

TIME (ET)	BILL JAMES ROOM (Ballroom A/B)	SHANE BATTIER ROOM (Ballroom C)	SUE BIRD ROOM (304/306)	COMPETITIVE ADVANTAGE ROOM (302) CAs PRESENTED BY: 	RESEARCH PAPERS COMPETITION ROOM (311) RPs PRESENTED BY: 	DEMO ROOM (312)	INTERACTIVE EVENTS ROOM (310)	AUDITORIUM
7:00 AM – 8:00 AM	Breakfast and Registration							
8:00 AM – 8:30 AM	Welcome Remarks (Bill James Room)							
8:30 AM – 8:45 AM	Bet On It: A Conversation on Innovation in the Sports Betting Industry		Revamping America's Pastime: The Effect of Rule Changes in Baseball	Equity, Diversity, And Inclusion In Sports Analytics				
8:45 AM – 9:00 AM				Leveraging Data For Collective Action 				
9:00 AM – 9:15 AM				An Analytical Framework For Winning The Super Bowl 				
9:15 AM – 9:30 AM								
9:30 AM – 9:45 AM	Player Power – Building Businesses by Empowering Athletes 		Sports & Society: Redefining Sports Culture and Organizations 		Research Papers Welcome	Excel Esports Demonstration <i>Presented by Financial Modeling World Cup (FMWC)</i>		
9:45 AM – 10:00 AM					A Graph Neural Network Deep-dive Into Successful Counterattacks			
10:00 AM – 10:15 AM				Analytics On Air - The NBA's First Full-Time Analytics Broadcaster	Learning Contextual Event Embeddings to Predict Player Performance in the MLB			
10:15 AM – 10:30 AM					Thinking the GOAT: Imitating Tennis Styles			
10:30 AM – 10:45 AM	Entrepreneurship for Impact: Athletes Making a Mark	Start Me Up: How New Leagues Are Innovating Sports and Capturing Fans	Social Media and Sports: How Consumption and Fanhood is Changing	The Future Of Soccer Data In North America	Defense Coverage Classification & Explanation in NFL Games Using Deep Neural Networks			Pickleball Open Play <i>Presented by PPA Tour</i> 
11:00 AM – 11:15 AM				Beyond the Beam: Inside the Sacramento Kings Fan Engagement Strategy 	Research Papers Break			
11:15 AM – 11:30 AM					Robust Daily Fantasy Sports: Maximizing Reward via the Robust Optimization Paradigm			
11:30 AM – 11:45 AM					Estimating Positional Plus-Minus in the NBA			
11:45 AM – 12:00 PM	Partnerships 2.0: Data, Dollars, and Digitalization	Soccer's Analytics Frontier	Data For Good: What Sports Can Learn From Other Industries	Transforming The LA28 Olympic & Paralympic Games With Data	A Game Theoretical Approach to Optimal Pitch Sequencing	Hackathon Finals 	Golf Simulator <i>Sponsored by PGA of America</i> 	
12:00 PM – 12:15 PM				Golden State Warriors Global Fan Engagement & Growth Strategy				
12:15 PM – 12:30 PM				Virtual Becomes Reality: The Tour De France Femmes Avec Zwift				
12:30 PM – 12:45 PM								
12:45 PM – 1:00 PM	Investing in Global Sports: Creating Value While Building Dynasties	Raising The Stakes: The Evolution of Poker Strategy	Big Events, Big Tickets, Big Experiences: Managing the Fan Experience When Stakes are Highest	How Angel City FC Is Using Data And Analytics To Gain Massive Popularity And Drive Revenue In LA	Research Papers Open-Source Presentations	Career Playbooks 		
1:00 PM – 1:15 PM				The Elam Ending Reaches The NBA G League				
1:15 PM – 1:30 PM								
1:30 PM – 1:45 PM								
1:45 PM – 2:00 PM	The Future of the Fan: Innovation, Data, and "Always On" Engagement 		Sports and Technology: Bringing Performance to the Next Level	Preparing For Launch: How The Miami Dolphins Applied Data Analytics To Strategize & Amplify "The Moment" 				
2:00 PM – 2:15 PM				How Bobsleighing, The Roman Army, And Throw-in Coaching Innovated The World Of Soccer				
2:15 PM – 2:30 PM								
2:30 PM – 2:45 PM				The Next Revolution Of AI In Sport – Large Language Models 				
2:45 PM – 3:00 PM	Performance Under Pressure		The Play-by-Play of the Future: Navigating the Evolving Landscape of Sports Media	Using Crowd Sentiment To Help Pick Winners In Fantasy Football				
3:00 PM – 3:15 PM				Win With AI: Exposing Winning Strategies In Sports				
3:15 PM – 3:30 PM								
3:30 PM – 3:45 PM								
3:45 PM – 4:00 PM	The Chess Renaissance: Modern Challenges for an Ancient Game	Lessons From The Edge: Understanding Humans In The Pursuit of Peak Performance	Changing the Game: How the Sports Industry is Accelerating Progress in DEI					
4:00 PM – 4:15 PM								
4:15 PM – 4:30 PM								
4:30 PM – 4:45 PM								
4:45 PM – 5:00 PM								
5:00 PM – 5:15 PM								
5:15 PM – 5:30 PM								
5:30 PM – 5:45 PM								
5:45 PM – 6:00 PM								
6:00 PM – 6:15 PM								

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7:30 AM – 8:30 AM	Breakfast								
8:30 AM – 8:45 AM	Sharpening Your Edges: The Role of Analytics in Sports Betting	Pickleball: The Next Chapter for the World's Fastest Growing Sport	Startup Competition Pitches <\$500K of Funding	Global Growth In Sport: International Expansion Through Data-Driven Strategy	Startup Competition Pitches >\$500K of Funding	Workshop Ensembling & Wisdom of Crowds			
8:45 AM – 9:00 AM				Applying Pressure: Exploring Pitching's Next Data Driven Opportunity					
9:00 AM – 9:15 AM				Esports Analytics for League of Legends		First Pitch Case Competition Finals 			
9:15 AM – 9:30 AM									
9:30 AM – 9:45 AM									
9:45 AM – 10:00 AM	Leveling Up: How Basketball Teams Deploy Analytics to Develop Players	The New Age of Golf: Players vs the Game		Advantage US Tennis: Leveraging Performance Analytics And Technology To Provide A Competitive Edge					Workshop Introduction to Modern Football Analytics Using Play-by-Play Data 
10:00 AM – 10:15 AM				FemTech or "Bro"Tech: Are Data from Wearables Missing the Mark for Female Athletes?					
10:15 AM – 10:30 AM				The Data Evolution: Building Efficient Golf Swings					
10:30 AM – 10:45 AM									
10:45 AM – 11:00 AM			Women's Luncheon Supported by:   	Welcome to the Lakehouse: Best-of-Breed Data Stack in Sports 	Hand and Brain Chess Demonstration	Golf Simulator Sponsored by PGA of America 	Pickleball Pro Match Presented by PPA Tour   PICKLEBALL TOUR		
11:00 AM – 11:15 AM	The Impact of Moneyball: 20 Years Later	Creating an NFL Player Tracking Metric 		Data-Driven Approaches to Responsible Gaming 					
11:15 AM – 11:30 AM				FIFA World Cup 2022: A Data Journey Into the Future				Workshop Beating The Book: Simulation-Driven Sports Betting 	
11:30 AM – 11:45 AM									
11:45 AM – 12:00 PM								Winning Speedskating Medals Through Pareto Gains	Workshop Data Centered Decision Making: How to Implement a Process that maximizes the Value of Your Data
12:00 PM – 12:15 PM			Negotiating for Seconds: Engineering the Sub 2-hr Marathon						
12:15 PM – 12:30 PM	Start Your Engines: How Data is Fueling NASCAR's Strategy to Engage an Evolving Customer Base	Like and Subscribe: Co-Streaming and The Influencer Age of Esports							
12:30 PM – 12:45 PM									
12:45 PM – 1:00 PM									
1:00 PM – 1:15 PM									
1:15 PM – 1:30 PM	The Future of Sports & Entrepreneurship: A Conversation with Jason Robins and Wyc Grousbeck	Hard Cap Constraints: Roster Construction in the Hard Cap Era of Hockey							
1:30 PM – 1:45 PM									
1:45 PM – 2:00 PM									
2:00 PM – 2:15 PM									
2:15 PM – 2:30 PM									
2:30 PM – 2:45 PM									
2:45 PM – 3:00 PM	The Ultimate Team Sport: Building Better Football Rosters with Analytics	Mind, Body, Machine: The Role of AI/ML in the Future of Sports							
3:00 PM – 3:15 PM									
3:15 PM – 3:30 PM									
3:30 PM – 3:45 PM									
3:45 PM – 4:00 PM									
4:00 PM – 4:15 PM	The Last of Sports								
4:15 PM – 4:30 PM									
4:30 PM – 4:45 PM									
4:45 PM – 5:00 PM									
5:00 PM – 5:15 PM	Alpha Awards								
5:15 PM – 5:30 PM									

CAREERS ROOM (207) | Resume Reviews (10:30 AM – 11:30 AM)

RESEARCH PAPER POSTERS EXHIBITION | Adjacent to Bill James Room (Ballroom A/B)

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