

# GLOBAL SPORTS WEEK PARIS

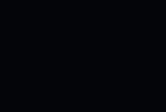
PRESENTS ITS



#GSWParis

FEBRUARY 6TH - 7TH  
LE CARROUSEL DU LOUVRE - PARIS

[www.globalsportsweek.com](http://www.globalsportsweek.com)



## LEGEND

**SHOW TIME**  
Talks & debates

**CONNECTION TIME**  
Networking, pitches, presentations, demos & experiences

## FORMATS

TALK  
INTERVIEW  
MY STORY (INSPIRATIONAL TESTIMONIAL)  
SPECIFIC PROGRAMME

## 5 SHIFTS

▲ #CLIMATESHIFT  
▲ #LIFESTYLESHIFT  
▲ #EQUALITYSHIFT  
▲ #DATASHIFT  
▲ #POWERSHIFT

# ARENA

THURSDAY 6

FRIDAY 7

8:00 - DOORS OPEN  
**CONNECTION TIME**

9:00 - 9:45

**OFFICIAL OPENING: THE FUTURE OF SPORT**

9:45 - 10:00

**SPECIAL ANNOUNCEMENT - PARIS 2024**

10:00 - 10:15

**MY STORY**

10:15 - 10:45

**SELLING SPORT IN THE AGE OF CITIZEN FAN**

As the post-consumer generation comes of age, bringing with it new expectations about the role of business in society, how will the way we market sport change? What do the new wave of "citizen fans" want from athletes, rights holders and brands in sport?

11:00 - 13:15

**CONNECTION TIME**

Networking, pitches, presentations, demos & experiences in the Village

11:00 - 12:00

**LE TREMPLIN INVEST FINALS**

Organized by the French Ministry of Sports and Le Tremplin, Le Tremplin Invest Finals is a global event that will give the opportunity to 16 high-potential sportstech startups to pitch their projects to investors.

12:30 - 13:15

**BATTLE FOR FANS: HOW CAN SPORT REMAIN COMPETITIVE?**

Consumers have never had more entertainment choices. How can sport cut through in an on-demand world of overwhelming opportunity? What can sport learn from industries such as music, movies and gaming?

11:00 - 13:15

**CONNECTION TIME**

Networking, pitches, presentations, demos & experiences in the Village

14:30 - 15:15

**SPORT IN THE FACE OF GROWING URBANISATION**

The world's population is becoming more urban. What will big-city life look like in the future? How must sport adapt and what role can it play in helping cities to meet the new challenges they face?

15:15 - 15:30

**MY STORY**

15:30 - 16:00

**RETHINKING THE VALUE OF FEMALE ATHLETES**

While the gender gap remains significant, sport stakeholders are starting to wake up to the commercial potential of women. What is the real value of female athletes and should we be following a different playbook in marketing women's sports?

16:00 - 17:00

**CONNECTION TIME**

Networking, pitches, presentations, demos & experiences in the Village

16:05 - 16:50

**GSW SOCIAL BOOSTER**

Pitch of 9 innovation-driven projects aimed at tackling social issues through sport, who will benefit from the first GSW acceleration programme.

17:00 - 17:30

**MEET THE ATHLETE-PRENEUR**

17:30 - 18:30

**ATHLETES POWER: HOW THE NEW ROLE OF THE ATHLETE IS RESHAPING SPORT**

Athletes are taking ever-increasing control of the sports rights model, with new direct-to-fan channels creating unprecedented commercial opportunities and a platform to lobby for a greater stake and say in the way sports are run. What's happening, what does it mean and where will it all end?

18:30 - 22:00

**CELEBRATION PARTY**

**CONNECTION TIME**

8:00 - DOORS OPEN  
**CONNECTION TIME**

9:00 - 9:45

**THE NEW CHALLENGE: ORGANISING MAJOR EVENTS IN A PURPOSE DRIVEN WORLD**

How must major events adapt in the face of the climate emergency and in order to meet the expectations of a more socially-conscious world? Can global events play a credible role in helping to address the big societal issues of our age?

9:45 - 10:15

**GLOBAL WARMING, GLOBAL WARNING**

The impact of climate change is now being felt at every level of sport...How the sector must evolve to play its part in tackling the climate emergency?

10:15 - 11:30

**CONNECTION TIME**

Networking, pitches, presentations, demos & experiences in the Village

10:20 - 11:05

**FFF INNOVATION AWARDS**

The 9 finalists among 250 candidates, in Sport Performance, Fan Engagement & CSR will present to win the opportunity to collaborate with FFF.

11:30 - 12:15

**OPTIMISING THE EARLY EXPERIENCE OF SPORT**

Studies highlight the crucial importance of children's early exposure to sport as a marker of their future active lifestyle as adults. What can we learn from some best-practice case studies and from other industries (entertainment, toys and gaming) when it comes to engaging the youngest in society?

12:15 - 12:35

**THE FUTURE OF ARENAS**

The sports stadium will be a microcosm of future society, impacted by both technological and broader consumer expectations. In this interview, the creator of one of the most innovative stadiums in the world will share with us what's to come.

12:35 - 13:10

**IS 'LIVE' DEAD? EXPLORING THE FUTURE OF SPORTS CONTENT**

Technological and behavioural shifts are combining to fundamentally disrupt the sports broadcast rights model. While live sportscasts may not be at genuine risk of extinction, value is increasingly shifting to on-demand short-form and 'shoulder' content. What does it mean for the way we will consume sport in the future?

13:00 - 14:30

**CONNECTION TIME**

Networking, pitches, presentations, demos & experiences in the Village

13:05 - 13:25

**FFF INNOVATION AWARDS CEREMONY (TBC)**

14:40 - 15:15

**5 WAYS A.I WILL TRANSFORM THE FAN EXPERIENCE**

Tech experts debate their choices as to the number one impact of artificial intelligence on the sports fan experience.

15:15 - 15:45

**SPORT IN THE AGE OF PURPOSE: NEW MODELS FOR POSITIVE CHANGE**

How is the rise of the "purpose" economy transforming traditional models of doing good through sports? Where are the new opportunities for public and private sector partners to work together to drive sport-led social impact?

15:45 - 16:15

**SPORT'S ECONOMIC EMERGENCY: FAST-TRACKING NEW BUSINESS MODELS**

Exploring the evolution of the sports economy in the company of major global investors. Where is the money moving in sports? What can we learn from other industries impacted by digital transformation?

16:15 - 16:30

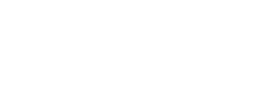
**CLOSING SESSION**

**CONNECTION TIME**

17:00 - DOORS CLOSE

# OUR PARTNERS

## FOUNDING



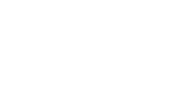
## ASSOCIATE



## CORPORATE



## INSTITUTIONAL



## PROUD SUPPORTERS



## MEDIA



#GSWParis

FEBRUARY 6TH - 7TH  
LE CARROUSEL DU LOUVRE - PARIS

[www.globalsportsweek.com](http://www.globalsportsweek.com)

