



PROGRAM 2024

Main Stage

Insight Stage

10.00 - 10.30 a.m. Dyn Sport's Playbook: Maximizing Reach, Revenue and Recognition of Niche Sports
Andreas Heyden, Dyn Media

10.15 - 10.40 a.m. Data Analytics in Football
Pascal Bauer, DFB

10.35 - 11.00 a.m. Too Many Stories? Finding Clarity Amidst Content Chaos
Eric Reutemann, Frankfurt Galaxy

10.40 - 11.05 a.m. Club to Community: How Fashion Can Be the Bridge
Nils Unterharnscheidt, Societas

11.10 - 11.40 a.m. Small Fields, Big Impact: Evaluating the Legacy of Icon, Baller and Kings League
Christoph Köchy, SOCCA Europe
Caroline Labes, FC OneFootball

11.10 - 11.55 a.m. JUMMY: Level Up your Free Kicks
Live Demo & Freekick Challenge on the Pitch

11.45 - 12.20 p.m. Athletes Die Twice: The Modern Athlete Blueprint
Jürgen Alker, Entrepreneur & Advisor

12.00 - 12.30 p.m. Dare to Create More Match Plans: In the Field of Communication As Well
Gregor Fassbender, GF SportsCom
Christopher Lymberopoulos, KSC
Heiko Ostendorp, VfL Bochum

12.30 - 01.30 p.m. Lunch Break

Indulge in Healthy Street Food Bowls by Michelin Star Chef Maximilian Lorenz. Each bowl features fresh, seasonal ingredients combined to create tasty and nutritious meals. Enjoy a culinary experience that delights your taste buds while supporting a healthy lifestyle!



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01.30 - 01.55 p.m. The Next Big Play: Flag Football's Growing Impact in Germany

Alexander Steinforth, NFL
Mona Stevens, NFL & IFAF

01.30 - 01.55 p.m. The Future of Women's Sports on TV: Rights, Content and Visibility

Stefanie Mirlach, Sky Deutschland

01.55 - 02.25 p.m. Shaping the Future: Insights on Women's Soccer In Germany And The US

Tatjana Haenni, NWSL
Katharina Kiel, Eintracht Frankfurt

02.00 - 02.25 p.m. The Social Media Playbook: Winning Strategies for Sports Brands

Lucas Bugter, 433
Alexander Mühl, Borussia Dortmund

02.30 - 03.05 p.m. From Invisible to Influential: Building Your Personal Brand on LinkedIn
Imke Salander, Content Creator
Daniel Jensen, LinkedIn Top Voice
Sven Schimmel, LinkedIn Top Voice

02.30 - 03.30 p.m. Activity Arena

Join us for networking and sports! Connect with fellow attendees while enjoying football, basketball, table tennis and more!

03.05 - 03.30 p.m. A Different Football is Possible

Martin Drust, FC St. Pauli

03.30 - 04.00 p.m. Coffee Break

How about a coffee? Swing by our Coffee Lounge right next to the Activity Arena! Enjoy a delightful selection of brews while recharging your energy for the final talks. We can't wait to see you there and share some great conversations!



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04.00 - 04.25 p.m. Data Driven Club Management: The Digital Transformation of Eintracht Frankfurt

Timm Jäger, EintrachtTech

04.00 - 04.20 p.m. Inclusive Leadership: Moving Beyond Diversity Buzzwords

Johanna Mühlbeyer, EQUALATE

04.30 - 04.50 p.m. AI Kickoff: Will GenAI Transform Football Clubs?

Linus Lebugle, VfL Wolfsburg

04.20 - 04.50 p.m. Future Strategies: Sustainability Management in Professional Football

Anne-Kathrin Laufmann, SVW
Marika Bernhard, DFL
Marcus Sagitz, PreZero

04.50 - 05.15 p.m. Next-Level Fan Engagement: Using GenAI Technologies for a Personalized Bundesliga Experience

Alexander Altenhofen, DFL Digital Sports

04.50 - 05.20 p.m. Beyond Borders: How Football Clubs Are Exploring International Markets

Simon Gubisch, VfB Stuttgart
Tim Jost, VfL Bochum
Fabian Pilz, DFL

05.20 - 06.00 p.m. Leading Under Pressure: The Mental Game of Refereeing

Sascha Stegemann, Bundesliga Referee
Patrick Ittrich, Bundesliga Referee

06.00 - 01.00 a.m. After Show Party

Enjoy the famous Mangal Döner by Lukas Podolski, along with tasty drinks and great music from our DJ. Let's keep the good times rolling and make some unforgettable memories together!