

DAY AT A GLANCE

10.00am	WELCOME & WHY WE'RE HERE
10.10am	OPENING KEYNOTE: WHY WE SHOULD ALL "LOOK UP"
10.25am	THE STATE OF OUR SOCIETY: CAUTIONS, HOPES AND OPPORTUNITIES
10.45am	SPORT'S RESPONSE: HOW THE SECTOR IS PLAYING A ROLE IN THESE ISSUES
11.20am	BREAK
11.40am	THE STATE OF OUR DIGITAL WORLD: CUTTING-EDGE DEVELOPMENTS IN SPORT AND TECH
Noon	EDUCATION'S RESPONSE: HOW WE'RE UTILIZING THESE INNOVATIONS
12.25pm	LUNCH
1.25pm	THE LUNCHTIME INTERVIEW: A CONVERSATION ON WHAT SPORT CAN LEARN FROM THE MARVEL UNIVERSE – ON AND OFF THE SCREEN
1.55pm	INNOVATIVE PARTNERSHIPS: THE IMPORTANCE OF PRIVATE-PUBLIC PARTNERSHIPS TO CREATE A SUCCESSFUL SPORT AND STEM PROGRAM
2.15pm	BRINGING IT TO LIFE: EXPERIENCING A SUCCESSFUL SPORT AND STEM PROGRAM IN REAL TIME
3.20pm	DEEP-DIVE DISCUSSIONS: EXPLORING OPPORTUNITIES AND IDENTIFYING POTENTIAL SOLUTIONS THROUGH SPORTS
4.00pm	BREAK
4.15pm	TAKING ACTION
5.00pm	CLOSE & RECEPTION

DAY IN DETAIL

10.00am

WELCOME & WHY WE'RE HERE

Jesse Lovejoy

Event MC; Director, 49ers EDU & 49ers Museum
Managing Partner, EDU Academy



10.10am

OPENING KEYNOTE

Why we should all “Look Up”

Dr. Mae Jemison

Former NASA astronaut & first woman of color in space
Founder & President, the Jemison Group



10.25am

THE STATE OF OUR SOCIETY:

Cautions, hopes and opportunities

Talk 1: Tech

Nikole Collins-Puri

CEO, Techbridge Girls



Talk 2: Education

Kathleen Tullie

Director of Social Responsibility, Reebok International;
Founder & Executive Director, BOKS



10.45am

SPORT'S RESPONSE:

How the sector is playing a role in these issues

Facilitated by: **Nick Keller**

Founder & President, Beyond Sport



Catherine Aker

VP, Communications & Community, Oakland Athletics



Britton Banowsky

Executive Director, College Football Playoff Foundation



DAY IN DETAIL \

Robin Bourne-Taylor
CEO, Right To Dream



Tobie Hatfield
Senior Director of Athlete Innovation, Nike



11.20am

BREAK

11.40am

THE STATE OF OUR DIGITAL WORLD:

Cutting-edge developments in sport and tech

Facilitated by: Alex Coulson
Executive Director, Sport Industry Group



Talk 1: Digital Platforms

Daniel Pheysey
Principal, YouTube Impact Lab, YouTube



Talk 2: Virtual Reality

Mary Beth French
National Trainer, Samsung



Noon

EDUCATION'S RESPONSE:

How we're utilizing these innovations

Ira Frankel
SVP, Global Sports & Entertainment, EverFi



Tami Hay
Director, Peace Education, Peres Center for Peace



Katy Scott
Digital Learning Manager, Monterey Bay Aquarium



DAY IN DETAIL \

12.25pm

LUNCH

1.25pm

THE LUNCHTIME INTERVIEW:

A conversation on what sport can learn from the Marvel Universe – on and off the screen

Angela Woods

Senior Director, Corporate Citizenship, ESPN



Danielle Costa

VP, Visual Effects, Marvel Studios



1.55pm

INNOVATIVE PARTNERSHIPS:

The importance of private-public partnerships to create a successful sport and STEM program

Justin Prettyman

Executive Director, San Francisco 49ers Foundation



Eric Reed

VP, Entertainment & Tech Policy, Verizon



2.15pm

BRINGING IT TO LIFE:

Experiencing a successful sport and STEM program in real time

Delegates split into three groups and take part in a hands-on session in the 49ers EDU program

3.20pm

DEEP-DIVE DISCUSSIONS:

Exploring opportunities and identifying potential solutions through sports

Delegates choose a STEM topic that has been focused on during the day to discuss in more detail

DAY IN DETAIL \

1. **Enabling skills growth in Africa**, facilitated by Right to Dream
2. **Engaging girls and women**, facilitated by Women Win
3. **Engaging minorities**, facilitated by AutoDesk
4. **Creating SMART communities**, facilitated by Chelsea FC Foundation
5. **Engaging global brands**, facilitated by Techbridge Girls
6. **Helping students learn social and problem-solving skills**, facilitated by STEM Achievement
7. **Increasing skill sets of young workers**, facilitated by STEM Sports
8. **Educating youth in media and broadcasting**, facilitated by Afterschool All-Stars
9. **Finding innovative ways of making sport environmentally sustainable**, facilitated by Green Sports Alliance
10. **Engaging communities through innovative programming**, facilitated by love.fútbol
11. **Using STEM to create a new type of sports fan**, facilitated by Science of Sport
12. **Creating alternative modes of education (informal learning environments)**, facilitated by Anaheim Ducks

4.00pm

BREAK

4.15pm

TAKING ACTION

Deep-dive discussion feedback: Ideas and solutions

Discussion facilitators

Groundbreaking research: Recommendations

Jason Chung

Senior Research Scholar, NYU School of Professional Studies



Tobie Langsam

Junior Research Scholar, NYU School of Professional Studies



Action since last year: Sport & STEM Alliance case study

Matt Mead

Head of Education, Chelsea FC Foundation



Call for commitments

Jesse Lovejoy

Event MC; Director, 49ers EDU & 49ers Museum
Managing Partner, EDU Academy



5.00pm

CLOSE & RECEPTION



#BEYONDINNOVATION