

**THE SPOT**

**The best  
network  
accelerator  
in the sport  
industry**

## **Thursday 17 October 2024 Swiss Tech Convention Center**

Innovation with purpose, learning from other sectors and industries, and networking are at the heart of THE SPOT, the international sport and innovation event organised by ThinkSport.

Already staged successfully four times in the Olympic Capital, THE SPOT brings together experts from various fields to share their approaches, perspectives, and solutions for sustainable transformation. Every edition comes with fresh concepts and angles; new star speakers; exciting pitches; and endless eye-opening insights. The aim: to inspire, accelerate progress, and empower everyone in sport to take forward new, promising, and practical ideas for profound change.

Sustainability will remain a strong focus of THE SPOT. Why? Today, sustainability is a business imperative. It is increasingly the measure by which partners, customers, investors, and participants will judge our activities. And ultimately, sustainable transformation and meaningful innovation will shape the success of our future.

The best network accelerator in the sport industry, bringing together pioneers from sport organisations, business, investors and the academic world at one spot. If you have a curious mind, a stake in sport or physical activity and want to meet change-makers who deliver fresh ideas or solutions for the sports world, then this is your MUST-attend-event!



## Wednesday 16 October

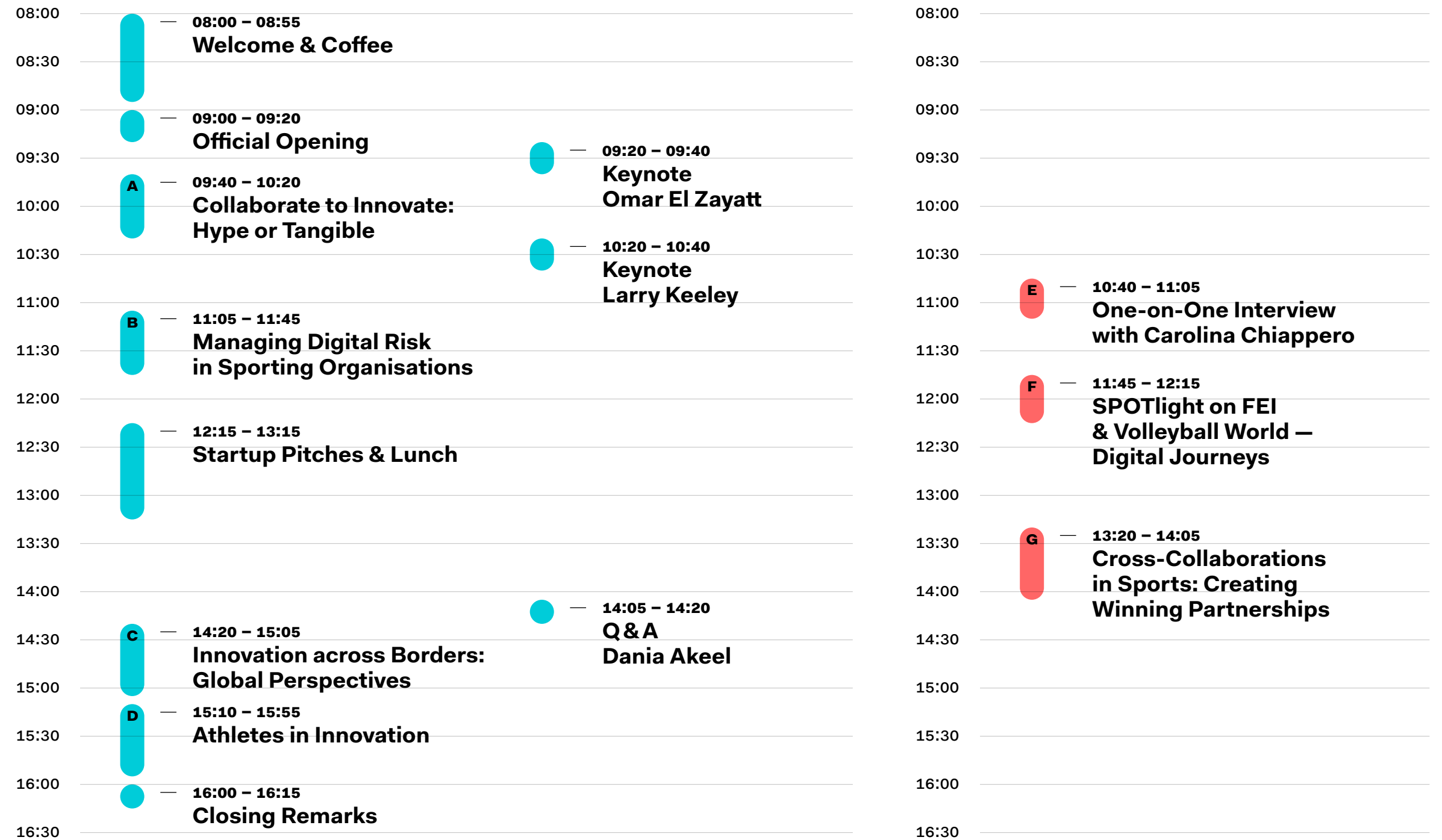
17:30 – 20:00

Apero  
Networking  
@ Vaudoise  
Aréna

Programme  
subject to change

## Thursday 17 October

● Pitch Stage ● Fish Bowl @ Swiss Tech Convention Center



A

09:40 – 10:20

### **Collaborate to Innovate: Hype or Tangible**

In this session, we will explore the true impact of collaboration on innovation, focusing on the added value for sponsors and its crucial role in business development. We'll discuss how to measure the outcomes of collaboration, co-creation, and activation with partners while acknowledging the unmeasurable but real benefits. We'll illustrate how innovation leads to a better future through insights into the mindset of innovation and examples shared by the theme leaders of past editions of ThinkSport's Innovation Boosters.

B

11:05 – 11:45

### **Managing Digital Risk in Sporting Organisations**

In this session, data experts will explore the impact of AI and data-driven technology on global sporting organisations, highlighting both the transformative benefits and inherent risks. These technologies enhance performance analytics, fan engagement, operational efficiency, and health monitoring, yet they also present challenges such as data privacy, security concerns, high implementation costs, and potential biases. Leading organisations navigate these complexities by adopting strategic implementations, ensuring regulatory compliance, and maintaining ethical standards. The discussion will emphasise the importance of maximising data's power to develop strategies aligned with societal shifts while addressing the often-overlooked concerns of cost and time.

C

14:20 – 15:05

### **Innovation across Borders: Global Perspectives**

This panel will explore the diverse landscape of innovation across various markets, highlighting the unique challenges, approaches, and focal points that drive success. Industry leaders will discuss how local perspectives and strategies can generate significant international impact, fostering a glocal approach to innovation. Topics will include overcoming market-specific obstacles, leveraging regional strengths, and adapting global trends to local contexts. Attendees will gain insights into how businesses can harness the power of innovation to achieve sustainable growth and competitive advantage on a global scale.

D

15:10 – 15:55

### Athletes in Innovation

This session will explore how innovation is transforming the way athletes train, perform, and engage with fans. We will delve into the growing trend of athletes taking an active role in product development, setting their sights on careers in innovation, and leveraging their networks for collaboration. Our panellists will share insights on how organisations can facilitate and benefit from these athlete-driven advancements.

E

10:40 – 11:15

### One-on-One Interview with Carolina Chiappero

Carolina is the Innovation Manager at Juventus Football Club, where she leads the innovation function she has built from the ground up. With her ability to “connect the dots,” Carolina bridges the gap between the Club’s internal needs and the opportunities within the global innovation ecosystem. She will discuss how she has been able to transform complex challenges into actionable solutions, guiding projects from initial concepts to tangible results.

F

11:45 – 12:15

### SPOTlight on FEI & Volleyball World – Digital Journeys

This panel will explore how FEI & FIVB have harnessed digital tools and social media to drive growth and innovation. Digital strategists from FEI & FIVB will share their key strategies that have positioned them at the forefront of digital transformation and give an inside look at the creative social media campaigns that have not only increased brand visibility but fostered a loyal online community. The session will also offer insights into the future innovation of FEI and FIVB’s digital strategy, focusing on emerging trends like AI-driven content creation, personalised customer experiences, and the use of immersive technologies in social media.



13:20 – 14:05

### **Cross-Collaborations in Sports: Creating Winning Partnerships**

This panel will explore the diverse landscape of innovation across various markets, highlighting the unique challenges, approaches, and focal points that drive success. Industry leaders will discuss how local perspectives and strategies can generate significant international impact, fostering a glocal approach to innovation. Topics will include overcoming market-specific obstacles, leveraging regional strengths, and adapting global trends to local contexts. Attendees will gain insights into how businesses can harness the power of innovation to achieve sustainable growth and competitive advantage on a global scale.