MIT SLOAN SPORTS ANALYTICS CONFERENCE presented by ESPN — MIT SLOAN SPORTS ANALYTICS CONFERENCE AGENDA – FRIDAY, MARCH 1, 2024

42 ANALYTICS

TIME (ET)	BILL JAMES ROOM (Ballroom West)	SUE BIRD ROOM (Ballroom East)	SHANE BATTIER ROOM (210 BC)	COMPETITIVE ADVANTAGE ROOM (210 A) CAs PRESENTED BY: KAGR	COMPETITIONS ROOM (205)	DEMO ROOM (206)	CHESS ROOM (204)	TIME (ET)
7:00 AM – 8:00 AM	Breakfast and Registration							7:00 AM – 8:00 AM
8:00 AM – 8:30 AM	Welcome Remarks							8:00 AM – 8:30 AM
8:30 AM – 8:45 AM	Future of Football: Innovation on the Gridiron	A New Generation: The Next Era of College Athletics	Stats to Stanley: Building Successful NHL Teams	The LA Rams Championship Journey Off the Field: Remaking Data-Driven Marketing through Technology (KAGR)				8:30 AM – 8:45 AM
8:45 AM – 9:00 AM								8:45 AM – 9:00 AM
9:00 AM – 9:15 AM				Generative AI: Strategic Optimization for Teams, Coaches & Players	Hackathon Final Presentations ticketmaster			9:00 AM – 9:15 AM
9:15 AM – 9:30 AM								9:15 AM – 9:30 AM
9:30 AM – 9:45 AM				AI at the Paris 2024 Olympics: Using GenAI to supercharge analytics and reach new audiences				9:30 AM – 9:45 AM
9:45 AM – 10:00 AM	Fostering Fanatics: 1-on-1 with Michael Rubin	The Digital Gambit: Creating Compelling Chess Content for New Audiences	League Innovations: Balancing Tradition and Progress					9:45 AM – 10:00 AM
10:00 AM – 10:15 AM				Moving from Answering to Anticipating: A look at how women's sports coverage is the new model (Wasserman Foundation)				10:00 AM – 10:15 AM
10:15 AM – 10:30 AM								10:15 AM – 10:30 AM
10:30 AM – 10:45 AM				Make the Most of the Current Moment in Soccer Analytics				10:30 AM – 10:45 AM
10:45 AM – 11:00 AM								10:45 AM – 11:00 AM
11:00 AM – 11:15 AM	Future of Sports and Sports Business	Leveraging Sports Betting to Enhance the Fan Experience (sportradar)		Game On: Elevating NBA Referee Performance with REPS			Chess Simul	11:00 AM – 11:15 AM
11:15 AM – 11:30 AM								11:15 AM – 11:30 AM
11:30 AM – 11:45 AM								11:30 AM – 11:45 AM
11:45 AM – 12:00 PM								11:45 AM – 12:00 PM
12:00 PM – 12:15 PM				Building Excellent Technology in the 313 (Microsoft)		Mentorship Program Lunch		12:00 PM – 12:15 PM
12:15 PM – 12:30 PM	Competing on Sports Ownership	Partnerships: Activating Value	Growing the Game: How to Foster and Strengthen Golf Fandom					12:15 PM – 12:30 PM
12:30 PM – 12:45 PM				Setting a new standard for Women's Sports Data: Expanding WCBB Coverage on College Basketball Reference				12:30 PM – 12:45 PM
12:45 PM – 1:00 PM								12:45 PM – 1:00 PM
1:00 PM – 1:15 PM				Revolutionizing Sports Media: Ultra-High Resolution Immersive Capture and Emerging Tools for Broadcast TV Production (cosm)				1:00 PM – 1:15 PM
1:15 PM – 1:30 PM							Chess Open Play	1:15 PM – 1:30 PM
1:30 PM – 1:45 PM	Seats at the Table: Next Generation of Ownership and Changemakers (Wasserman Foundation)	The Globalization of Soccer			Research Papers Welcome (42 Analytics)			1:30 PM – 1:45 PM
1:45 PM – 2:00 PM				Modelling A New Reality: How the Blackhawks Built a Performant Ticket Demand Model After a Transformational First-Round Pick (ticketmaster)	Approaching In-Venue Quality Tracking from Broadcast Video using Generative AI			1:45 PM – 2:00 PM
2:00 PM – 2:15 PM					Estimating NBA Team Shot Selection Efficiency from Aggregations of True, Continuous Shot Charts: A Generalized Additive Model Approach			2:00 PM – 2:15 PM
2:15 PM – 2:30 PM				How the Orlando Magic Built a Data-Driven Strategy to Maximize Yield & Prepare for Growing Demand (ticketmaster)	Feeling the Pressure: A Unified Framework for Automating Pass Rushing Statistics in NFL Games			2:15 PM – 2:30 PM
2:30 PM – 2:45 PM					Measuring Individual Competitiveness and its Impact on Sporting Success			2:30 PM – 2:45 PM
2:45 PM – 3:00 PM	Evolution of Basketball Analytics: 20 Years of Nerds, Data, & Efficiency	Beyond the Box Office: The Evolution of Ticketing	Power of Data: Using Data For Good Across Industries	Winning the F.I.G.H.T. for Peak Performance				2:45 PM – 3:00 PM
3:00 PM – 3:15 PM					No More Throwing Darts at the Wall: Developing Fair Handicaps for Darts using a Markov Decision Process			3:00 PM – 3:15 PM
3:15 PM – 3:30 PM					Optimizing Baseball Fielder Positioning with Consideration for Adaptable Hitters			3:15 PM – 3:30 PM
3:30 PM – 3:45 PM				Creating Consumer First Experiences in Sports Gaming through Analytics (PRIZEPICKS)	The Strain of Success: A Predictive Model for Injury Risk Mitigation and Team Success in Soccer	Workshop: FoMO is Real: How Recent Breakthroughs in A.I. are Supercharging Your Opponent		3:30 PM – 3:45 PM
3:45 PM – 4:00 PM								3:45 PM – 4:00 PM
4:00 PM – 4:15 PM	Fanalytics: Fan Engagement in a Virtual and Global World	The New Age of Sports Media: Content and Monetization	Level Up: Analyzing the Influence of Brands on the Esports Ecosystem	The SumerSports Draft Dashboard (sumer sports)				4:00 PM – 4:15 PM
4:15 PM – 4:30 PM								4:15 PM – 4:30 PM
4:30 PM – 4:45 PM				Enhancing the NFL Fan Experience Through Real Time Analytics (TRACE3)				4:30 PM – 4:45 PM
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM
5:00 PM – 5:15 PM								5:00 PM – 5:15 PM
5:15 PM – 5:30 PM	Winning With AI: The Future of AI in Sports	Entering a New Reality: The Future of Live Events	Career Playbooks: The Reality of Working in Sports	Elevating Young Athletes at Scale				5:15 PM – 5:30 PM
5:30 PM – 5:45 PM								5:30 PM – 5:45 PM
5:45 PM – 6:00 PM				Automatic Generation of Football Analytics				5:45 PM – 6:00 PM
6:00 PM – 6:15 PM								6:00 PM – 6:15 PM

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ESPN, aws, cosm, DRAFTKINGS, UNIFIED TICKETING by eventellect, Fanatics, FANDUEL, Google, KAGR, Microsoft, NFL, PFF, PGA TOUR, PRIZEPICKS, snowflake, sportradar, sumer sports, ticketmaster, TRACE3, Wasserman Foundation

ATHLETE RECOVERY ROOM *(209)*
8:30 AM - 6:15 PM

CAREERS ROOM *(207)*
Career Conversations (10:30 – 11:30 AM)

RESEARCH PAPER POSTERS EXHIBITION
Northwest Lobby (2nd floor)

MIT SLOAN SPORTS ANALYTICS CONFERENCE presented by ESPN

MIT SLOAN SPORTS ANALYTICS CONFERENCE AGENDA – SATURDAY, MARCH 2, 2024

42 ANALYTICS

TIME (ET)	BILL JAMES ROOM (Ballroom West)	SUE BIRD ROOM (Ballroom East)	SHANE BATTIER ROOM (210 BC)	COMPETITIVE ADVANTAGE ROOM (210 A) CAs PRESENTED BY: KAGR	COMPETITIONS ROOM (205)	DEMO ROOM (206)	CHESS ROOM (204)	TIME (ET)
7:30 AM – 8:30 AM	Breakfast and Registration							7:00 AM – 8:00 AM
8:30 AM – 8:45 AM	The Data Revolution: Innovations in Data & Analytics Tools	Beyond the Pitch: Transforming Soccer Through Advanced Analytics		Using Data to Support College Athlete Mental Health	Startup Competition Pitches >$500k of Funding			8:30 AM – 8:45 AM
8:45 AM – 9:00 AM								8:45 AM – 9:00 AM
9:00 AM – 9:15 AM				Tour Analytics: Making Professional Golf More Data-Driven		Workshop: Building Statistical Models, Understanding When To Use Bayesian Inference		9:00 AM – 9:15 AM
9:15 AM – 9:30 AM								9:15 AM – 9:30 AM
9:30 AM – 9:45 AM			Workshop: Poker Power	Predicting Problem Gambling Among Sports Bettors				9:30 AM – 9:45 AM
9:45 AM – 10:00 AM	Executive Presence: How General Managers Construct Championship Contenders	Sports and Social Media: Attracting New Audiences Through Content Creation						9:45 AM – 10:00 AM
10:00 AM – 10:15 AM				Inside the Glass: the Making of NHL Edge IQ aws				10:00 AM – 10:15 AM
10:15 AM – 10:30 AM								10:15 AM – 10:30 AM
10:30 AM – 10:45 AM				The Hunt is On: Optimizing Business Growth while Leveraging On-Court Success KAGR		Workshop: Ford Field Analytics War Room with Detroit Lions and Trace3 – Improving Fan Experience TRACE3		10:30 AM – 10:45 AM
10:45 AM – 11:00 AM								10:45 AM – 11:00 AM
11:00 AM – 11:15 AM	In the Limelight: Investing in the Future of Women's Sports Media WASSERMAN FOUNDATION	Take Two: Sustaining Success in the New Look MLB		Harnessing Machine Learning to Identify Top Sponsor Leads ticketmaster			Professional Chessboxing Demonstration	11:00 AM – 11:15 AM
11:15 AM – 11:30 AM								11:15 AM – 11:30 AM
11:30 AM – 11:45 AM								11:30 AM – 11:45 AM
11:45 AM – 12:00 PM								11:45 AM – 12:00 PM
12:00 PM – 12:15 PM			Women's Luncheon supported by: UNIFIED TICKETING by eventellect, PRIZEPICKS, WASSERMAN FOUNDATION	Reimagining 'why' through needs-based segmentation ticketmaster	Startup Competition Pitches <$500k of Funding			12:00 PM – 12:15 PM
12:15 PM – 12:30 PM	The Numbers Game: Football Analytics from Combines to Championships	Impacting the Game: The Advancement of Sports Analytics with Industry Pioneers ESPN						12:15 PM – 12:30 PM
12:30 PM – 12:45 PM				Revving Up the Odds: Optimizing Man and Machine in NASCAR				12:30 PM – 12:45 PM
12:45 PM – 1:00 PM							Chessboxing Open Play	12:45 PM – 1:00 PM
1:00 PM – 1:15 PM				Buzz Cuts: Insights on the History of NBA Buzzer-Beaters				1:00 PM – 1:15 PM
1:15 PM – 1:30 PM								1:15 PM – 1:30 PM
1:30 PM – 1:45 PM	David vs. Goliath: The Underdog Mindset	The New Playbook: Revolutionizing Sports Gaming with Data and Technology		Research Collectives: The Call for Large-Scale, Open Science Initiatives in Sports Science				1:30 PM – 1:45 PM
1:45 PM – 2:00 PM								1:45 PM – 2:00 PM
2:00 PM – 2:15 PM				Using Analytics to Drive Competitive Success for Team USA	First Pitch Case Competition Final Presentations KAGR			2:00 PM – 2:15 PM
2:15 PM – 2:30 PM								2:15 PM – 2:30 PM
2:30 PM – 2:45 PM								2:30 PM – 2:45 PM
2:45 PM – 3:00 PM	The Game Changers: Entrepreneurship with Jason Robins and Rich Paul	From Probability to Profit: The Evolution of Poker Strategy		Spotlighting under-the-radar performers in women's college volleyball				2:45 PM – 3:00 PM
3:00 PM – 3:15 PM								3:00 PM – 3:15 PM
3:15 PM – 3:30 PM								3:15 PM – 3:30 PM
3:30 PM – 3:45 PM								3:30 PM – 3:45 PM
3:45 PM – 4:00 PM								3:45 PM – 4:00 PM
4:00 PM – 4:15 PM	The Power of Sports WASSERMAN FOUNDATION							4:00 PM – 4:15 PM
4:15 PM – 4:30 PM								4:15 PM – 4:30 PM
4:30 PM – 4:45 PM								4:30 PM – 4:45 PM
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM
5:00 PM – 5:15 PM	Alpha Awards							5:00 PM – 5:15 PM
5:15 PM – 5:30 PM								5:15 PM – 5:30 PM

MENTORSHIP PROGRAM MENTEE BREAKFAST *(211)*
7:45 - 8:30 AM

ATHLETE RECOVERY ROOM *(209)*
8:30 AM - 5:00 PM

CAREERS ROOM *(207)*
Resume Reviews (9:00 – 10:00 AM)

RESEARCH PAPER POSTERS EXHIBITION
Northwest Lobby (2nd floor)

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