PM				Lessons Learned from the Harlem Globetrotters Rebrand		Women's Luncheon	
				In the Trenches of Football Analytics	Continuing to Grow in the Esports World	Research Paper Competition Finals 	
1:00 PM – 2:00 PM	How The NBA Has Evolved Data Strategy To Serve The Broadening Definition of Membership		How to Win at Sports Betting: Building Models and Pricing Odds with Data Science 				
2:00 PM – 3:00 PM	Planting Healthy Roots: Exploring the Cannabis Boom	Ticketing: When Precedent is No Longer a Predictor		Importance of Inclusion, Empowerment, Ownership: The Future of Women's Professional Hockey			
				A Trail Runner's Steep Climb on a Mountain of Data			
3:00 PM – 4:00 PM	Trash Talking: Live From SSAC 	The Numbers Behind the Books: How Gambling Companies Leverage Data		Athlete's Unlimited		Using Machine Learning to Describe How Players Impact the Game in MLB – Open Source Workshop	
4:00 PM – 4:30 PM							
4:30 PM – 5:30 PM	Alpha Awards (Bill James Room)						