

2017 EDITION & 4TH ANNUAL EVENT ...



Sportdata & Performance Forum

The Future of Sports is Trending towards Data Dependence – Making it Actionable will be Key!

Dates: **Monday 27th & Tuesday 28th November 2017**

Location: **Hotel Glockenhof Zürich, Switzerland**

Supported by:



Tisch Institute for Sports
Management, Media, and Business



<http://www.sportdataperformance.com/>

ABOUT THE EVENT



The successful **Sportdata & Performance** Forum event series delves into the exciting world of data analytics and how it applies to high performance sport. From predictive insight into sporting performance, machine learning, sports biometrics, data from wearable technologies and how data can enable effective player recruitment, training and assist with injury prevention, big data is having a massive impact in the sporting domain.

Elite athletes and teams nowadays are able to collect a vast amount of data but the challenge is unlocking the insights buried in that data and making it more actionable.

Following on from 3 successful events which took place in Berlin and Dublin, the 4th edition **Sportdata & Performance Forum 2017** will take place in Zurich, Switzerland and will provide a platform for sport performance specialists to examine the convergence of technologies that has allowed the unprecedented collection and analysis of sporting metrics, and how this can be applied effectively by sporting organisations to achieve success on and off the field of play.

The challenge today in sports science is to use data modelling to enable sports organisations to make better decisions. Using Big Data will allow these organisations to learn the facts that lead to success and players to use these learnings to optimise performance and continually improve.

4th ANNUAL SPORTDATA & PERFORMANCE FORUM

CONFERENCE PROGRAMME DAY ONE – 27TH NOVEMBER 2017

08.00 Registration

09.00 Opening Remarks

Morning Chair: **Marco De Rosa**, Head of Business Development, Dartfish

09.10 **KEYNOTE PRESENTATION: Performance Data in Elite Sport--Turning Insights into Competitive Advantage**

Vince Gennaro, President, The Society for American Baseball Research, Author & Consultant to MLB teams, Associate Dean and Clinical Associate Professor, NYU Tisch Institute for Sports Management, Media, and Business

PERFORMANCE ENABLED THROUGH DATA APPLICATION IN SPORT

09.40 **Using Data Modelling to Enable Sports Organisations Make Better Sporting Decisions - What Assures me that my Data is Relevant?**

Martin Rumo, Embedded Computer Scientist (Design and Development of Performance Analysis Tools in Elite Sport), Federal Office for Sports Magglingen

10.10 **Analysing Defensive Effectiveness in the Invasion-Territorial Team Sports: Some Perspectives from Football and Rugby Union**

Prof Bill Gerrard, Data Scientist & Professor, Leeds University Business School; AZ Alkmaar; London Irish

10.40 Networking Break

11.10 **Video and Performance Analysis**

Dalibor Čvek, CEO, Once Sport

11.40 **Using Virtual Reality to Analyse Sports Performance**

Prof Benoit Bideau, Deputy Director, The Movement, Sport and Health Sciences Laboratory (M2S), Université Rennes 2

12.10 **INTERACTIVE PANEL: Developing Analysis Systems for Sports Organisations**

Panelists:

Stephan Sieger, Solution Expert, SAP

Wouter Smak, Account Manager, Sports, for International Federations & National Olympic and Paralympic Committees, Gracenote

Rossetos Kollias, Performance Data & Video Analyst, AEK FC Academy

12.40 **Performance Enhancement through Data Application in Sport**

Assoc. Prof Matthias Felix Gilgien, Department of Physical Performance, Norwegian School of Sports Sciences

13.10 Networking Lunch

Afternoon Chair: **Martin Rumo**, Embedded Computer Scientist (Design and Development of Performance Analysis Tools in Elite Sport), Federal Office for Sports Magglingen

14.10 **Youth Football Data Analysis Project through Customised Platform**

Rossetos Kollias, Performance Data & Video Analyst, AEK FC Academy

14.40 **An Olympics Sport Perspective on Technology, Sport & Performance**

Dr Nikolai Böhlke, Coordinator Performance Services, Olympic Training Centre Berlin

TACTICAL CONSIDERATIONS IN THE APPLICATION OF SPORTS DATA

15.10 **Academic and Practitioner Viewpoints on Performance Analysis - Same Planet or Two Galaxies?**

Prof Dr Martin Lames, Chair, Training Science and Computer Science in Sports, & President of the International Association of Computer Science in Sport, Technical University of Munich

15.40 Networking Break

16.10 **Match Analysis from the Screen to the Court - What to do with the Data from a Coaching Point of View**

Mikko Häyrinen, Specialist in Team Sports, KIHU – Research Institute for Olympic Sports

GENERAL APPLICATIONS OF BIG DATA IN THE SPORTING ENVIRONMENT

16.40 **Performance Data in Olympic Swimming: Current & Future Applications**

Karl Cooke, Head of Sports Science & Sports Medicine, British Swimming

17.10 Closing Remarks & End of Day One

CONFERENCE PROGRAMME DAY TWO – 28TH NOVEMBER 2017

08.00 Registration

08.35 Morning Chair: **Frank Persyn**, Sports Marketing Director, Europe, Wearable X

08.40 **Assessing Current and Future Performance: Germany**

Simon Gleave, Head of Analysis, Gracenote

GENERAL APPLICATIONS OF BIG DATA IN THE SPORTING ENVIRONMENT (CONT'D)

09.10 **Performance Monitoring, Injury Prevention & Athlete Qualification in Elite Sport**

Katharina Büchli, Head of SBF Biomechanics, Kistler Instrumente AG

09.40 **Influencing Variables vs. Key Performance Indicators in Sports Analytics (Lab Testing vs. Performance on the Pitch)**

Dr Markus Tschopp, Head Exercise Physiology in Team Sport, Swiss Federal Institute of Sport / Performance Analyst & Sport Scientist, Swiss Football Association

10.10 **Machine Learning and Predictive Analysis in 21st Century Elite Sport**

Prof Ulf Brefeld, Professor for Machine Learning, Leuphana Universität Lüneburg

10.40 Networking Break

11.10 **How to get 3D-Data from Real Competitions? (3D-Motion Capture on the Pitch)**

Thomas Hock, Sport Scientist, Sales Manager, Simi Reality Motion Systems GmbH

STRATEGIC PLANNING WITH SPORTS ANALYTICS

11.40 **INTERACTIVE PANEL: An Examination of Data's Influence in Sports**

Panellists:

Dirk Ifsen, CEO, Perform Media (Opta) Germany

Daniel Bolliger, Managing Editor Sport Live, SRF (Schweizer Radio und Fernsehen)

Frank Persyn, Sports Marketing Director, Europe, Wearable X

12.10 **Examining the Relationship between the Analyst & Coach – How can this be Optimised?**

Louis Heyer, Head Coach Middle & Long Distance at Swiss Athletics / Scientist, Swiss Federal Office of Sport

12.40 **The Power of Psychometrics & Competitive Edge in Football**

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

13.10 Networking Lunch

Afternoon Chair: **Jonas Pfändler**, Integrity in Football Specialist (Former Manager Competition Analysis, FIFA Early Warning System)

14.10 **THINK Sport Presentation**

14.20 **Launch of Swiss Association of Computer Science in Sport**

INTEGRATING COMPUTER SCIENCE & SPORT

14.40 **Achieving the Golden Standard: Knowledge & Innovation in Sport through Data – The KNVB & University of Leiden “Sportinnovator” Project**

Prof Joost Kok, Leiden Institute of Advanced Computer Science, Leiden University

15.10 **The Biometrics Revolution in Sports Science**

John Capodilupo, Chief Technology Officer, WHOOP

15.40 Networking Break

SPORTDATA SECURITY, INTEGRITY & ANTI DOPING

16.10 **Using Data to Ensure the Integrity of Global Football**

Jonas Pfändler, Integrity in Football Specialist (Former Manager Competition Analysis, FIFA Early Warning System)

16.40 **Securing Your Data & Implementing an Effective Data Risk Management Strategy in a Modern Sports Organisation**

Thomas Hemker, Security Strategist, Symantec

17.10 Closing Remarks & End of Conference

SPONSOR PROFILES



Kistler Group

Kistler's unique piezoelectric measuring technology has been helping to improve training methods in sports institutions, clinics and Olympic training centers for more than 50 years. Kistler force plates, performance analysis systems and analysis software support high-resolution motion analysis in performance diagnostics, rehabilitation, research, and product development. Thanks to their extreme durability, accuracy, linearity and sensitivity, Kistler force plates deliver reliable, reproducible results. Innovative design, quality manufacturing and cutting-edge technology ensure that biomechanics laboratories around the world can rely on a futureproof measuring solution. Kistler is present worldwide with 30 sales and production centers.

www.kistler.com/biomechanics



Once Football company is specialized in match analysis and IT solutions for football. Company was founded in 2011 by sports and IT experts who recognized the need of coaches and football experts for new and better products in the market. We are working with many clubs from 1st tier to lower tiers, federations and academies, along with individual coaches. Some of our clients are Croatian football federation, Aspire Academy from Qatar, NK Maribor from Slovenia, GNK Dinamo Zagreb, Football federation of Bosnia and Herzegovina, media companies Kicker, RTL and many other 2nd and 3rd division clubs. Our main products are software for video analysis (Once Video Analyser), detailed match analysis (Once PRO), customization, and mobile/web app development. More info

www.once.de



**Tisch Institute for Sports
Management, Media, and Business**

About the NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

The field of sports business is being influenced in new and unexpected ways by key factors that must be recognized as major disruptors in this continually evolving industry. The globalization of sports, the emergence of a plethora of digital platforms by which consumers are viewing games and engaging with content, the pervasiveness of big data and analytics in every facet of the business, and the rise of the millennial sports fan, all must be taken into consideration in order to succeed as a sports business professional today and in the future.

The NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business is dedicated to preparing leaders in sports business for the challenges and opportunities that lie ahead. Through its BS in sports management, MS in sports business, leading-edge noncredit programs, extensive industry connections, and enlightening conferences and events, the Tisch Institute affords those just launching their career as well as industry veterans, a deep and global perspective of the critical dynamics at play in sports and the ways in which they can be leveraged to the best advantage. To learn more visit sps.nyu.edu/tischinstitute

CONTACT US

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ABOUT THE ORGANISERS



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