

IMPULSE SUMMIT, DAY 1

THURSDAY OCTOBER 30TH

10:40-11:20

Chasing the Next Billion

As traditional sports markets mature, leagues and organizations are looking to untapped audiences to drive the next phase of global growth. Whether it's the expansion of cricket into the U.S., the rapid rise of esports, or the increasing popularity of women's sports, the competition for the next billion fans is intensifying. But what factors determine which sports and regions will thrive? Will technology, cultural shifts, or investment strategies be the key drivers of this expansion?

Speakers & Moderators: **Luis Vicente, Shin Szedlak, David Eades Moderator**

15:25-16:10

Unlocking Sports' Commercial Potential

American sports differ from European sports in crucial ways. While European sports focus on the fans and their experience by encompassing them as part of the team, US sports teams market their brands as a product attracting a wide variety of fans which see their sport as pure entertainment. This is why when the NBA and NFL looked to expand towards European and other global markets there was a lot of skepticism as to how this playbook would be received by the potentially billions of new fans.

Speakers & Moderators: **Lars Stegelmann, Kevin Prinz, Michele Tiozzo, David Eades Moderator**

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Business Innovation & Digitalisation

12:00-12:45

Panel Talks #1 - Shorter, Faster, Louder

With younger audiences consuming content through TikTok, YouTube Shorts, and fast-paced digital media, traditional sports formats face a new challenge: adapting to shifting attention spans. But rather than asking if the next billion fans will even watch sports, we should be exploring how they will engage with them. Will evolving consumption habits lead to shorter game formats, more immersive second-screen experiences, or entirely new ways of following sports? And how can the industry ensure that the next generation of fans remains deeply connected to the games, teams, and athletes they love?

Speakers & Moderators: **Eliana Amboni, Haruka Gruber, Andreas Kaeshammer, Dominik Schwizer** Moderator

16:30-17:15

Panel Talks #2 - Data, AI & Machine Learning

As sports organisations evolve into data-powered companies, AI and machine learning are no longer just tools for performance optimisation, they're becoming central to strategic decision-making across the entire business. This session explores how forward-thinking leagues, clubs and technology providers are using data not merely to engage fans, but to generate actionable insights that drive smarter business choices. From scenario modelling and demand forecasting to sentiment analysis and organisational intelligence, the panel will examine how data can fuel long-term growth, innovation and resilience in an increasingly dynamic industry.

Speakers & Moderators: **Christopher Craig, Fabian Furch, Douglas Finazzi, Kristina Fraesdorf, Daniel Cade** Moderator

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IMPULSE SUMMIT, DAY 1

THURSDAY OCTOBER 30TH

Environment, Societal & Governance (ESG)

12:10-12:55

Panel Talks #1 - Do We Even Need Physical Stadiums?

As technology redefines fan engagement, the concept of live sports attendance is evolving. Virtual reality, metaverse platforms, and immersive digital experiences offer new ways for fans to connect with their favorite teams - without ever stepping into a physical stadium. Should clubs continue investing in massive, expensive venues, or will the future of sports be primarily digital? And if so, how will this shift impact revenue streams, fan loyalty, and the in-person matchday experience?

Speakers & Moderators: **Nepomuk Nothelfer, Martin Marquardt, Yannick Ngarambe** Moderator

16:30-17:15

Panel Talks #2 - Green Gains

The sports industry has a sustainability story to tell - recycled materials, circular products, carbon goals - but is the message connecting with everyday consumers? Many buyers still perceive eco-products as more expensive, lower-performing, or "less cool." Inspired by «The 60%-potential, this session digs into the psychological and emotional levers brands can pull to make sustainable consumption feel like a win, not a compromise. Can storytelling and identity-based marketing be the game-changer?

Speakers & Moderators: **David Quass, Adrien Lagache, Marisa Reich** Moderator

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Sports Pathways

16:30-17:15

Panel Talks #1 - The Next Billion Jobs – What Careers Will Exist in the Future of Sports?

As technology continues to reshape the sports industry, traditional roles are evolving or disappearing altogether. AI-powered scouting, automated data analysis, and virtual event management are just a few areas redefining careers in sports. But where will the next generation of opportunities arise? Will new fields – such as e-sports management, immersive fan engagement, and AI-driven performance optimization – become the norm? And how should aspiring professionals prepare for this shifting landscape?

**Speakers & Moderators: Lionel Lefin, Roger Franz Wilfinger
Joao Frigerio Moderator**

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IMPULSE SUMMIT, DAY 2

FRIDAY OCTOBER 31ST

09:30-10:15

Leadership in Global Sports Market

How do leaders in sports navigate global markets and challenges? As sports become more and more global by the year, leaders are faced with the challenge of not only running a sports club but an international brand. With so many markets open to them the opportunities and challenges they face are diverse. However, what differs sports from more traditional markets is the fact that commercial success and financial data points are only a fraction of what defines the success of sports clubs and federations.

Speakers & Moderators: **Elena Mirandola, Derrick Lang, Dr. Jackie Cruz, David Eades Moderator**

12:10-12:55

Tradition vs. Expansion

From club hymns to local rivalries, traditional football clubs are built on deep-rooted culture and loyal but local fan communities. But in the modern game, global relevance matters, especially when international broadcasting and overseas tours are part of financial survival. How do these clubs build a fanbase abroad without diluting what made them special in the first place? Is authenticity scalable, or does expansion inevitably come at the cost of tradition?

Speakers & Moderators: **James O'Neill, Holger Hansen, Peer Naubert, Dirk Schluenz**

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IMPULSE SUMMIT, DAY 2

FRIDAY OCTOBER 31ST

17:30-18:15

Winning Globally

Athletes are constantly exposed to stress in their daily lives. With millions of people watching their every movement, this takes a toll on many athletes' mental health. That's why building resilient teams with an overcoming mindset is important to remain focused in important times, when challenges arise. The pressure they face is part of being an athlete, but how they deal with it and how they overcome challenges which are in their way differs depending on the sport and also on the athlete

Speakers & Moderators: **Esmée Böbner OLY,**
David Eades Moderator

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IMPULSE SUMMIT, DAY 2

FRIDAY OCTOBER 31ST

Environment, Societal & Governance (ESG)

10:45-11:30

Panel Talks #1 - The Calendar Issue

The modern athlete is under more pressure than ever. With packed schedules and global ambitions, the demands on top performers have become intense, both on the field and off it. Rest and recovery windows are shrinking, off-seasons are disappearing, and media obligations continue to grow. While the industry celebrates growth, how long can athletes keep up? Is anyone truly looking out for their long-term well-being, or is athlete sustainability just a talking point?

Speakers & Moderators: **Rodrigo Garza OLY, Maheta Molango, Torstein Dalen-Lorentsen, Lukas Eisner, Moderator TBD**

14:00-14:45

Panel Talks #2 - More Than Fans

The next billion fans are not just spectators—they are changemakers demanding inclusivity, social justice, and sustainability in sports. From athlete activism to fan-led movements like Common Goal and Play for Future, sports are becoming a powerful platform for change. But how much influence do fans truly have? Can they push clubs, sponsors, and governing bodies toward more ethical and impact-driven decisions, or will commercial interests always take priority?

Speakers & Moderators: **Jermain Raffington, Lorenz Beringer, Thyr Rodrigues, Marisa Schlenker Moderator**

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Sports Pathways

10:45-11:30

Panel Talks #1 - Tennis & Padel

Padel has surged in popularity worldwide, emerging as a dynamic new player in the world of racket sports. As it develops its own identity, its relationship with tennis - a more established sport - raises important questions about future pathways. Are these two sports on intersecting trajectories that could mutually benefit from shared resources, infrastructure, and audiences, or do they need to forge distinctly separate routes for sustainable growth? This session will explore how tennis and padel can coexist, collaborate, or compete, and what the implications are for athletes, federations, and future fans.

Speakers & Moderators: **Olivier Ducrey, Nataliia Bezprozvannykh, Matthieu Amgwerd, Anja Lüthi Moderator**

14:00-14:45

Panel Talks #2 - The Power of the Athlete Brand

As athletes move beyond traditional endorsements to establish their own brands, businesses, and investment ventures, the sports industry is witnessing a fundamental shift. Social media, direct-to-consumer platforms, and increased financial literacy have enabled athletes to take ownership of their image and earnings. What does this mean for traditional sponsorship deals? Will brands adapt by partnering differently with athletes, or will we see a decline in conventional endorsements?

Speakers & Moderators: **Sol Lovemore, Olivier Ducrey, Roger Franz Wilfinger, Meriton Ceka Moderator**

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Business Innovation & Digitalisation

10:45-11:30

Panel Talks #1 - Negoti-AI-te

Negoti-AI-te explores how AI is transforming negotiations across sponsorships, media rights, and international partnerships - turning audience data into leverage for smarter deals and deeper fan engagement. Grounded in current use cases, Andi Schrader will show the impact of AI in negotiations within the sports business. Walk away ready to apply AI in negotiations that drive growth, loyalty, and global reach. Attendees leave with actionable playbooks for clubs, rights holders, brands, and other parties to win the next billion fans.

Speakers & Moderators: **Andreas Schrader, Lorenz Beringer**

14:00-14:45

Panel Talks #2 - The Franchising of European Sports

As European sports navigate an era of unprecedented growth and globalization, the influence of the American franchise model is becoming increasingly evident.

Private equity investments, salary caps, and closed league structures are reshaping the landscape, raising the question: is the US model set to take over?

With the next billion fans emerging from diverse markets, leagues and clubs must find new ways to maximize commercial potential while maintaining the traditions that have long defined European sports. Will adopting American-style structures help European leagues scale globally and engage new audiences, or will it risk alienating their deeply rooted fan bases?

Speakers & Moderators: **Sol Lovemore, Olivier Ducrey, Roger Franz Wilfinger, Meriton Ceka Moderator**

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