



IDAN
Sports Innovation Day
2017

Programme



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#sportsinnovationday



Event: Idan Sports Innovation Day 2017

Photos: SHFT & GAME

Welcome to Idan Sports Innovation Day 2017



Henrik H. Brandt,
director, The Danish
Institute for Sports
Studies (Idan)

What happens if you gather up to 500 bright minds in the sports sector in an inspiring location packed with inspiration, ideas and knowledge about new technologies, services and people?

Well, we don't exactly know yet, since Idan Sports Innovation Day 2017 is a first off. But we have been hugely encouraged and pleased with the interest from a very broad range of Danish and international partners who wanted to be part of the event and to contribute with their specific take on innovation in sport.

A big thank you goes to all partners, speakers, exhibitors and guests who are contributing to this day with enthusiasm and good ideas.

For historical or organisational reasons many stakeholders in the sports sector are operating in and focusing on structures and services within their own circle. Idan Sports Innovation Day aims to put the good ideas and future potentials in focus without limitations from the proven tracks of the sports sector.

We hope to contribute to breaking boundaries between sport, science, technology, business and national borders, and to be a successful launch pad for future ideas, services and partnerships in a rapidly changing sports environment.

Event Partners

Idan Sports Innovation Day is organised by the Danish Institute for Sports Studies (Idan) in co-operation with the following partners



Quick Guide

Combine your own programme as you want. This is the ground floor including time slots:



Time Schedule

- 9:00** **Doors open – coffee and registration**
- 10:00** **Opening speeches:**
- Henrik Brandt, Director of the Danish Institute for Sports Studies
 - Lone Hansen, Director of Team Danmark
 - Keynote speech: René Wijlens, General Manager at Sports & Technology and Executive Director at EPSI
- 10:30** **Parallel morning activities:**
- Presentations
 - Pitches powered by Idan Forum
 - Visit booths
 - Workshop about teenage girls
 - Be creative/play
- 12:00** **Networking & lunch break, visit booths, talk, play, physical activities**
- 14:00** **Keynote speech:**
- Chris Scott, Head of Corporate Communications at London Sport
- 14:30** **Parallel afternoon activities:**
- Presentations
 - Pitches powered by Sport eXperience
 - Matchmaking powered by MedTech Innovation
 - Visit booths
 - Test your idea
 - Be creative/play
- 17:00** **Keynote speech:**
- Christian Birk, CEO & co-founder at Roster Athletics
- Winner of 'Best Photo of the Day'
- 18:00** **Dinner and networking**
- 21:00** **Doors close**

Keynote Speeches

At 10:15, 14:00 and 17:00 all focus is on the main stage:

10:15 Keynote speech



*René
Wijlens,
General
Manager
at Sports &
Technology*

A look at international sports clustering for innovation: Cluster Sports and Technology operating from the Netherlands is the oldest and one of the larger sport innovation clusters and as such member of EPSI, a European network of sports innovation organisations.

14:00 Keynote speech



*Chris Scott,
Head of
Corporate
Communi-
cations at
London Sport*

The brand new London based 'Sport Tech Hub', London Sport, is looking to change 1,000,000 lives through getting people more active with their role in modernising the sector and the use of tech and data being pivotal to achieving the target, and getting people to work together.

17:00 Keynote speech



*Christian
Birk, CEO
and co-
founder
at Roster
Athletics*

A look into the future of sports innovation and entrepreneurship in the US and the global market. 10 years ago, Christian Birk was one of three founders of Endomondo. Now he is an angel investor and experienced sports entrepreneur, currently at Roster Athletics.

Be Creative

On the following pages you will get an overview of presentations, pitches and exhibition. Please go to www.sportsinnovationday.com for detailed descriptions and links to websites.

Remember these other great opportunities:

Creative Area

All day:
Seven hypotheses are waiting for you all day long. Please help us solve future sports related challenges. Write your ideas, thoughts and notes and add them to the wall.

Organised by:



Open workshop

10:30 - 12:00 in the Test Your Idea Area:
Sports facilities of tomorrow for teenage girls. How do we create attractive and engaging facilities that appeal to teenage girls and inspire activity?

Organised by:



Matchmaking

14:30 - 17:00 at the first floor:
Networking experts from MedTech Innovation facilitates a unique matchmaking session. It is a closed session - special registration needed.

Organised by:



Test Your Idea

14:35 - 15:35 and 15:45 - 16:45:
A panel of experts are ready to respond on ideas and new products. It is pre-booked sessions but everybody is welcome to join in.



Presentations

Duration: 10-15 minutes per speaker.

Please go to www.sportsinnovationday.com for detailed descriptions.

10:30-11:30:

The future for sports tech in a changing sporting landscape

Sports technology – buzzwords and opportunities!

Daniel Minzari, Specialist Engineer at IPU

Presenting the SportsTech World Cup

Jordi Ferré Albiol, Sports technologist, N3xt Sports

New technology – shaping the future of sports trends

Tjerja Geerts, Partner at Business Innovation by Design and Co-Founder at Sport eXperience

SHFT: Artificial Intelligence and the future of running

Tony Motzfeldt, CEO at SHFT

Sports business trends – exemplified through the case of running

Bugge Holm Hansen, Associated Partner at Copenhagen Institute for Futures Studies (CIFS) & Partner at Mediehuset Luksus

11:45-12:15:

Digital collaboration in sport – coming to a place near you

Using data to develop club based Danish sport

Ole B. Poulsen, Director of IT and Economy & Lars Houbak, Head of Department, DGI

Facilitetsdatabasen.dk – a new tool for innovation in sports planning

Søren Bang, Editor, Danish Institute for Sports Studies (Idan)

14:30-15:00:

Fostering innovative mindsets and cultures in sport

Think Wrong! How to develop an innovative and enterprising mindset and culture in sport?

Svend Elkjær, Director at Sports Marketing Network (UK) and Idræt på Tværs (DK)

Fostering innovative minds for the sports industry

Lars Elbæk, Associate Professor at the University of Southern Denmark



15:10-15:55:

Innovation in elite sport – getting the edge

Innovation in Team Danmark – looking for the small margins

Per Boldt Jørgensen, Head of Department at Team Danmark & Andreas Top Adler, Performance Analyst at Team Danmark

Presenting the National Elite Sports Centre of Denmark

Knud Skadborg, Head of Department at Team Danmark

The road to medals through eye tracking

Dan Witzner Hansen, Associate Professor, Head of Eye Information Lab at IT University of Copenhagen and Fabricio Batista Narcizo, PostDoc Student at IT University of Copenhagen

16:00-16:30:

Developing innovative sports facilities

How solving challenges in society can lead to new exiting arenas for sport

Jakob Færch, Consultant at the Danish Foundation for Culture and Sports Facilities (LOA)

Design and innovation – sports facilities of tomorrow

Trine Brinch Sørensen, Managing Director at Virklund Sport

16:30-17:00:

Sport for all – engaging new people in sport

Can urban sports change the world?

Morten Bo Andersen, Director of GAME Denmark, and Kaddi Sawaneh, Playmaker at GAME Zone Søndermarken

Manoeuvring between self-organised sport and sports clubs

Ulrich Gorm Albrechtsen, Project Manager at DGI

Pitches

Pitch duration: 5-6 minutes per pitch.
Pitches are focusing on specific cases, products or ideas.

Please go to www.sportsinnovationday.com for descriptions and links to company websites.

10.30-12.00 Morning session Powered by Idan Forum

Estimated times:

- 10:30 Opening by Thomas Skovgaard,
Secretary General at Dansk
Skoleidræt
- 10:32 Boblberg.dk
- 10:40 DGI Entrepreneurship environment
- 10:48 WannaSport
- 10:56 Hafnia Hallen
- 11:04 Spraino
- 11:12 Odense Sportscentrum
- 11:20 Veo
- 11:28 Hal 12 Skate & Event
- 11:36 Sport & Social Media
- 11:44 FitGate.dk
- 11:52 KH Sport & Mentor



14.30-17.00 Afternoon session Powered by Sport eXperience

Estimated times:

- 14:30 Opening by Arno Hermans, Founder
of Sport eXperience
- 14:40 Motivu
- 14:48 Fitmanager
- 14:56 LevelUp
- 15:04 Carving Fitness
- 15:12 Twinbody
- 15:20 Kinetic Analysis
- 15:28 SportIQ
- 15:36 YOU.FO
- 15:44 *Short break*
- 15:52 Spiideo
- 16:00 Peakout
- 16:08 Propeaq
- 16:16 Running 20/20
- 16:24 GoSPOORT
- 16:32 JuDa Fashion
- 16:40 3Dmouthguard
- 16:48 Conclusions and final remarks
- 17:00 End

Exhibition

Remember to visit all the booths at Idan Sports Innovation Day.

Please go to www.sportsinnovationday.com for links to company websites.



Main hall

Booths are placed around a big networking area.

- The Danish Institute for Sports Studies (Idan) & Play the Game
- GAME
- MedTech Innovation/DTU/IPU
- Virklund Sport
- London Sport
- N3XT SPORTS
- Sports Marketing Network
- WeFly
- Stats4sport
- DIF Innovation lab
- AquaAcademy
- VR-Event
- A-Sport
- Aarhus University, Department of Public Health
- Team Danmark
- DGI
- Cphbusiness
- Vaeksthus Copenhagen
- The Danish Foundation for Culture and Sports Facilities
- Research and Innovation Centre for Human Movement and Learning (FIIBL)/ The Department of Sports Science and Clinical Biomechanics, University of Southern Denmark

Exhibition hall

Including a Dutch Corner. Follow the orange carpet.

- WannaSport
- FortisAxis
- Sport & Social Media
- Boblberg.dk
- SportIQ
- Spiideo
- GoSPOORT
- SHFT
- Frejo&Steen

Dutch Corner

- Sport eXperience
- Running 20/20
- 3Dmouthguard
- Carving Fitness
- Fitmanager
- JuDa Fashion
- Kinetic Analysis
- Propeaq
- YOU.FO
- Embassy of the Kingdom of the Netherlands

Practicalities

Need to know or nice to know? You decide!

Food Sales

Coffee, tea and water are included in the conference fee. Lunch and snacks are for sale in the food trucks just outside. Pay with cash (DKK) or credit card.

Dinner & Bar

If you have ordered dinner you will find your dinner ticket in the envelope at the registration desk. Please show the ticket when you enter the dinner room in the evening. All wine and beer is for sharing between the dinner participants.

Wifi

Wifi in the building is weak. We recommend that you use your own connection. If necessary you can use the free Streetmekka GUEST wifi.

Venue

GAME Streetmekka Copenhagen is the world's first Streetmekka. The former train shed was renovated in 2010 and is today a raw, innovative street sports facility. You can read more about Streetmekka at www.sportsinnovationday.com/venue

Post Event Activities

Idan Sports Innovation Day 2017 continues online. All presentations, photos, video, etc. are included in an Idan theme page. The link will be distributed through the event website and social media. You will receive the link accompanied with a few questions about the event on your email as well.

Social Media and Best Photo of the Day

Please be social online as well as in the venue: Twitter, Facebook, YouTube, LinkedIn, Instagram etc. Photos posted on the Facebook event page (Idan Sports Innovation Day 2017) or Twitter #sportsinnovationday are part of a Best Photo of the Day competition. The winner will receive a special gift at 17.30.



Next step? Please contact Idan

This day is just the beginning. Please contact Idan if you want to be part of future activities and initiatives around sports innovation.

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Play the Game 2017

Riding waves of change

26-30 November
Eindhoven,
The Netherlands



The debate continues in Eindhoven

How can innovation in sport assist us in making sport much more vibrant and engaging? What can we win, and what are we about to lose? At Play the Game 2017, taking place 26-30 November in Eindhoven, we will test the new ideas, discuss their sustainability and identify the opportunities and challenges for traditional and new stakeholders in sport.