



# PROGRAM

Tuesday, June 6th

#SiSParis2017

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Format: 20-minute individual presentations per speaker + Q&A session per topic.

## 08:00AM - REGISTRATION

## 08:50AM - OPENING CEREMONY

LED BY

Arnaud Drijard - CEO & Co-founder SiS

Jean-François Martins - Deputy Mayor of Paris in charge of Tourism & Sport

## 09:00 - 09:30 INNOVATION & GLOBAL ISSUES

### UNITED NATIONS FOUNDATION

Senior Advisor

Jay Corless

### EUROPEAN COMMISSION

Deputy Director-General for Education, Culture, Youth & Sports

Jens Nymand Christensen

## 09:30 - 11:00 SPORT PERFORMANCE

Presented by *Catapult*



How to improve athletes' results, from high performance to amateur sport, from data analytics to new technologies! We will explore some emerging concepts.

### HALO NEUROSCIENCE

CEO & Co-Founder

Dr. Daniel Chao

### FC BARCELONA

Head of Sports Technology

Raúl Peláez

### CATAPULT

CEO Consumer

Benoit Simeray

### LEINSTER RUGBY

Sports Scientist

Peter Tierney

## 11:00 - 11:20 BREAK

## 11:20 - 12:50 INNOVATION AT THE CORE

Presented by *StubHub*



What is the potential of eSports, IoT and AI? Key topics to anticipate changing future!

### WEBEDIA

CEO

Cédric Page

### US OLYMPIC COMMITTEE

Director of Innovation & Technology

Mounir Zok

### STUBHUB

Global Head of Communications

Glenn Lehrman

## 12:50 - 14:00 Lunch Break on-site \*Included with your pass

Presented by *PMU*



## 14:00 - 16:00 FAN ENGAGEMENT

Fans are at the heart of every organization! Ways to increase your fan base, optimize your exposure and convert their enthusiasm into business opportunities. Understanding how to reach them matters!

### USA SWIMMING

Chief Marketing Officer

Matt Farrell

### IPC

Director of Media & Communications

Craig Spence

### MANCHESTER UNITED

Head of Media

Andrew Diggle

### SPORTSMANIAS

CEO & Co-Founder

Vicente Fernández

## 16:00 - 16:20 BREAK

## 16:20 - 17:20 AMAZING SAILING STORIES

Skippers are amazing sailing adventurers, designing their future and sharing civic messages! No record is possible in sailing without great architects and designers pushing the limits of speed!

### VPLP DESIGN

Co-Founder

Vincent Lauriot Prévost

### CONRAD COLMAN

Sail Skipper

Athlete

## 17:20 - 17:40 BREAK

## 17:40 - 18:40 SIS STARTUPS CONTEST

Presented by *Le Tremplin*



International & National Startups contest

Former French National Team Football striker, Louis Saha presenting his startup Axis Stars.



# PROGRAM

Wednesday, June 7th

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Format: 20-minute individual presentations per speaker  
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## 08:00AM - REGISTRATION

## 09:00 - 10:30 CONTENTS & MEDIA RIGHTS TRENDS

What are new content formats and content distribution models? So much has changed in recent years regarding the media, rights holders and brand ecosystems. Keep up with the competition!

### FIBA

Director General FIBA Media & Marketing Services  
Frank Leenders

### FACEBOOK

EMEA Sports Partnership Lead  
Jerry Newman

### EUROSPORT

Managing Director  
Jonathan Davies

## 10:30 - 10:50 BREAK

## 10:50 - 12:20 DIGITIZATION IMPACTING STORYTELLING AND BIG DATA OPPORTUNITIES

Presented by SAP



How to strategically invest in technology to improve storytelling and engage fans. Different insights from technology and data experts in a digitized world.

### LUCIDWEB

CEO & Co-Founder  
Leen Segers

### SAP

Global Business Development Director Sports  
Bernd Huwe

### SAN FRANCISCO 49ERS

VP / Executive Producer  
Robert Alberino

## 12:20 - 12:50 SPECIAL MOMENT: DEBATE

Emmanuel Seuge, Founder of CASSIUS and Former SVP Content Marketing at The Coca-Cola Company, will organize a debate with Sponsorise.me, Huawei and Sport Heroes Group about how to optimize relationships between big brands & startups.

## 12:50 - 14:00 Lunch Break on-site \*Included with your pass

Presented by PMU



## 14:00 - 16:00 INNOVATION AT THE CORE

Innovation is about collaboration, designing your future! Insights from a global brand, smart fabrics, a sport organization and social sponsoring platform.

### SPONSORISE ME

CEO  
Loïc Yviquel

### CORNELL UNIVERSITY

Director of Smart Fabrics & Nanotechnology  
Juan P. Hinestroza

### LFP

General Manager  
Didier Quillot

### ADIDAS

Global Head of Brand Strategy  
Vincent Montalescot

## 16:00 - 16:20 BREAK

## 16:20 - 16:40 SPECIAL MOMENT

Interview by Philippe Bruet with François Pesenti, General Manager of RMC & SFR Sport.

## 16:40 - 18:20 BIG CITIES & BIG EVENTS

The challenges and opportunities of Big Events in Big Cities.

### CDMX - MEXICO CITY

Head of Sports  
Horacio de la Vega

### PARIS 2024

CEO  
Etienne Thobois

### MAIRIE DE PARIS

Deputy Mayor of Paris in charge of Tourism & Sport  
Jean-François Martins

## 18:00 - END OF #SiSPARIS2017