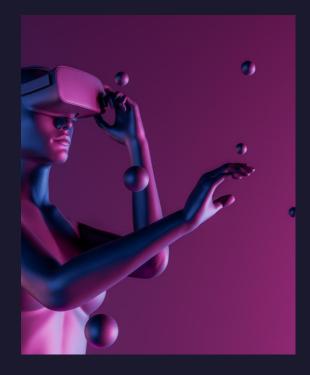


Introduction









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

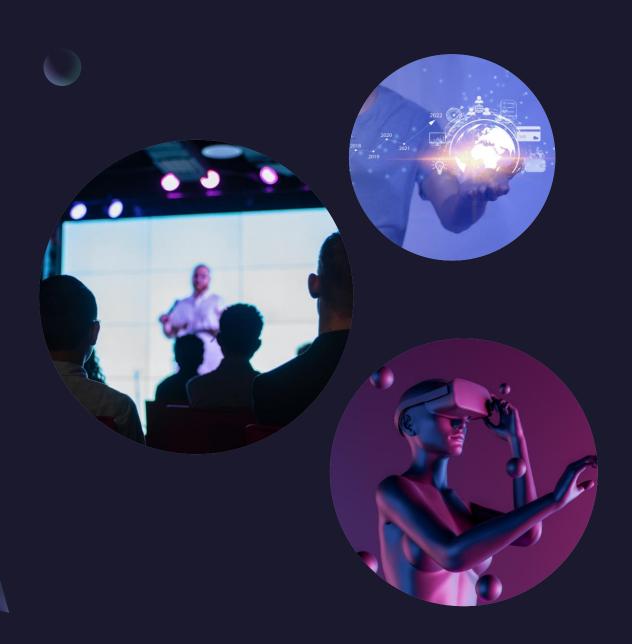
11:20 - Esports as a game changer in the events' organization

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



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

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