



























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				Brittney Griner: 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	Player Power – Building Businesses by Empowering Athletes		Sports & Society: Redefining Sports Culture and Organizations		Research Papers Welcome					
9:30 AM – 9:45 AM										
9:45 AM – 10:00 AM				Analytics On Air - The NBA's First Full-Time Analytics Broadcaster						
10:00 AM – 10:15 AM				The Future Of Soccer Data In North America	A Graph Neural Network Deep-dive Into Successful Counterattacks	Excel Esports Demonstration <i>Presented by Financial Modeling World Cup (FMWC)</i>				
10:15 AM – 10:30 AM				Beyond the Beam: Inside the Sacramento Kings Fan Engagement Strategy 	Learning Contextual Event Embeddings to Predict Player Performance in the MLB				Thinking the GOAT: Imitating Tennis Styles	
10:30 AM – 10:45 AM									Defense Coverage Classification & Explanation in NFL Games Using Deep Neural Networks	
10:45 AM – 11:00 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		Research Papers Break					
11:00 AM – 11:15 AM				Transforming The LA28 Olympic & Paralympic Games With Data	Robust Daily Fantasy Sports: Maximizing Reward via the Robust Optimization Paradigm					
11:15 AM – 11:30 AM				Golden State Warriors Global Fan Engagement & Growth Strategy	Estimating Positional Plus-Minus in the NBA					
11:30 AM – 11:45 AM	Partnerships 2.0: Data, Dollars, and Digitalization	Soccer's Analytics Frontier	Data For Good: What Sports Can Learn From Other Industries	Virtual Becomes Reality: The Tour De France Femmes Avec Zwift	A Game Theoretical Approach to Optimal Pitch Sequencing	Hackathon Finals 	Golf Simulator Sponsored by PGA of America 			
12:00 PM – 12:15 PM										
12:15 PM – 12:30 PM										
12:30 PM – 12:45 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	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" 						
1:45 PM – 2:00 PM										
2:00 PM – 2:15 PM										
2:15 PM – 2:30 PM	Performance Under Pressure		The Play-by-Play of the Future: Navigating the Evolving Landscape of Sports Media	How Bobsleighting, The Roman Army, And Throw-in Coaching Innovated The World Of Soccer						
2:30 PM – 2:45 PM				The Next Revolution Of AI In Sport – Large Language Models 						
2:45 PM – 3:00 PM										
3:00 PM – 3:15 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	Using Crowd Sentiment To Help Pick Winners In Fantasy Football						
3:15 PM – 3:30 PM				Win With AI: Exposing Winning Strategies In Sports						
3:30 PM – 3:45 PM										
3:45 PM – 4:00 PM										
4:00 PM – 4:15 PM										
4:15 PM – 4:30 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				
9:15 AM – 9:30 AM								
9:30 AM – 9:45 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 	First Pitch Case Competition Finals 		Pickleball Pro Match Warmup
9:45 AM – 10:00 AM				FemTech or "Bro"Tech: Are Data from Wearables Missing the Mark for Female Athletes?				
10:00 AM – 10:15 AM				The Data Evolution: Building Efficient Golf Swings				
10:15 AM – 10:30 AM								
10:30 AM – 10:45 AM	The Impact of Moneyball: 20 Years Later	Creating an NFL Player Tracking Metric 	Women's Luncheon Supported by:   	Welcome to the Lakehouse: Best-of-Breed Data Stack in Sports 	Workshop Beating The Book: Simulation-Driven Sports Betting 	Hand and Brain Chess Demonstration		Pickleball Pro Match Presented by PPA Tour  
11:00 AM – 11:15 AM				Data-Driven Approaches to Responsible Gaming 				
11:15 AM – 11:30 AM				FIFA World Cup 2022: A Data Journey Into the Future				
11:30 AM – 11:45 AM								
11:45 AM – 12:00 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		Winning Speedskating Medals Through Pareto Gains		Workshop Data Centered Decision Making: How to Implement a Process that maximizes the Value of Your Data		Sponsored by PGA of America 
12:00 PM – 12:15 PM				Negotiating for Seconds: Engineering the Sub 2-hr Marathon				
12:15 PM – 12:30 PM								
12:30 PM – 12:45 PM								
12:45 PM – 1:00 PM	The Ultimate Team Sport: Building Better Football Rosters with Analytics	Mind, Body, Machine: The Role of AI/ML in the Future of Sports						Pickleball Open Play Presented by PPA Tour
1:00 PM – 1:15 PM								
1:15 PM – 1:30 PM								
1:30 PM – 1:45 PM								
1:45 PM – 2:00 PM	The Last of Sports							
2:00 PM – 2:15 PM								
2:15 PM – 2:30 PM								
2:30 PM – 2:45 PM								
2:45 PM – 3:00 PM	Alpha Awards							
3:00 PM – 3:15 PM								
3:15 PM – 3:30 PM								
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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								

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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