

iSportConnect - Masterclass+

The Future of Fan Data: Optimising Personalisation for Commercial Growth

A place to connect. To inspire. To share ideas. To start conversations and open doors with the world's largest private sports business network.



10th September 2024



08:45 - 13:00 GMT



London

AGENDA

8:45 am: Registration and Welcome Coffee

- Networking opportunities among attendees
- Introduction to the day's focus areas

9:10 am: Opening Remarks

9:15 am: Presentation: Data Protection - What Sports Need To Know

- With all of the data's opportunities come responsibilities and risks. Current best practices regarding privacy, security, and ethical use of information, as well as what sports need to do to protect themselves in the future.

9:40 am: Panel: Using AI to Supercharge Fan Interaction

- Investing in the right digital infrastructure to maximise the potential of AI across multiple channels (social media, mobile apps, websites).
- How to integrate AI across multiple verticals (content, ticketing, sponsorship, etc) to maximize sharing and synergies.
- How to ensure that AI-led activities are authentic and verifiable.

10:20 am: Breakout Discussion: Using Data to Make Your Fan Funnel More Effective

- How organisations are currently implementing data-driven decision-making processes
- How they are using real-time data analytics to adapt and personalise
- How they are building their first-party data
- How they are working with partners

10:50 am: Networking Break

11:20 am: CDP Now: Optimizing Revenue Opportunities

- Strategies for effective integration of CDP processes and customer data
- Analysing the impact of CDP on fan experiences (with data of results)
- Successful (and not so successful) use cases

11:45 am: Panel: From Personalization to Hyper-Personalization

- What are the best use cases of how personalisation is being applied to real-world scenarios in fan engagement and revenue generation?
- How are organisations defining their objectives for more personalisation?
- What is the road map from basic personalisation to real one-to-one interaction?
- What are the risks? Can personalisation become a negative?

12:25 pm: Breakout Discussion: What We Want to Do Next?

- What are the ambitions of organisations in the fan data space? What do they need to make them a reality? How much resource are they currently devoting to this area, and how is it likely to change?

12:55 pm: Closing Remarks

13:00 pm: Lunch