

**08:30** Registration, Opening gates & welcome coffee

**09:00** Arnaud Drijard, **SiS Founder & CEO**  
Fabrice Le Saché, **MEDEF**, VP Porte-Parole

**09:15 FUTURE IS NOW Presented by Natixis**

**MIT SPORTS LAB** / Christina Chase / Managing Director & Co-Founder / "The future of Sport Tech in Sport"

**NBA** / Brienne Ehrenkranz / Sr. Marketing Director EMEA / "The future of Fan Engagement"

**NATIXIS** / Lionel Trouvé / Natixis Payment Solutions, Head of Ecommerce & Applications Store / "Smartpos : the next generation solution for a better business performance"

**11:00 AMAZING STORY Presented by Red Bull, PIERRE VAULTIER**

**11:30 REVOLUTION IN THE MEDIA LANDSCAPE**

**VOGO** / Barbara Desmarest / VP Sales & Development Europe / "In-Stadium Live & Replays for Fans & Pros"

**MYCUJOO** / David Fowler / Chief Marketing Officer / "Innovating at the long tail of football"

**OLYMPIC BROADCASTING SERVICES** / Yiannis Exarchos / Chief Executive Officer

**12:30 LUNCH BREAK**

**13:30 RACE TO SPORTS PERFORMANCE**

**FC BARCELONA** / Carles Bargalló / Technology & Innovation, Sports Science Department

**US OLYMPIC COMMITTEE** / Finbarr Kirwan / Sr. Director High Performance / "Innovation in Olympic Sports, do simple better"

**FRENCH FOOTBALL FEDERATION** / Gregory Dupont / Head of Performance

**SWEDISH NATIONAL TEAM & LEICESTER CITY FC** / Paul Balsom / Performance Director

**15:00 AMAZING STORY - ARSENE WENGER**

**15:30 FUTURE OF FOOTBALL BUSINESS & INNOVATION**

**LA LIGA** / Javier Tebas / President / " Role of innovation in driving growth for a league"

**OLYMPIQUE DE MARSEILLE** / Jacques-Henri Eyraud / Chief Executive Officer / Football of the future: innovations that could disrupt football in coming years !

**17:00 FFF INNOVATION AWARDS, Presented by FFF**

**9 selected startups** will present in the following categories: Sport Performance, Injury Prevention and Fan Engagement. Meanwhile the jury will vote, keynote on FIFA World Cup Victory impact from:

**French Institute for International and Strategic Affairs – IRIS** / Dr. Pascal Boniface / Founder Director / "Geopolitical impact of French victory at the FIFA World Cup 2018"

Awards presented by FFF in each category by Florence Hardouin and the jury.

**18:45 - 21:00 - VIP COCKTAIL AT EIFFEL TOWER**

Special Guest, **PATRICK MOURATOGLU** / Founder Mouratoglou Academy, Coach of Serena Williams

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**09:00 VISUAL IDENTITY PARIS 2024' APPLICATION, MADE FOR SHARING**

**Dragon Rouge** / Kheireddine Sidhoum / Global Chief Creative Officer

**09:15 PARIS & SPORT LAB CITIES Presented by City of Paris**

**RYDER CUP & EUROPEAN TOUR** / Tom Johnson / Head of Marketing

**TOKYO 2020** / Hiromi Kawamura / Sr. Director International Relations

**VILLE DE PARIS** / Antoine Chines / General Delegate to the Olympic & Paralympic Games / "Paris, an Innovation Lab"

**10:30 AMAZING STORY Presented by Ottobock**

**OTTOBOCK** / Mario Henkel / Managing Director / "Improving life of athletes and people with impairments through technology"

**PARALYMPIC CHAMPION MARTINA CAIRONI** / Several Gold Medals at Paralympic Games and World Championships

**11:15 SOCIAL INNOVATION**

**FIGHT FOR DIGNITY** / Laurence Fischer / Founder

**GAME** / Simon Prahm / CEO & Co-Founder / "Social Design Based Innovation in GAME"

**SAN FRANCISCO 49ers – EDU** / Jesse Lovejoy / Director of Education & EDU Managing Partner / "Inspiring Learners Through Sports: the Power and Importance of STEAM"

**12:30 LUNCH BREAK**

**13:45 NEW BUSINESS MODELS & FANS AT THE CORE**

**LINKSPORT** / David Douillet / Twice Olympic Gold Medalist, Politician, LinkSport Strategic Committee Director

**FAN CONTROLLED FOOTBALL LEAGUE** / Patrick Dees, Chief Gaming Officer & Co-Founder

**TIFOSY** / James Pollock / Chief Marketing Officer / "How Norwich City FC raised £5,000,000 in 6 days"

**15:15 LFP, Didier QUILLOT, Chief Executive**

**15:45 DIGITAL TRANSFORMATION**

**LIVELIKE** / Samuel Westberg / VP of Business Development

**ALIVES5** / Glenn Gutierrez / Co-founder and COO / "How to put Butts in Seats. Sell more tickets using messaging and chatbot"

**ATP** / Jorge Escallon / Sr. Director, Player Finance & Treasury / "PlayerZone 2.0, best in class digital solution to manage all the business of professional players"

**PORTLAND TRAIL BLAZERS** / Brian Matzat / Director of Digital Innovation / "Dollars and sense: monetizing the fan experience."

**17:-30 End of #SiSParis2018**