

DIRECTION OF **SPORT** IN THE **DIGITAL** AGE

PRESENTED BY STACK SPORTS & VICSPORT

THURSDAY 27TH JUNE 2019 @ DEAKIN DOWNTOWN

Tower 2 level 12/727 Collins St, Melbourne VIC 3008
Morning tea from 8am conference commencing at 830am sharp.

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AGENDA

- 8 - 8.20am** Arrival – tea and coffee on arrival
- 8.30am** Welcome and introduction for the day, set the scene - Llsa Hasker CEO VicSport and Andy Graham, GM, SportsTG, Stack Sports.
- 8.45am** Key Note 1: Alex Alt, CEO of Stack Sports, an overview of Stack Sports Eco System and who we work with
- 9:15am** Cam O'Riordan, Director of Sales & Marketing Stack Sports - working with National Sporting Organisations and Grassroots organisations in Australia
- 9.30am** Key Note 2: Wing Cheung, Deputy GM of Digital Strategy and Insights Sport Australia – the National Sports Digital scene
- 10.15am** Morning Tea and look at displays
- 10.45am** Panel 1: Digital contracts and pitfalls featuring Simon Merritt: Senior Associate - Landers & Rogers, Louise Gale: Director - DMC Sport, Rob Flude: Head of Digital Services, Basketball Australia, Anthony Richardson: Director of Digital - SportsTG, Stack Sports
- 11.15am** Sam Mutimer, Founder and Director of Thinktank Social – How to better engage members and increase membership through Social Media Marketing
- 12.15pm** Panel 2: Working with Sporting Organisations in 2019 and Beyond: Featuring ETrainU, eCal, Geosnapshot & Rosterfy
- 12:45pm** Finish & Lunch – Lisa Hasker, time to talk to those who are displaying product etc.

KEYNOTE PRESENTERS

Alex Alt // CEO of Stack Sports



As President and CEO, Alex Alt leads the entire Stack Sports organization and manages all elements of the fast-growing business. Alex has a proven track record of scaling businesses and delivering innovative technology solutions underpinned by a highly customer-centric service and support model. Prior to Stack Sports, Alex served as President of Sabre's fast-growing Hospitality Solutions business. During his tenure as President, Alex tripled the size of the business and firmly established Sabre Hospitality as the leading global provider of SaaS solutions for the hospitality industry. Alex has an MBA from Harvard Business School and a BBA from the University of Texas.

Wing Cheung // Deputy GM Digital Strategy & Insights - Sport Australia



Wing leads the Digital Strategy and Insights team in SportAUS, focusing on the digital transformation of SportAUS to be a digital exemplar, building digital infrastructure to support the sport sector to improve their digital capability and drive the use of data and evidence-led insights for SportAUS to achieve our Sport 2030 objectives.

Sam Mutimer // Founder and Director - Thinktank Social



Sam Mutimer (Founder & Director - Thinktank Social) grew her agency as a result of breaking her leg, playing rugby, back in 2008. Not one to rest on her laurels and wait for an opportunity to come knocking, she decided to make the most out of her down time, and posted her injury on YouTube as advertising space for businesses to then 'bid' for, in order to get their brand seen online.

Unsurprisingly, the video went viral and received over 27,000 views in a matter of days. Watching the volume of inquiries flood through justified the value of great content and solid network connections for brands on social platforms... and an idea was formed.

Thinktank Social was born in 2009, and over the past 10 years the agency has been working with a diverse set of industries, such as sporting organisations/associations, sports clubs, retail, finance, health & wellness along with personal brands such as athletes, CEO's, sales teams and board members. Thinktank Social's core objective is to continually add value to the end consumer via social media marketing.

As a dynamic speaker and presenter, Sam has featured on Channel 7 news, and has been interviewed by the Financial Review, The Age and The Herald Sun. She's an active board member at Rugby Victoria and guest lecture at RMIT. Her saying in life is "With everything you do in life, do it with enthusiasm and substance or not at all" -Sam Mutimer

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