

Pinnacle

Building Great Futures Together



SPORTDATA & PERFORMANCE

2018 EDITION & 5TH ANNUAL EVENT

"Big Data and analytics is now firmly embedded across most major sports. Athletes and coaches are in step with the idea that the more they can measure and analyse, the more they can improve performance."

Monday 26th | November
& Tuesday 27th | 2018

University of Physical Education
(New Conference Centre)
Budapest, Hungary



www.sportdataperformance.com





ABOUT THE EVENT

The 5th edition of the international series Sportdata & Performance Forum will again bring together the sports analytics and technology community as well as leading business executives and senior representatives from the research and development sector in sports.

On the agenda will be topical discussions on how analytics improves their performance on the field to enable organisations achieve sporting success, and performance enhancement off the field! The 2018 conference will present to industry practitioners how to deal with the challenges of an analytics world with increasingly more data, yet not always the bandwidth or intel to make the best usage of the information gleaned.

Big Data, Artificial Intelligence, Virtual Reality, Integrating Data Sources, Computer Vision, Communicating Data Analysis Effectively, Industry Collaboration, Data Impact on Fan Experience, Analysis for Scouting – all this and more will be discussed at 5th edition Sportdata & Performance Forum with best-in-class speakers from diverse backgrounds to ensure a valuable experience for attendees in 2018





2018 FORUM SPEAKERS



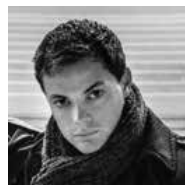
Dr Tamás Sterbenz
Vice-Rector, University of
Physical Education, Budapest
(Testnevelési Egyetem)



Filip Verherstraeten
Expert, High Performance Sports,
Sport Flandres



Brian Cunniffe
Performance Lead,
English Institute of Sport



Kevin Vermeulen
Projects & Development Manager,
RSC Anderlecht



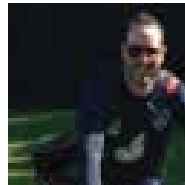
Darren O'Shaughnessy
Analytics Consultant,
Hawthorn Football Club



Mike Aughey
Performance Analyst,
Rugby League Ireland



Simon Gleave
Head of Analysis,
Gracenote Sports



Gerard Dunne
Head Performance Analyst,
Football Association
of Ireland (FAI)



Manuel Junco
Former Sporting Director,
Wisla Krakow



Dr Kristof De Mey
Sports Technology,
Innovation & Business Developer,
Ghent University –
Victoris



Prof Ulf Brefeld
Professor of Machine Learning,
Leuphana Universität Lüneburg



Jakob Morkeberg
Scientific Consultant,
Anti Doping Danmark
(ADD)



Matthias Felix Gilgien
Associate Professor, Department
of Physical Performance,
Norwegian
School of Sports Sciences



Dr Garry Gelade
Consultant in Sports Analytics
and Research, Business Analytic



Keith Power
CEO, KPA Elite Performance
(former High Performance
Director for University of California,
Berkeley and Malaysia)



Jan Morkes
Data Analyst, Bílí Tygři Liberec
/ The Hockey Ninja



2018 FORUM SPEAKERS



Jan Van Haaren
Head of Data & Analytics,
SciSports



Bence Márk Kovács
Assistant Strength and
Conditioning Coach
- Ferencvárosi Torna Club



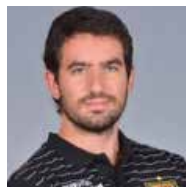
Yauheni Kaziak
CEO, Stone Labs.



Frank Persyn
CEO, Team Persyn
Sports Consulting



Gábor Karpjuk
Performance Analyst,
Hungarian Football Federation



Abel Lorincz
Video Analyst,
Budapest Honved



Joost Kok
Dean of the Faculty of Electrical
Engineering, Mathematics
and Computer Science (EEMCS),
University of Twente



István Beregi
Match Analyst,
MTK Budapest



Prof Johan Pion
Expert, Talent Identification and
Development in Sports, HAN
University of Applied Science



Philip Shemella
Co-Founder & CTO,
Skunk Sports AG



Daniel Linke
Project Manager & Lead Scientist,
Technical University Munich



Prof Steve Haake
Professor of Sports Engineering,
Sheffield Hallam University,
Founding director of the Centre for Sports
Engineering Research, & Founding President,
International Sports Engineering Association



George Chatzipiripidis
CTO, Magnes Sport



Dr Hendrik Enders
FUTURE Team, adidas

26TH NOVEMBER 2018

08.00 Registration

09.00 Opening Remarks

Chairperson: Dr Kristof De Mey, Sports Technology,
Innovation & Business Developer, Ghent University – Victoris

**09.10 OPENING ADDRESS: Understanding the Key elements of Achieving Success in
and Developing High-Performance Sport in the 21st Century**

SPEAKER: Dr Tamás Sterbenz, Vice-Rector, University of Physical Education,
Budapest (Testnevelési Egyetem)

**09.40 “What it takes to win” – Maximising the Impact of Service Provision within
High Performance Sport**

SPEAKER: Brian Cunniffe, Performance Lead, English Institute of Sport

10.10 Converting Big Data into “Smart” Data in Sports

SPEAKER: Darren O'Shaughnessy, Analytics Consultant, Hawthorn Football Club

10.40 Morning Networking Break

11.10 Sports Performance Technology Innovations

SPEAKER: Dr Hendrik Enders, FUTURE Team, adidas

**11.40 Tracking Performance through Olympic Sport Analysis Tools: Identifying
Who is on Track for Medals in 2020**

SPEAKER: Simon Gleave, Head of Analysis, Gracenote Sports

12.10 INTERACTIVE PANEL: Evolution from “Gut Feel” to Data Science in Sports

PANELLIST: Bence Márk Kovács - Assistant Strength and Conditioning Coach
- Ferencvárosi Torna Club

PANELLIST: Dr Garry Gelade, Consultant in Sports Analytics and Research, Business Analytic

PANELLIST: Keith Power, CEO, KPA Elite Performance (former High Performance
Director for University of California, Berkeley and Malaysia)

12.40 Networking Lunch

13.40 Data Analysis for Performance in Olympic Sport

SPEAKER: Filip Verherstraeten, Expert, High Performance Sports, Sport Flandres

14.10 Improving the Performance of Athletes and Sporting Teams through Data-driven Technology Platforms

SPEAKER: Bence Márk Kovács - Assistant Strength and Conditioning Coach
- Ferencvarosi Torna Club

14.40 Football Data Analytics – How Big Data is Changing the World of Football

SPEAKER: Kevin Vermeulen, Projects & Development Manager, RSC Anderlecht

15.10 Accuracy Validation of Athlete Tracking Systems in Elite Sport

SPEAKER: Daniel Linke, Project Manager & Lead Scientist, Technical University Munich

15.40 Day One Afternoon Networking Break

16.10 Data & Performance Analysis - A Rugby Perspective

SPEAKER: Mike Aughey, Performance Analyst, Rugby League Ireland

16.40 Realize the Power of Performance and Video Analysis to Gain Genuine Competitive Advantage in Sports

SPEAKER: Gerard Dunne, Head Performance Analyst, Football Association of Ireland (FAI)

17.10 Data Analysis - Improving Athlete Performance and Injury Prevention

SPEAKER: Dr Kristof De Mey, Sports Technology, Innovation & Business Developer,
Ghent University - Victoris

17.40 Closing Remarks & End of Day One

17.45 Networking Reception

27TH NOVEMBER 2018

08.00 Registration

09.00 Opening Remarks

Chairperson: Frank Persyn, CEO, Team Persyn Sports Consulting

MORNING PLENARY SESSIONS

09.10 OPENING ADDRESS: Design Engineering in 21st Century Elite Sport to Optimise Performance & Athlete Safety

SPEAKER: Prof Steve Haake, Professor of Sports Engineering, Sheffield Hallam University, Founding Director of the Centre for Sports Engineering Research, & Founding President, International Sports Engineering Association

09.40 Performance Profiling for Anti-Doping in Sport

SPEAKER: Jakob Morkeberg, Scientific Consultant, Anti Doping Danmark (ADD)

10.10 INTERACTIVE PANEL: Co-innovation: Industry Collaboration and R&D in the Performance Analysis and Analytics Arena in Sports

PANELLIST: Dr Kristof De Mey, Sports Technology, Innovation & Business Developer, Ghent University - Victoris

10.40 Networking Break

STREAM A: FOOTBALL & TEAM SPORTS DATA ANALYTICS

11.10 Taking Guessing Out of Talent Spotting - Using Science and Big Data Analysis in Football

SPEAKER: Jan Van Haaren, Head of Data & Analytics, SciSports

11.40 INTERACTIVE PANEL: Challenges of the Different Type of Competitions - from an Analyst's Viewpoint

PANELLIST: Gábor Karpjuk, Performance Analyst, Hungarian Football Federation

PANELLIST: Abel Lorincz, Video Analyst, Budapest Honved

PANELLIST: István Beregi, Match Analyst, MTK Budapest

12.10 An Insight into how Analytics enables "Medium Sized Clubs" Achieve their Objectives / Sport Video Analytics

SPEAKER: Manuel Junco, Former Sporting Director, Wisla Krakow

12.40 Networking Lunch

13.40 To Be Confirmed

SPEAKER: To Be Confirmed

14.10 Innovation through Data Science

SPEAKER: Philip Shemella, Co-Founder & CTO, Skunk Sports AG

14.40 Data Analytics & its Impact in Hockey

SPEAKER: Jan Morkes, Data Analyst, Bílí Tygři Liberec / The Hockey Ninja

15.10 Afternoon Networking Break

STREAM B: ELITE SPORTS DATA ANALYTICS

11.10 The Role of Data Science in Elite Sports

SPEAKER: Joost Kok, Dean of the Faculty of Electrical Engineering, Mathematics and Computer Science (EEMCS), University of Twente

11.40 Accuracy of Global Navigation Satellite Systems in Sport Applications

SPEAKER: Matthias Felix Gilgien, Associate Professor, Department of Physical Performance, Norwegian School of Sports Sciences

12.10 Predicting Sporting Elite and Minimising Talent Loss in Gymnastics with Data Analytics

SPEAKER: Prof Johan Pion, Expert, Talent Identification and Development in Sports, HAN University of Applied Science

12.40 Networking Lunch

13.40 How Magnetic Sensing Technology in Combination with AI Improves Data Analytics in Sport

SPEAKER: George Chatzipirpiridis, CTO, Magnes Sport

14.10 High Performance, Culture and Change in Elite Sport: The Good, The Bad and The Ugly!

SPEAKER: Keith Power, CEO, KPA Elite Performance (former High Performance Director for University of California, Berkeley and Malaysia)

14.40 **INTERACTIVE PANEL:** High Performance Leadership & Knowledge Transfer to Achieve Athlete Optimal Performance

15.10 Afternoon Networking Break

CONCLUDING SESSIONS

15.40 Data-driven System for Quidditch: Practical Case of Developing a Training System without any Magic

SPEAKER: Yauheni Kaziak, CEO, Stone Labs

16.10 Frontiers in Big Data: Machine Learning and Artificial Intelligence in Elite Sports

SPEAKER: Prof Ulf Brefeld, Professor of Machine Learning, Leuphana Universität Lüneburg

16.40 Close of 5th Annual Sportdata & Performance Forum 2018



SPONSOR PROFILES



Catapult exists to build and improve the performance of athletes and teams. With precision engineering at the intersection of sports science and analytics, Catapult products are designed to optimise performance, mitigate the risk of injury and support return to competition.

Over the past ten years, Catapult has provided performance analytics to the world's leading sports organisations. Chelsea, Bayern Munich, the New York Giants, Houston Rockets, English Cricket Board, Scottish Rugby Union, AFL and Australia Rugby Union have all benefited from Catapult insights.

Today, Catapult has over 300 staff based across 24 locations worldwide, working with over 1,500 elite teams from 35 different sports globally.



WHO WILL ATTEND?

The aim of **5th annual Sportdata & Performance Forum 2018** is to provide a platform for industry practitioners, leading researchers, regulators and associations as well as businesses active in the sports performance arena to discuss the increasing role of analytics and big data in the global sports industry.

This conference will attract delegates from data analysis, performance monitoring, coaching and medical departments of these organisations. It will also attract the strategy and business managers responsible for making decisions on investment in analytics and performance solutions. Senior representatives from football, athletics, rugby, basketball, cycling, swimming, Olympic sports as well as college and university sports will attend with responsibilities such as:

- Head of Performance
- Performance Analysis Director
- Head of Analytics
- Director of Science and Technology
- Head of Sports Science
- Head Coach
- Director of Youth and Training
- Technical Director
- Director of Sports
- Chief Match Analyst
- Opposition Analyst
- Scouting
- Athletic Performance Manager
- Head of Strategic Performance
- Performance Monitoring Manger
- Business Manager

For information about : **5th Annual Sportdata & Performance Forum**
Please contact:**The Programme Director Sportdata & Performance Forum 2018**

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