
























TIME (ET)	BILL JAMES ROOM <i>(Ballroom West)</i>	SUE BIRD ROOM <i>(Ballroom East)</i>	SHANE BATTIER ROOM <i>(210 BC)</i>	COMPETITIVE ADVANTAGE ROOM <i>(210 A)</i> CAs PRESENTED BY: 	COMPETITIONS ROOM <i>(205)</i>	DEMO ROOM <i>(206)</i>	CHESS ROOM <i>(204)</i>	TIME (ET)			
7:00 AM – 8:00 AM	Breakfast and Registration								7:00 AM – 8:00 AM		
8:00 AM – 8:30 AM	Welcome Remarks								8:00 AM – 8:30 AM		
8:30 AM – 8:45 AM	Future of Football: Innovation on the Gridiron	A New Generation: The Next Era of College Athletics	Stats to Stanley Cup: Building Successful NHL Teams	The LA Rams Championship Journey Off the Field: Remaking Data-Driven Marketing through Technology 	Hackathon Final Presentations <i>ticketmaster</i>			8:30 AM – 8:45 AM			
8:45 AM – 9:00 AM								8:45 AM – 9:00 AM			
9:00 AM – 9:15 AM								9:00 AM – 9:15 AM			
9:15 AM – 9:30 AM								9:15 AM – 9:30 AM			
9:30 AM – 9:45 AM	9:30 AM – 9:45 AM										
9:45 AM – 10:00 AM	9:45 AM – 10:00 AM										
10:00 AM – 10:15 AM	10:00 AM – 10:15 AM										
10:15 AM – 10:30 AM	10:15 AM – 10:30 AM										
10:30 AM – 10:45 AM	10:30 AM – 10:45 AM										
10:45 AM – 11:00 AM	10:45 AM – 11:00 AM										
11:00 AM – 11:15 AM	The Future of Sports and Sports Business	Leveraging Sports Betting to Enhance the Fan Experience 		Make the Most of the Current Moment in Soccer Analytics				11:00 AM – 11:15 AM			
11:15 AM – 11:30 AM								11:15 AM – 11:30 AM			
11:30 AM – 11:45 AM								11:30 AM – 11:45 AM			
11:45 AM – 12:00 PM								11:45 AM – 12:00 PM			
12:00 PM – 12:15 PM	12:00 PM – 12:15 PM										
12:15 PM – 12:30 PM	Competing on Sports Ownership	Partnerships: Activating Value	Growing the Game: How to Foster and Strengthen Golf Fandom	Building Excellent Technology in the 313 					Mentorship Program Lunch <i>By invite only</i>		12:15 PM – 12:30 PM
12:30 PM – 12:45 PM											12:30 PM – 12:45 PM
12:45 PM – 1:00 PM											12:45 PM – 1:00 PM
1:00 PM – 1:15 PM					1:00 PM – 1:15 PM						
1:15 PM – 1:30 PM	1:15 PM – 1:30 PM										
1:30 PM – 1:45 PM	Seats at the Table: Next Generation of Ownership and Changemakers 	The Globalization of Soccer		Revolutionizing Sports Media: Ultra-High Resolution Immersive Capture and Emerging Tools for Broadcast TV Production 							1:30 PM – 1:45 PM
1:45 PM – 2:00 PM											1:45 PM – 2:00 PM
2:00 PM – 2:15 PM											2:00 PM – 2:15 PM
2:15 PM – 2:30 PM								2:15 PM – 2:30 PM			
2:30 PM – 2:45 PM	2:30 PM – 2:45 PM										
2:45 PM – 3:00 PM	2:45 PM – 3:00 PM										
3:00 PM – 3:15 PM	3:00 PM – 3:15 PM										
3:15 PM – 3:30 PM	3:15 PM – 3:30 PM										
3:30 PM – 3:45 PM	3:30 PM – 3:45 PM										
3:45 PM – 4:00 PM	3:45 PM – 4:00 PM										
4:00 PM – 4:15 PM	Fanalytics: Fan Engagement in a Virtual and Global World	Beyond the Box Office: The Evolution of Ticketing	Power of Data: Using Data For Good Across Industries	Modelling A New Reality: How the Blackhawks Built a Performant Ticket Demand Model After a Transformational First-Round Pick 		Research Papers Welcome 		4:00 PM – 4:15 PM			
4:15 PM – 4:30 PM								4:15 PM – 4:30 PM			
4:30 PM – 4:45 PM								4:30 PM – 4:45 PM			
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM			
5:00 PM – 5:15 PM	5:00 PM – 5:15 PM										
5:15 PM – 5:30 PM	5:15 PM – 5:30 PM										
5:30 PM – 5:45 PM	5:30 PM – 5:45 PM										
5:45 PM – 6:00 PM	5:45 PM – 6:00 PM										
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										
4:00 PM – 4:15 PM	Evolution of Basketball Analytics: 20 Years of Nerds, Data, & Efficiency	The New Age of Sports Media: Content and Monetization	Level Up: Analyzing the Influence of Brands on the Esports Ecosystem	Winning the F.I.G.H.T. for Peak Performance		Approaching In-Venue Quality Tracking from Broadcast Video using Generative AI	Workshop: Ford Field Analytics War Room with Detroit Lions and Trace3 – Improving Fan Experience 	4:00 PM – 4:15 PM			
4:15 PM – 4:30 PM								4:15 PM – 4:30 PM			
4:30 PM – 4:45 PM								4:30 PM – 4:45 PM			
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM			
5:00 PM – 5:15 PM	5:00 PM – 5:15 PM										
5:15 PM – 5:30 PM	5:15 PM – 5:30 PM										
5:30 PM – 5:45 PM	5:30 PM – 5:45 PM										
5:45 PM – 6:00 PM	5:45 PM – 6:00 PM										
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										
4:15 PM – 4:30 PM	Winning With AI: The Future of AI in Sports	Entering a New Reality: The Future of Live Events	Career Playbooks: The Reality of Working in Sports	Elevating Young Athletes at Scale		Estimating NBA Team Shot Selection Efficiency from Aggregations of True, Continuous Shot Charts: A Generalized Additive Model Approach	Workshop: FoMO is Real. How Recent Breakthroughs in A.I. are Supercharging Your Opponent	4:15 PM – 4:30 PM			
4:30 PM – 4:45 PM								4:30 PM – 4:45 PM			
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM			
5:00 PM – 5:15 PM								5:00 PM – 5:15 PM			
5:15 PM – 5:30 PM	5:15 PM – 5:30 PM										
5:30 PM – 5:45 PM	5:30 PM – 5:45 PM										
5:45 PM – 6:00 PM	5:45 PM – 6:00 PM										
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										
4:30 PM – 4:45 PM	The Future of AI in Sports	Entering a New Reality: The Future of Live Events	Career Playbooks: The Reality of Working in Sports	Automatic Generation of Football Analytics		Feeling the Pressure: A Unified Framework for Automating Pass Rushing Statistics in NFL Games	Measuring Individual Competitiveness and its Impact on Sporting Success	4:30 PM – 4:45 PM			
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM			
5:00 PM – 5:15 PM								5:00 PM – 5:15 PM			
5:15 PM – 5:30 PM								5:15 PM – 5:30 PM			
5:30 PM – 5:45 PM	5:30 PM – 5:45 PM										
5:45 PM – 6:00 PM	5:45 PM – 6:00 PM										
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										
4:45 PM – 5:00 PM	Winning With AI: The Future of AI in Sports	Entering a New Reality: The Future of Live Events	Career Playbooks: The Reality of Working in Sports	The SumerSports Draft Dashboard 					No More Throwing Darts at the Wall: Developing Fair Handicaps for Darts using a Markov Decision Process	Optimizing Baseball Fielder Positioning with Consideration for Adaptable Hitters	4:45 PM – 5:00 PM
5:00 PM – 5:15 PM					5:00 PM – 5:15 PM						
5:15 PM – 5:30 PM					5:15 PM – 5:30 PM						
5:30 PM – 5:45 PM					5:30 PM – 5:45 PM						
5:45 PM – 6:00 PM	5:45 PM – 6:00 PM										
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										
5:00 PM – 5:15 PM	Winning With AI: The Future of AI in Sports	Entering a New Reality: The Future of Live Events	Career Playbooks: The Reality of Working in Sports	The Strain of Success: A Predictive Model for Injury Risk Mitigation and Team Success in Soccer		The Strain of Success: A Predictive Model for Injury Risk Mitigation and Team Success in Soccer	The Strain of Success: A Predictive Model for Injury Risk Mitigation and Team Success in Soccer				5:00 PM – 5:15 PM
5:15 PM – 5:30 PM											5:15 PM – 5:30 PM
5:30 PM – 5:45 PM								5:30 PM – 5:45 PM			
5:45 PM – 6:00 PM								5:45 PM – 6:00 PM			
6:00 PM – 6:15 PM	6:00 PM – 6:15 PM										

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7:30 AM – 8:30 AM Breakfast and Registration								
8:30 AM – 8:45 AM	The Data Revolution: Innovations in Data & Analytics Tools	Beyond the Pitch: Transforming Soccer Through Advanced Analytics	Workshop: Poker Power <i>By invite only</i>	Using Data to Support College Athlete Mental Health	Startup Competition Pitches >\$500k of Funding	Workshop: Building Statistical Models, Understanding When To Use Bayesian Inference		7:00 AM – 8:00 AM
8:45 AM – 9:00 AM				Tour Analytics: Making Professional Golf More Data-Driven				8:30 AM – 8:45 AM
9:00 AM – 9:15 AM				Predicting Problem Gambling Among Sports Bettors				8:45 AM – 9:00 AM
9:15 AM – 9:30 AM								9:00 AM – 9:15 AM
9:30 AM – 9:45 AM	Behind the Scenes in Sports Negotiating: What the Fans & Media Don't Get to See	Sports and Social Media: Attracting New Audiences Through Content Creation		Inside the Glass: the Making of NHL Edge IQ 				9:15 AM – 9:30 AM
9:45 AM – 10:00 AM				The Hunt is On: How the Timberwolves are Optimizing Business Growth while Leveraging On-Court Success 				9:30 AM – 9:45 AM
10:00 AM – 10:15 AM				Harnessing Machine Learning to Identify Top Sponsor Leads 				9:45 AM – 10:00 AM
10:15 AM – 10:30 AM								10:00 AM – 10:15 AM
10:30 AM – 10:45 AM	In the Limelight: Investing in the Future of Women's Sports Media 	Take Two: Sustaining Success in the New Look MLB	Women's Luncheon <i>supported by:</i>   	Reimagining 'why' through needs-based segmentation 	Startup Competition Pitches <\$500k of Funding		Professional Chessboxing Demonstration	10:30 AM – 10:45 AM
10:45 AM – 11:00 AM				Revolving Up the Odds: Optimizing Man and Machine in NASCAR				10:45 AM – 11:00 AM
11:00 AM – 11:15 AM				Buzz Cuts: Insights on the History of NBA Buzzer-Beaters				11:00 AM – 11:15 AM
11:15 AM – 11:30 AM								11:15 AM – 11:30 AM
11:30 AM – 11:45 AM	David vs. Goliath: The Underdog Mindset	The New Playbook: Revolutionizing Sports Gaming with Data and Technology		Research Collectives: The Call for Large-Scale, Open Science Initiatives in Sports Science	First Pitch Case Competition Final Presentations 		Chessboxing Open Play	11:30 AM – 11:45 AM
11:45 AM – 12:00 PM				Using Analytics to Drive Competitive Success for Team USA				11:45 AM – 12:00 PM
12:00 PM – 12:15 PM				Spotlighting under-the-radar performers in women's college volleyball				12:00 PM – 12:15 PM
12:15 PM – 12:30 PM								12:15 PM – 12:30 PM
12:30 PM – 12:45 PM	The Numbers Game: Football Analytics from Combines to Championships	Impacting the Game: The Advancement of Sports Analytics with Industry Pioneers 						12:30 PM – 12:45 PM
12:45 PM – 1:00 PM								12:45 PM – 1:00 PM
1:00 PM – 1:15 PM								1:00 PM – 1:15 PM
1:15 PM – 1:30 PM								1:15 PM – 1:30 PM
1:30 PM – 1:45 PM	The Game Changers: Entrepreneurship with Jason Robins and Rich Paul	From Probability to Profit: The Evolution of Poker Strategy						1:30 PM – 1:45 PM
1:45 PM – 2:00 PM								1:45 PM – 2:00 PM
2:00 PM – 2:15 PM								2:00 PM – 2:15 PM
2:15 PM – 2:30 PM								2:15 PM – 2:30 PM
2:30 PM – 2:45 PM	The Power of Sports 							2:30 PM – 2:45 PM
2:45 PM – 3:00 PM								2:45 PM – 3:00 PM
3:00 PM – 3:15 PM								3:00 PM – 3:15 PM
3:15 PM – 3:30 PM								3:15 PM – 3:30 PM
3:30 PM – 3:45 PM	Alpha Awards							3:30 PM – 3:45 PM
3:45 PM – 4:00 PM								3:45 PM – 4:00 PM
4:00 PM – 4:15 PM								4:00 PM – 4:15 PM
4:15 PM – 4:30 PM								4:15 PM – 4:30 PM
4:30 PM – 4:45 PM								4:30 PM – 4:45 PM
4:45 PM – 5:00 PM								4:45 PM – 5:00 PM
5:00 PM – 5:15 PM								5:00 PM – 5:15 PM
5:15 PM – 5:30 PM								5:15 PM – 5:30 PM

MENTORSHIP PROGRAM MENTEE BREAKFAST (211)
7:45 - 8:30 AM

ATHLETE RECOVERY ROOM (209)
8:30 AM - 5:00 PM

CAREERS ROOM (207)
Resume Reviews (9:00 – 10:00 AM)

RESEARCH PAPER POSTERS EXHIBITION
Northwest Lobby (2nd floor) 

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