



Sportdata
& Performance
Forum 2014

24th & 25th
November 2014
Berlin, Germany

*Achieving Success with Next Generation
Analytics & Big Data in High Performance
Sport*

www.sportdatapformance.com

opta



Infostrada sports

catapult.



INSTITUT
FÜR SPIELANALYSE



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The Background

Sportdata & Performance Forum 2014 – The Next Generation Analytics & Data for Sports Performance Conference & Exhibition will examine the key issues in sports data analytics today to enable organisations achieve sporting and commercial success in their endeavors. It will bring together leaders from the world of sport and performance analytics to discuss how technological advances and an increasing volume of information being gathered in the sector is enabling exponential growth in business and sporting achievement. It will also feature an exhibition from the industry's leading solution providers showcasing the latest products from technology advances in the field.

By Attending this Event You Will Benefit From:

- ❖ An Understanding of How to Improve Sports Performance through Big Data
 - ❖ A Discussion on the Concept of Big Data and Implications in High Performance Sport
 - ❖ Knowledge Gain on the Impact of Data on Sports Business – Key Strategies to Upgrading Your Data Management Approach to Meet Next Generation Challenges
 - ❖ Analysis on Changing Workplace Culture and Practice's to Embrace the Era of Data
 - ❖ Presentations on Developing the Correct Approach to Big Data to Ensure Future Success to Elite Sports Organisations
 - ❖ Gaining the best ROI on Investment in Big Data and Sports Analytics Technologies and Solutions
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Speakers at **Sportdata** & Performance Forum 2014



Dr Hendrik Weber
Head of Strategic Projects,
Bundesliga (DFL Deutsche
Fußball Liga GmbH)



Bob Kirk
Senior Development Engineer,
adidas Innovation



Dr Raffaele Poli
Head of CIES Football Observatory,
CIES - Centre International
d'Etude du Sport



Prof Dr Ulf Brefeld
Knowledge Mining & Assessment,
Department of Computer Science,
TUD



Dirk Ifsen
CEO, OPTA Sports Germany



Steve Ingham
Director, Science &
Technology, English
Institute of Sport



Prof Steve Haake
Director of the Centre for Sports
Engineering Research, Director
National Centre for Sport and
Exercise Medicine)



Prof Gerard Sierksma
Quantitative Logistics and
Sportmetrics, Scientific Advisor
ORTEC-TeamSupportSystems,
University of Groningen



Adir Shiffman
Chairman, Catapult Sports



Dr. Karsten Gorsdorf
CEO, Institute for Game Analysis
(Institut für Spielanalyse)

Speakers at **Sportdata** & Performance Forum 2014



Kornelius Kraus
Coach & Consultant,
PROathlete



David Blackwell
Partner, Deloitte



Dr Edwin Goedhart
Manager Sports
Medicine at Royal
Netherlands Football
Association (KNVB)



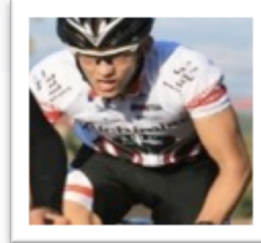
Siebe Hannosset
Sports Performance
Coach, Club Brugge



Simon Gleave
Head of Analysis,
Infostrada Sports



Ralf Iwan
Sport Director,
German Volleyball
Federation



Dr Raphael Faiss
Senior Scientist, Swiss
Federal Office for Sport



Joss Langford
Director, Activinsights



Dr Christoph Moeller
Director, Institute for Game
Analysis (Institut für Spielanalyse)



Bill Gerrard
Prof of Business and Sport Analytics,
Leeds University Business School
Technical Analyst, Saracens RFC

CONFERENCE PROGRAMME

Day One: 24th November 2014

08.00 Registration & Coffee

08.55 Opening Remarks

09.00 Improving Sports Performance through
Big Data – The Bundesliga Perspective

Dr Hendrik Weber

**Head of Strategic Projects, Bundesliga (DFL Deutsche
Fußball Liga GmbH)**

09.20 Determinants of Performance – The Role of Data
and 21st Century Science & Technology in
Achieving Success in Sport

Steve Ingham

Director, Science & Technology, English Institute of Sport

09.55 The Importance of Data Analysis and Sports
Science to Achieving Success in the Performance of
Elite Athletes: A Perspective from Germany
Volleyball

Ralf Iwan

Sport Director, German Volleyball Federation

10.30 Morning Coffee

11.00 PANEL DISCUSSION: Changing Workplace
Culture and Practises to Embrace the Era of Data,
New Resources and Structures to Ensure
Prosperity

11.35 A Club Brugge Case Study: Collection, Analysis and
Interpretation of Data on Players' Performances!

Siebe Hannosset

Sports Performance Coach, Club Brugge

12.10 Impact of Data on the Sports Organisation –
Upgrading Your Data Management Approach to Meet
Next Generation Challenges

Prof Gerard Sierksma

**Quantitative Logistics and Sportmetrics, Scientific Advisor
ORTEC-Team Support Systems, University of Groningen**

12.45 Lunch

13.45 The Use of Statistical Data in Modern Day Sports and
Presentation of Exclusive Analysis on Player and Team
Performance: CIES Football Observatory

Dr Raffaele Poli

**Head of CIES Football Observatory, CIES - Centre
International d'Etude du Sport**

14.20 Understanding the Knowledge Mining and
Assessment Approach to Data to Ensure Future
Success to Elite Sports Organisations

Prof Dr Ulf Brefeld

**Knowledge Mining & Assessment, Department of Computer
Science, Technische Universität Darmstadt**

14.55 An Insight into the Future of Wearable Performance Monitoring

Adir Shiffman
Chairman, Catapult Sports

15.30 Afternoon Tea

16.00 Wearable Technologies Revolutionising Modern Days Sport

Joss Langford
Director, Activinsights

16.35 Research, Data and Innovations in Hypoxic Training in Performance Sports

Dr Raphael Faiss
Senior Scientist, Swiss Federal Office for Sport

17.10 Creating a Global Standard for Live Sport Data – A Case Study from OPTA Sports

Dirk Ifsen
CEO, Opta Sports, Germany

17.45 Closing Remarks

18.00 End of Day One and Drinks Reception

Day Two: 25th November 2014

08.00 Registration & Coffee

09.00 Opening Remarks

09.10 Low Cost Performance Analysis Tools: From Elite Athletes to the General Population

Prof Steve Haake
Director of the Centre for Sports Engineering Research,
Director of the National Centre for Sport and Exercise Medicine

09.45 Adidas - Real Time Sport Data – Snapshot Football Tracking App & Micoach Speed_Cell

Bob Kirk
Senior Development Engineer, adidas Innovation

10.20 Morning Coffee

10.50 Performance Analysis and Asset Valuation in Professional Team Sports

Bill Gerrard
Professor of Business and Sport Analytics,
Leeds University Business School
Technical Analyst, Saracens RFC

**11.20 Understanding Data in the Fields of Science
Sport Medicine to aid Athlete Performance,
Prevent Injuries and Assist in Rehabilitation**

Dr Edwin Goedhart
**Manager Sports Medicine at Royal Netherlands
Football Association (KNVB)**

**11.50 Understanding Where to Improve and Invest by
Unlocking the Potential of Data Analytics in
Sports Organisations**

Simon Gleave
Head of Analysis, Infostrada Sports

12.25 Lunch

**13.25 Data Based Coach vs the Traditional Approach:
Evidence Based Decision Making in Modern
Coaching Methodology**

Kornelius Kraus
Coach & Consultant, PRO athlete

**14.00 What Sports can Learn from the Use of Analytics
in Business - and Vice Versa**

David Blackwell
Partner, Deloitte

14.35 Information Brokering and Effectiveness of Sport Data

Dr Christoph Moeller
Director, Institute for Game Analysis (Institut für Spielanalyse)

Dr. Karsten Gorsdorf
CEO , Institute for Game Analysis (Institut für Spielanalyse)

15.10 Afternoon Tea

15.40 Sponsor Session

**16.15 Applying Intelligent Analysis and Modern Day
Information Systems to 21st Century Sport.**

Dr. Thomas Gartner
**Fraunhofer Institute for Intelligent Analysis and Information
Systems IAIS / University of Bonn**

16.50 Closing Remarks

17.00 End of Conference

Who Should Attend?

The conference goal is to provide a forum for industry professional executives and leading researchers 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 and coaching departments of sporting organisations. It will also attract the strategy and business managers in these organisations responsible for making decisions on investment in data analysis equipment for their organisations.

It will also attract solution providers in this sector, consultants and sports academic institutions.

The audience at the event will be mainly executives from international professional sports organisations (such as football, athletics, rugby, basketball and swimming).

Typical job titles will be:

- ❖ 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
- ❖ Athletic Performance Manager
- ❖ Head of Strategic Performance
- ❖ Performance Monitoring Manger
- ❖ Business Manager

Sponsorship Opportunities

An **Event Sponsor** is a principal supporter of this event. The Event Sponsor wishes to provide support for **Sportdata & Performance Forum 2015** in return for which the event will provide to the Event Sponsor a range of marketing opportunities and other services. The Event Sponsor will receive maximum media exposure before, during and after the Summit. Sponsor support will go towards assisting speaker accommodation, event transport and food, event management, marketing and promotion.



Edward Abankwa

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