



**GSIC**

Global Sports Innovation Center

Powered by  Microsoft

# **GSIC Summit APAC 2022**

**November 10-11**

**Singapore**

# Introduction



**Singapore** is one of the most successful examples of major sporting events' organization during and post-pandemic



**Unique international event** on innovation and tech trends focused on major sporting events organizers



**Showcase** for the latest innovation and the art of possible for the sporting events industry



Organized by **GSIC** powered by **Microsoft** and support of Sport Singapore

# Concept



**Locations:**  
Singapore Sports Hub\*



**200 – 250**  
attendees



**Target audience:** sports rights holders: federations, clubs leagues, events organizers, competitions organizers, IOC, brands, sponsors



**I-day program:** conferences, workshops networking sessions, solutions' demos



**Trending topics** in sport innovation: metaverse, Esports, NFTs, fan engagement and more



**Demo space** where startups and tech companies showcase their solutions in real time



**Gala dinner**

# Agenda – Day 1

**08:00** – Doors opening & accreditations

**08:30** – Networking breakfast

**09:00** – Opening by host

## **Block one – Global trends in the sporting events organization**

**09:20** – Post-pandemic recovery challenges and success

**10:00** - More than an event: sustainability, social footprint and legacy

**10:40** - Creating metaverse in the world of sport

**11:20** - Esports as a game changer in the events' organization

## **Block two – Technological disruption for sporting events**

**12:00** – Blockchain & NFT revolution in fan engagement

**12:40** - Next-Gen Live Sports Broadcasting Solutions

**13:20** - Lunch Break





# Agenda – Day 1

**15:00** – Technology creating new ways for events monetization

**15:40** - Capturing movements:VAR and replay systems at the service of sport performance

**Block three - Opening new opportunities for marketing and sponsorship**

**16:20** - Content to engage, impact and remember

**17:00** - The power of brand: how to make the most out of sporting event sponsorship

**17:40** - Business insights as a key for your marketing strategy

**18:20** – Conference part closure

**20:30 – 22:30** – Dinner



# Agenda – Day 2\*

**09:00** – Welcome to Day 2

**09:05** – GSIC Showroom Tour

**09:35** - Microsoft session

**10:35** – Break

**11:35** - Sport Singapore Session

**11:55** - Workshop

**13:25** - Lunch

**15:00** - National Stadium Visit

**15:45** - Transfer

**16:05** - Technogym Experience Center Visit



\*Agenda for Day 2 is TBC



# Side activities



**Networking**



**Exhibition Demo Space**



**I-to-I meetings**



**Technogym Experience Center Visit**



**GSIC APAC Visits**



**Singapore National Stadium Visit**



**Gala Dinner**



# Thank You

GSIC powered by Microsoft

[gsic.events@sport-gsic.com](mailto:gsic.events@sport-gsic.com)

<https://sport-gsic.com/>

