MIT SLOAN SPORTS ANALYTICS CONFERENCE AGENDA - FRIDAY, MARCH 1, 2019

MIT SLOAN SPORTS ANALYTICS CONFERENCE presented by ESPN — 42 ANALYTICS

Time	Bill James Room (Ballroom AB)	Pat Summitt Room (Ballroom C)	Bill Walsh Room (304 / 306)	Competitive Advantage West (302) — CAs presented by ticketmaster	Competitive Advantage East (312)	Research Papers Room (311) presented by MLB	Listen Live Podcast Center (310)
7:00 AM - 8:00 AM	Breakfast and Registration						
8:00 AM – 8:30 AM	Welcome Remarks (Bill James Room)						
8:30 AM – 9:30 AM	Data is the New Black: Building Data-Driven Organizations	Soccer Analytics: Shaping the Future of the Game — optapro		8:30 AM Whistle While You Work: Measuring Intangibles of NBA Officials; 9:00 AM When Less is More: How the NBA Could Be More Like Peak TV — ESPN	Started from the Top, Now We're Here; Optimizing a TV Tune-in Campaign: Thursday Night Football	Daily Fantasy Challenge presented by DRAFTKINGS	First Pitch Case Competition presented by Eventellect
9:45 AM – 10:45 AM	Basketball Analytics: Hunting for Unicorns	Scoring Sponsorships: Metrics to Maximize Brand Value — hookit	The Performance/ Precaution Tradeoff: Player Health	9:45 AM Building Smarter Venues: How Gillette Stadium Uses Data to Drive the Bottom Line — KAGR; 10:15 AM How Sport Can Address the Integrity Challenges Arising from Sports Betting	Success by the Numbers: Using Data to Impact Performance; Performance Optimization Strategies that Helped Win a Championship — fusion sport		
11:00 AM - 12:00 PM (Boxed Lunches Available 11:30 AM)	Helping Dream Chasers: Social Justice with Meek Mill and Michael Rubin	Ticketing Analytics: The Power of Open Distribution	An American Analyst in London	11:00 AM The Elam Ending: Examining the Original Version's Ability to Meet Its Aims, and Exploring Minor Modifications to Build on Its Early Promise	If You Build It, Will they Come?: Driving Value from Fan Experience — Deloitte; Creating the Ultimate Fan Experience: Data-driven Insights on How to win with Fans Even When Your Team Loses — qualtrics XM	The Evolution of Curling Analytics; The EAGLE Takes Flight: The Economist's Hierarchical Bayesian Approach to Golf	
12:15 PM - 1:15 PM	Winning Outside the Game in the Business of Sports		What Does the Fox Say? Analytics in Poker	12:00 PM Putting Fans In Control: The Future of the Sports Experience	BeautyBall: Using Analytics to Build Beautiful Games — ESPN	Using Deep Learning to Understand Patterns of Player Movement in the NBA; Analytics for the Front Office: Valuing Protections on NBA Draft Picks	The Full 48 with Howard Beck
1:30 PM - 2:30 PM	Creating a Sports Legacy	Changing The Game: How Advanced Data Is Enhancing Broadcasts — ESPN	The Cutting Edge: Hockey Analytics — SPORT LOGIQ	1:30 PM Compact Defending: Where has the Space Gone? FIFA Technical Study Group Analysis of the 2018 FIFA World Cup™; 2:00 PM Built to Outlast: Youth Athlete Development for Performance and Durability	How Bose is Finding New Opportunities with New Data; Transforming the Fan Experience—the Machine Learning Renaissance — aws	Predicting MLB Strikeout Rates from Differences in Velocity and Movement Among Player Pitch Types; Decomposing the Immeasurable Sport. A deep learning expected possession value framework for soccer	
2:45 PM - 3:45 PM	Who Says No? A 1-on-1 with Adam Silver and Bill Simmons			2:45 PM Data Science & the Action Network's Win Probability; 3:15 PM Learfield 365 – A Case Study in Sponsorship Analytics — KORE	Winning with Automated Machine Learning— On and Off the Field — DataRobot; CricketML	DeepQB: Deep Learning with Player Tracking to Quantify Quarterback Decision-Making & Performance; Winning Isn't Everything A contextual analysis of hockey face-offs	3:30 PM WorkLife with Adam Grant
4:00 PM - 5:00 PM	Wild West of Analytics: Other Industry Perspectives on Use & Misuse of Data	Baseball 2.0: Updating America's Pastime	Breaking Away from the Pack: Sports Entrepreneurship	4:00 PM How the Predators turn Data into Value; 4:30 PM A Clear Brand Identity Wins	Picking Winners in March Madness with Integer Programming; Mixing Modern and Traditional Analytics with Sport in Rural Rwanda	How much do coaches matter?; Training Schedule Confounds the Relationship between Acute: Chronic Workload Ratio and Injury	
5:15 PM - 6:15 PM	No Lead is Safe: Innovation in Sports	The People Advantage: Culture Analytics					
6:15 PM	Cocktail Reception, presented by KAGR (Boylston Hallway)						

The Jump Live from SSAC 3:30 PM – 5:00 PM Boylston Hallway — ESPN	Curling Expo (308)	Startup Company Trade Show Booths by Bill James Room (Ballroom AB) — 42 ANALYTICS	Research Papers Exhibition by Bill James Room (Ballroom AB) — MLB	Recording Booth (305)	Drop-in Resume Reviews 12:00 PM - 1:00 PM Careers Room (313)	Career Conversations 3:00 PM - 5:00 PM Careers Room (313)	DraftKings After Party 7:00 PM Pre-registration Required — DRAFTKINGS

MIT SLOAN SPORTS ANALYTICS CONFERENCE AGENDA - SATURDAY, MARCH 2, 2019

MIT SLOAN SPORTS ANALYTICS CONFERENCE presented by ESPN | 42 ANALYTICS

Time	Bill James Room (Ballroom AB)	Pat Summitt Room (Ballroom C)	Finals Room (304 / 306)	Competitive Advantage West (302) CAs presented by ticketmaster	Competition Room (312)	Workshop Room (313) presented by Rakuten	Listen Live Podcast Center (310)
7:45 AM - 8:45 AM	Breakfast and Career Kickoff Panel (Pat Summitt Room)						
9:00 AM – 10:00 AM	Rebooting the Lakers / Celtics Rivalry	Managing the Big League Levers	Hackathon Finals Presented by PERFORM ticketmaster	9:30 AM Baseball as a Service, Evaluating Access Based Ticketing	Career Playbooks	9:00 AM SQL for Data Analysis: Measuring Customer Loyalty and Value	
10:15 AM – 11:15 AM	Skin in the game: Sports Gambling's Emergence in the US	Unlocking Potential: The Next Generation of Tracking Data STATS		10:00 AM Fantasy 2.0 with Yahoo Sports — 10:30 AM Leading on Inclusion: What Works?		10:15 AM Using R for Predictive Modeling	The Mina Kimes Show Featuring Lenny
11:30 AM - 12:30 PM *Boxed Lunches Available 11:30 AM*	Do Athletes Need the Media?	Achievement Unlocked: Esports Analytics	Research Paper Competition Finals Presented by MLB	11:30 AM Social Media in MLB: A Data-Driven Approach to Optimizing Strategy — 12:00 PM Going Beyond Tracking Data: Using Body-Pose for Next Generation Analytics STATS	Startup Competition Sportstech Track Presented by 42 ANALYTICS	11:30 AM Using Tableau to Rapidly Deploy Interactive Visualizations	
12:45 PM - 1:45 PM	Metrics are the Mike: Football Analytics	Direct-to-Consumer: Disrupting & Engaging Today's Sports Fans Rakuten		12:30 PM Scrolling is the New Channel-Surfing: How Twitter Ads Drive TV Ratings — 1:00 PM Team Avidity: How MLB Quantifies Fan-Team Relationships to Better Serve its Fanbases MLB		12:45 PM How to Advertise Effectively on Facebook & Instagram	Chess AI Transformation: How Self Learning AI Taught Chess Computers (and Humans) a Lesson 12:30 PM – 1:15PM 10-Person Simul
2:00 PM - 3:00 PM	Making the Modern Athlete: A Conversation with David Epstein and Malcolm Gladwell	It's Complicated: Athlete Relationships with Social Media	From the Martial Arts to the Art of Negotiation - Sport, Science, Art, or Philosophy?	2:00 PM Skating for Gold: Using Wearable Technology to Maximize Preparation For Elite Hockey Players CATAPULT — 2:30 PM Fixing the Charge	Startup Competition Fan Experience Track Presented by 42 ANALYTICS	2:00 PM Data Scraping with Python 3	1:20 PM – 1:50 PM Panel: The Effect of AI and Neural Networks on Chess 2:00 PM – 2:30 PM Leela vs. Komodo Commented AI Match 2:30PM – 3:00PM Man vs. Machine
3:15 PM - 4:15 PM	Sports Mythbusting	Competing with the Couch: Improving the Venue Experience		3:00 PM The Fan - Behavioral Science and the Next Frontier in Sports — 3:30 PM The True Cost of Tommy John Surgery in Major League Baseball		3:15 PM DIY Shot Charts	
4:30 PM - 5:30 PM	Michael Lewis - Going Deep with Mike Leach – The Most Innovative Mind in Football (Bill James Room)						
5:30 PM – 6:00 PM	Alpha Awards (Bill James Room)						

Curling Expo (308)	Curling Beat the Pro Event 10:00AM – 11:30 AM	Startup Company Trade Show Booths by Bill James Room (Ballroom AB) 42 ANALYTICS	Research Papers Exhibition by Bill James Room (Ballroom AB) MLB	Recording Booth (305)	Women's Networking Lunch 12:00 PM - 12:45 PM (311)