






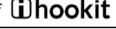

























Time	Bill James Room (Ballroom West)	Pat Summitt Room (Ballroom East)	Bill Walsh Room (Room 210BC)	Competitive Advantage South (Room 210A)	Competitive Advantage North (Room 206AB)	Research Papers Room (205A)	Listen Live Podcast Center (203)
	CAs presented by 					presented by 	
7:00 AM - 8:00 AM	Breakfast & Registration						
8:00 AM - 8:30 AM	Welcome Remarks (Bill James Room)						
8:30 AM - 9:30 AM	Reinventing a Business: The Future of Sports Business 	Game (Show) Theory: An Omnibus Conversation with Jeopardy GOAT Ken Jennings and Nate Silver		Analyzing Data and Film Concurrently to Get an Upper Hand	The Biggest Comebacks and Collapses in Golf	Sports Gaming Innovations Challenge presented by  8:30 AM - 10:30 AM	First Pitch Case Competition presented by 
				Football & CTE: How New Data Can Save the NFL	How Cricket Innovates at 100mph 		
9:45 AM - 10:45 AM	Player Empowerment: I've Got the Power 	Sponsorships in the 2020s: Leveraging Technology to Uncover Gems 	Hockey Analytics: A Faceoff with Data	The Relevant and the Frequent: Engaging Soccer Coaches with Visual Analytics: An FC Barcelona Story	USA Swimming: The Analytics Driving Olympic Performance		8:30 AM - 10:30 AM
				Open for Business: How an Open Distribution Ticketing Network is Changing the Way the NFL Operates 	The Football Development Model: Youth Football Reimagined		8:30 AM - 10:30 AM
11:00 AM - 12:00 PM	Start Me Up: Innovation & Entrepreneurship 	Tackling Name, Image, and Likeness in College Sports 	Innovating for the Next Generation of America's Pastime 	Sports & Analytics Trivia Blitz with Ken Jennings	Introducing a New Model of Pro Team Sports: Athletes Unlimited	1-on-1 with Olympian Jim Butler	Planet Fútbol with Grant Wahl
					Getting Real with Real-Time Data 	A No-Tanking Draft Allocation Policy	
12:15 PM - 1:15 PM	A New Arena: Careers After Sports 	Investing with the Bulls: Wall Street Analytics in Sports 	How Big Is Your Jumbotron: Optimizing the Venue Experience 	PFF: How Player Grades and Advanced Analytics are Changing the Way We Understand Football  Who Will Win? Predicting, Visualizing, and Understanding Performance in Professional Golf		Extracting Player Tracking Data from Video Using Non-Stationary Cameras and a Combination of Computer Vision Techniques	FiveThirtyEight: Hot Takedown
						Learning Feature Representations from Football Tracking	
1:30 PM - 2:30 PM	MLS Growth Story: A Conversation with Don Garber and Jonathan Kraft 	Save the Data: The Future of Data & Technology 	Finding the Favorite: Engaging Fans and Bettors 	It's All Hoops: The Intersection of NBA Analytics, Fantasy and Gambling  Leveraging Data in Sponsorships	Using Google Cloud to Take Sports Analytics to the Next Level  At the Intersection of AI and Human Potential	Measuring the Impact of Robotic Umpires	Couple Things with Shawn Johnson East
						NBA Lineup Analysis on Clustered Player Tendencies A new approach to the positions of basketball & modeling lineup efficiency	
2:45 PM - 3:45 PM	Changing Sports: Beyond Ownership 	Basketball Analytics: Nothin' but Net...Rating 	Press Any Key to Start: How to Build an Esports Brand 	Measuring the Immeasurable: Solving Soccer Analytics Using Machine Learning and Computer Vision  Data Driven: How the Giants Are Using Analytics to Satisfy Parking Demands		Player Chemistry Striving for a Perfectly Balanced Soccer Team	
						Pulling Starters	
4:00 PM - 5:00 PM	Fanalytics 2.0 	Soccer Analytics: The Beautiful Game Meets the Analytics Edge		Rushing to Analytics: Hockey's Ability to Predict and Project Talent	Using Data and Analytics to Create Content Strategies to Protect and Improve Reputation	Running it Twice (or Thrice) Double-Header and Triple-Header Baseball Arbitration	Behind the Bets with Doug Kezirian
				Sports Storytelling: Lessons Learned from Sue Bird and the "Bullet Man"	Formula 1 x Sustainability: Launching the Sport's First-Ever Sustainability Strategy	You Cannot Do That Ben Stokes: Dynamically Predicting Shot Type in Cricket Using a Personalized Deep Neural Network	
5:15 PM - 6:15 PM	Making the Right Play: Optimizing the NBA's Season Structure	No Industry is Safe: The Opioid Epidemic in Sports and Society					
6:15 PM	Cocktail Reception, presented by  (Outside Bill James Room, Level 3)						
Table Tennis Expo (205BC) 9:00 AM - 6:00 PM		Table Tennis Tournament (205BC) 1:30 PM - 3:30 PM	Startup Company Trade Show Booths by Bill Walsh (210BC) 	Research Papers Exhibition Outside 202/201 	Recording Room (209)	Drop-in Resume Reviews Careers Room (204AB) 12:00 PM - 1:00 PM	Career Conversations Careers Room (204AB) 3:00 PM - 5:00 PM

Time	Bill James Room (Ballroom West)	Pat Summitt Room (Ballroom East)	Bill Walsh Room (Room 210BC)	Competitive Advantage South (Room 210A) CA's presented by KAGR	Competition Room (Room 206AB)	Workshop Room (Room 205A)	Listen Live Podcast Center (Room 203)
8:00 AM - 8:30 AM	Breakfast						
8:30 AM - 9:30 AM	Moneyball to Homerball with Bill James and Tom Tango	Future of Sports Media 	Hackathon Finals Presented by 	Finding Expected + Unexpected Goals in the NHL Instant Feedback: Using Real-time Data to Improve Training, Case Studies from MIT Sports Lab	Career Playbooks 8:30 AM - 10:30 AM	Unlocking the Code (ing): Winning with Data and App Dev 	
9:45 AM - 10:45 AM	Moving the Chains: Advancing Football Analytics	Built to Last: The Importance of Inclusion & Diversity in Sports Organizations 	Research Paper Finals Presented by 	Intangibles: Unlocking the Science and Soul of Team Chemistry The Power of Location Data 			
11:00 AM - 12:00 PM	The Sports Learning Curve: Why Teams Are Slow to Learn and Adapt	Ticketing Analytics: Secondary to None 	10:00 AM - 12:00 PM	Numbers Don't Lie: Using Data in the Weight Room to Enhance On-Field Performance			
12:00 PM - 12:30 PM				Playing Catchup: Estimating Player & Positional Value in (American) Football 	11:00 AM - 12:30 PM	How to Create a Metric Using Statcast Data 	
12:30 PM - 1:30 PM	The Path to Greatness	Sports Gambling Innovation: Betting on the Future 	Dark Arts: What the Sports World Can Learn from Chess Panel Discussion and Chess Simul with GM Robert Hess 12:30 PM - 2:00 PM	Using Digital Ticketing to Drive Value Changing the Game – How Data is Shaping the Future of Sports 	Startup Competition Performance Track Presented by 	Introduction to NFL Player Tracking Data in R	
1:45 PM - 2:45 PM	"3s & Frees": The Evolving Nature of Basketball	Defending the Pass: Using Player Tracking Data to Gain New Insights 				1:15 PM - 3:30 PM	An Optimization Approach to Roster Creation and Game Scheduling
2:45 PM - 3:15 PM				The Professional Ennui League: Thriving in the age of digital distraction How the Golden State Warriors Use Analytics to Optimize Fan Experience			
3:15 PM - 4:15 PM	The Boardroom: The Making of a Superstar	Pass the Secret Sauce: Learning Across Sports					
4:30 PM - 5:30 PM	Sports in 2040: Hindsight is 2020	1:1 with Enes Kanter					ESPN Daily with Mina Kimes 4:00 PM - 5:00 PM
				SSAC Business Track presented by			
5:30 PM - 6:00 PM	Alpha Awards (Bill James Room)						

Table Tennis Expo (205B) 8:30 AM - 5:00 PM 	Table Tennis Exhibition Match + VIP Tournament (205B) 1:30 PM - 3:00 PM	Robotics Room presented by FIRST Robotics (205C) 8:30 AM - 4:00 PM 	Startup Company Trade Show Booths by Bill Walsh Room (210BC) 	Research Papers Exhibition Outside 202/201 	Recording Room (209)	Women's Networking Lunch 11:30 AM - 12:30 PM Careers Room (204AB)
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