Day 1 – Thursday (Provisional Agenda)

**Track 1**
Sports Teams & Leagues + Brands and Sports Marketing

- 9:30am – 9:50am: Welcome Addresses
  - Twitter: Fan Engagement & Social Media
    - Ansh Madani (Head of Sports Partnerships Asia Pacific, Twitter)
  - International Cricket Council (ICC): Digital Story Telling for Sports Fan Engagement
    - Unmish Parthasarathi (Head of Global Digital, International Cricket Council)

- 10:00am - 10:40am (Session 1):
  - Sportradar: Sports Data Unlocks Fan Engagement & Insight: Sports Suppliers and Media Discuss
    - James Heneghan (Head of Commercial Development & Strategic Partnerships, Sportradar)
    - Yannick Colaco (Managing Director at NBA India)
  - La Trobe University (Australia): Digital Story Telling for Sports Fan Engagement
    - Unmish Parthasarathi (Head of Global Digital, International Cricket Council)
    - Stuart Morgan (Associate Professor of Sports Analytics)

- 10:50am – 11:30am (Session 2):
  - Cricket Australia: Electronic Gaming: Cricket Australia’s New Frontier
    - Apurwa Sarve (Strategy Manager, Cricket Australia)
  - Catapult Sports: Future of Elite Sports Performance
    - Steve Oosterhof (Head of Business APAC, Catapult Sports)
  - Genius Sports: Using data analytics to safeguard the integrity of sport
    - Steve Burton (Managing Director, Genius Sports)
    - Ben Paterson (Integrity Operations Director, Genius Sports)
  - Hudl: Creating a Learning Environment in Football Academies
    - Michael Conlan (Australian Manager, Hudl)

- 11:30am – 12:10pm (Session 3):
  - Deakin University: World’s #1 Ranked Sports Science University – Wearables and Athlete Monitoring
    - Paul Gastin and Stuart Warming (Deakin University)
  - eSports KMPG and Google: Online Gaming in India: Reaching a New Pinnacle
  - Virtual Reality: Latest Innovations in VR and Sports
    - Milheer Walavalkar (Co-Founder & Chief Business Officer, Live Like VR)

- 1:00pm – 1:20pm: Lunch

- 2:00pm – 3:00pm (Session 5):
  - KPMG Sports: NBA/MLB Scheduling – How Scheduling the NBA gets Done
    - Ryan McCumber (Director – Global Lead Sports Analytics, KPMG)
  - ESPN: Influence of Analytics in on field decision making and Broadcasting
    - Gaurav Sundararaman (Senior Stats Analyst, ESPN)

- 3:10pm – 3:50pm (Session 6):
  - Deakin University: World’s #1 Ranked Sports Science University – Wearables and Athlete Monitoring
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  - Virtual Reality: Latest Innovations in VR and Sports
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**Track 2**
Sports Technology and Data Science

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**VIP Business Networking**
*Invite Only*

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- 4:00pm – 4:50pm (Session 7):
  - Deakin University: World’s #1 Ranked Sports Science University – Wearables and Athlete Monitoring
    - Paul Gastin and Stuart Warming (Deakin University)

- 5:00pm – 5:20pm: (20 minutes Innovation) – Great Sports Infra
  - Stadium Technology – Cancellation of play due to a wet outfield; a thing of the past!
    - Anil Kumar (Founder & Managing Director, Great Sports Infra)

- 5:30pm: End of Day 1

**Conference Sponsor**
India Sports Analytics Conference (SAC India)
12th – 13th October 2017 (2 Days)
Novotel Mumbai, India

**Website**
www.analyticsinsport.com

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## India Sports Analytics Conference (SAC India)

**12th-13th October 2017 (2 Days)**

Novotel Mumbai, India

### Day 2 – Friday (Provisional Agenda)

#### Track 1: Sports Teams & Leagues + Brands and Sports Marketing

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>10:00am – 10:40am (Session 1)</td>
<td></td>
<td>La Liga and Microsoft Reinvent fan engagement and monetize your fan data with BI and AI</td>
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<td>Sebastian Lancastremere [General Manager – Sports Business, Microsoft]</td>
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<tr>
<td>10:50am – 11:30am (Session 2)</td>
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<td>Olympic Gold Quest</td>
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<td>Using analytics to find India’s next Olympic champion</td>
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<td>Valshay Tandon (Head of Strategy &amp; Communications)</td>
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<td>Anukool Bharadwaj (Head of Research &amp; Analysis)</td>
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#### Track 2: Sports Technology and Data Science

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<td></td>
<td>La Trobe University [Australia] – Sports Analytics Program</td>
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<td>Illegal Bowling Actions in Cricket: Can Sports Analytics Help?</td>
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<td>Dr Kane Middleton (Lecturer, Biomechanics)</td>
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<td>11:30am – 11:50am</td>
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<td>Morning Tea</td>
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<td>11:50am – 12:30pm (Session 3)</td>
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<td>PANEL – Indian Business Leadership – Sports Technology for the India Future</td>
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<td>Moderator: Nikhil Punde [Founder SportUp Sports Technology]</td>
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<td>Himanshu Dabri (Chief of Basketball Operations, Basketball Federation of India)</td>
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<td>Harry Griffith (VP, Head of International Sales, Strategy &amp; Partnerships, StarTV)</td>
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<td>Nilesh Kulkarni (Founder Director and Ex- International Cricketer, ISM)</td>
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<td>Vaidehi Vaidya (Founder President, Women in Sport India)</td>
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<td>12:40pm – 1:20pm (Session 4)</td>
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<td>Indian Olympians Roadmap for India Sports 2020 – Power of Technology</td>
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<td>Juthika Mehta (Sports Marketing &amp; Communications)</td>
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<td>Olympians Association of India</td>
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<td>1:20pm – 2:20pm</td>
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<td>Lunch</td>
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<td>2:20pm – 3:00pm (Session 5)</td>
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<td>Sequoia Fitness / fitness365</td>
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<td>Fitness and Sports Skills Assessment and Big Data for Talent Identification (Case Study: Building National Benchmarks in India)</td>
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<td>Sujit Panigrahi [Co-Founder &amp; CEO, Sequoia Fitness and Sports Technology]</td>
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<td>3:10pm – 3:30pm (Session 6)</td>
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<td>(20 minutes Innovation) – The Weather Company An IBM Business</td>
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<td>Weathering Sports</td>
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<td>Himanshu Goyal [India Sales &amp; Alliances Leader, The Weather Company]</td>
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<td>3:35pm – 3:55pm (Session 7)</td>
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<td>(20 minutes Innovation) – iMerit</td>
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<td>Chicago Cubs Data Case Study (Baseball)</td>
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<td>Jai Natarajan (VP, Technology &amp; Marketing, iMerit Technology Services)</td>
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<td>4:00pm – 4:20pm (Session 8)</td>
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<td>(20 minutes Innovation) – Speculur</td>
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<td>BatSense, Intel Powered ‘wearable’ for Cricket Bats</td>
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<td>Atul Srivastava [Founder &amp; Managing Director, Speculur]</td>
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<td>4:30pm – 5:30pm</td>
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<td>Networking and Refreshments</td>
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#### VIP Business Networking

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