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<https://sport-gsic.com>



Our Next Events



Innovation Day with Porsche

February 8

Members only



The Future of Clothing is Connected

February 11

More info



Fitness & Performance Summit

February 24
 SportIn Global and GSIC Event

Pre-register

Opinion: Fan Engagement

"Only 13% of sports entities were prepared for what happened in 2020. The primary change that occurred and implemented was games without fans, which is a significant turn for all of sports."



**Have you met...
 ...Danny Cortenraede?**

Smarter communication with fans, state of industry and fan engagement insights for 2021

Innovation and technology are redefining all industries, and sport is no exception. Today all organizations are immersed in the digital transformation by making it part of their day to day processes. In the sports sector we see it reflected more intensely in areas such as teams and athlete's performance, data analytics, smart stadiums, media and broadcasting, sponsorship, and above all, in what makes this industry move with passion and emotion: the fans.

This month we spoke with [Danny Cortenraede](#), Serial Entrepreneur, experienced executive with a successful track record of building high growth companies and investor to summarize how 2020 finished for sports entertainment industry and get some insights on what could we expect in 2021.

[Read Interview](#)

Our Latest

Open Innovation Programs



Apply to China Sports Tech World Series

GSIC and [AquaBloom Sports Group](#) are organizing an event for all the tech companies who want to grow on Asian market. Apply to solve challenges of Beijing Winter Olympics 2022, Wanda Group or Asian Games, among others.

[Apply](#)



Sun Devil Athletics Challenge by Arizona State University

Sun Devil Athletics, the Global Sport Institute, and the J. Orin Edson Entrepreneurship + Innovation Institute at Arizona State University, have announced a new initiative -- the [Sun Devil Athletics' Venture Challenge](#).

[Apply](#)

Events



Round Table "Next Generation Fan Engagement"

On January 19, we discussed with our members [Sceenic](#), [ImagineAR](#), [Brintia](#), [IQONIQ](#) and [Edisn.ai](#) visualization of a next generation fan experience on different markets and tech innovation going on now and that will be happening very soon across sports industry.

GSIC members can watch this content on demand [HERE](#)

[Watch the summary](#)

Members Solution Showcase "How to best apply AR and VR solutions in sports"

There's more for fan engagement this month! Our members [ImagineAR](#), [Immersiv.io](#), [Orwell VR](#) and [YBVR](#) are sharing how they use AR and VR technology to help sports entities to provide their fans with great experiences.

[Watch on demand](#)



Other Activities



Iris Cordoba Awarded "Exceptional Women of Excellence" by WEF

The General Manager of the GSIC, Iris Córdoba, received the **"Exceptional Women Of Excellence"** award at the Women Economic Forum, in recognition of her extensive career and role in growing sports industry.

[Read More](#)



GSIC releases new White Paper on Fan Engagement during COVID-19

GSIC releases the 4th white paper of a series dedicated to best practices of sports organizations during COVID-19. This time we studied technological innovation in content, commerce and consumer engagement.

[Download](#)



GSIC and Arizona State University announce collaboration

This agreement creates a global connection with the goal of enhancing knowledge sharing, developing activities that will foster sports startups in the U.S., and aggregate each entities' individual value to their ecosystems.

[Read More](#)

Membres Resources

All the members of GSIC have exclusive access to different benefits, resources and services that we provide.

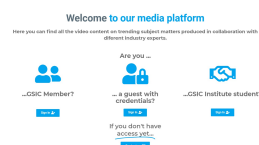
If you are a GSIC member, don't forget that you can:



Update your profile on Private Members Area

Use your private area to learn more about other GSIC members and to connect with them, as well as to find Working Groups materials, training resources and more

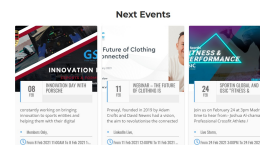
[Go to Private Area](#)



Visit GSIC Media to watch all our events

Re-view our last events, events that you missed or all the rest of events starting from 2018! We have it all: Fan Engagement, Digital Transformation, COVID, Smart Stadiums and more

[Go to GSIC Media](#)



Speak at our next events or be part of Working Groups

Our members have priority to participate as speakers at all our events, offer topics and content for materials that we publish, as well as to participate in our Working Groups.

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New Members



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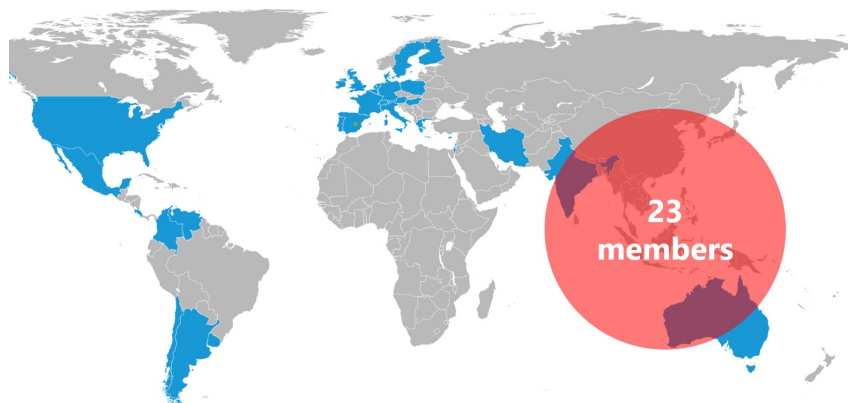
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[See all January members](#)

GSIC APAC



GSIC APAC is growing

The GSIC is continuing to work on its expansion to Asia. New members are joining the center each month to add value to the ecosystem and to open new opportunities for our members on other continents.

[Visit GSIC APAC](#)

Members News



ScreenHits, Scenic unveil 'ground-breaking' TV and video interaction partnership

Direct-to consumer streaming services provider ScreenHits TV and TV customer behaviour firm Scenic have announced a partnership allowing consumers to have the ability to interact live via video chat whilst streaming film and TV series.

[Read More](#)



New IGOLD-FITBE project for the elderly

This week Villacañas will begin to develop a pioneering and innovative project to activate the adults-seniors of the municipality with physical exercise and personalised nutritional advice. This initiative will be carried out with students from the adult and senior groups of the municipal sports activities.

[Read More](#)



Case study: how could a second division spanish football club boost its merchandising revenue despite the pandemic

The cooperation of Seyu and CD Leganés shows that generating extra revenue does not necessarily depend on the stadium experience, but rather on a good idea.

[Read More](#)



Bravent offers webinar on how to bring your business to the next level with Dynamics 365

Do you want to know how can it contribute significantly to your organization? In this webinar our expert Miguel Llorca will explain all the benefits and opportunities of this platform; and how they can contribute directly to different types of companies, organizations and businesses.

[Read More](#)

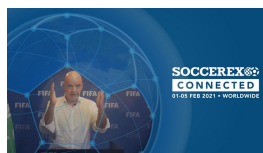
Industry Events



ISPO Munich Online 2021 - February 1-5

Meet over 500 exhibitors, including Adidas Terrex, Gore, Icebreaker and Mammut. Choose from over 100 workshops, panels and keynotes, meet old friends and make new contacts.

[More Info](#)



Soccerex Connected - February 1-5

Soccerex has been bringing together the global football industry to network in a unique commercial environment for over twenty years. Don't miss this event! **GSIC Members have 20% discount for tickets.**

[More Info](#)



Coliseum Online Week - March 22-26

Global series of stadium and arena business conferences, a sports venue news online-platform and an international publication dedicated to the various challenges of designing, constructing and operating of sports venues.

[More Info](#)

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