

# ONE-ZERO

DUBLIN//29 & 30th MARCH 2023//  
AVIVA STADIUM

WHERE  
SPORTS,  
BUSINESS  
AND  
TECHNOLOGY  
COLLIDE.

## WEB3//MEDIA//iGAMING & FANTASY// SPONSORSHIP//FAN ENGAGEMENT

- Exploring the future of sport.
- 8 x world leading keynotes.
- 4 tracks across: Sponsorship, Media, iGaming & Fantasy, Web3.
- Premium networking opportunities.
- Welcome & post-event attendee gatherings.

**ONE-ZERO** is building a world class line-up of thought leaders and Brands from the global sports industry.  
Your inclusion would be a compelling highlight.



## WHO GETS VALUE FROM ONE-ZERO

- Companies commercially involved with sport, including rights-holders, brands, agencies & media.
- Companies also trading in sport, including state organisations, suppliers, service providers etc.
- Sporting governing bodies, sports clubs/teams and professional staff.
- Corporates interested in sport's 'core values', e.g. excellence, competition and innovation.





# Schedule

## Weds 29th March

Location: William Fry HQ  
2 Grand Canal Quay  
Dublin 2

- 17:00 — Doors Open
- 17:40 — Welcome to One-Zero (w/ Ross O'Dwyer & William Fry)
- 17:50 — Revenue Beyond Sport - Marvin Sordell, Keily Blair, Only Fans and Lewis Buchanan
- 18:30 — Forever Faster - How PUMA is accelerating as a leading sportswear brand w/ Allison Giorgio
- 19:15 — Networking (Food & Drinks)
- 21:00 — Event Ends

With thanks to **WILLIAM FRY**





# Schedule

## Thurs 30th March

Location: Aviva Stadium

Dublin 4

08:15

Welcome Breakfast

13:30

"Why Sports needs ongoing innovation" w/ Tom Ryan (NBA) & Ronan Joyce (Man United)

09:00

Event Launch  
w/ Minister of Sport (TBC)

14:20

"Creating a culturally relevant sporting brand" w/ Sonya Kondratenko, Will Symon & Sam Jeffrey

09:15

"Why betting companies need to be media companies"  
- Fire Side Chat w/ Sam Sadi & Ross O'Dwyer  
(Moderator)

14:50

"E-Sports: Where does the revenue coming from?" w/ Cristiano Acconci, Toby Wakefield & Jan Neumeister

09:45

"Utility over Securities - Why there is to NFTs than meets the eyes" w/ Alexi Yovanoff & TBC

15:15

"Who needs who? The relationship between Blockchain and Sport & Entertainment" w/ Rachel Conlan, Matthew Dyer (Tim), Alexander Scharrer

10:15

Gordon D'arcy, Lonie Paxton, Maurice Evans & Tracy DeForge (Moderator)

10:45

Networking Break

11:15

"How challenger rights holders can maximise brand value" w/ Ian Forrester, Roisin O'Shea, Tom Rowell & Tomas Quinn

15:50

"Using European Funding and grants to grow" w/ Alberto Bichi (EPSI)

12:00

"2023 - A year of consolidation in Esports"  
w/Alexander Ingot, Carleton Curtis, Vas Roberts & Cody Parrent

16:25

"Bringing Innovation to a traditional game" - Fire Side Chat w/ Arjun H. Chowdri & Rob Hartlett

12:30

LUNCH



# Schedule

## Fri 31st March

**Location: Engine Collaboration Centre  
Limerick City**

<b>10:30</b>	Doors Open
<b>11:00</b>	Event Launch w/ Mayor of Limerick
<b>11:15</b>	Pitch Competition
<b>12:45</b>	"Why rights holders & athletes invest in Tech" w/ Tom Ryan, Sean O'Connor & Grainne Barry
<b>13:15</b>	"The rise of the Athlete Investor" w/ Lonie Paxton, Maurice Evans and David Norris Jr - moderated by Tracey de Forge
<b>14:00</b>	LUNCH
<b>14:40</b>	"The Connected Game" A game of Basketball, showcasing future technology
<b>15:45</b>	What is important to investors in 2023 (VC Panel) w/ Tim Hayden, Charlie Greenwood, Andrew Hippert - moderated by Tracey deForge
<b>16:15</b>	The importance of doing an accelerator programme w/ Roy from Playerstats, Andrew from Kairos and Ross from Getlocker - moderated by Jordan Fliegal





# Some of our Speakers



**Allison Giorgio**  
Vice President of Marketing  
@ Puma



**Tom Ryan**  
Vice President, Basketball  
Strategy & Analytics @ NBA



**Keily Blair**  
Chief Strategy and  
Operations Officer @ Only  
Fans



**Ronan Joyce**  
Director of Digital Innovation  
@ Manchester United



**Roisin O'Shea**  
Sports Partnerships @  
Twitter



**Will Symon**  
Head of Partnership  
Development @ Tottenham  
Hotspurs



**Lonie Paxton**  
Former NFL Player & Super  
Bowl Winner



**Rachel Conlan**  
Global Head of Brand  
Marketing and Partnerships  
@ OKX



**Tom Rowell**  
Chief Marketing and  
Communications Officer @  
World Snooker Tour



**Marvin Sordell**  
Former Footballer & MD @  
ONEIGHTY Productions



**Tracy Deforge**  
CEO @ The Players Impact



**Tim Hayden**  
Co-Founder @ Stadia  
Ventures



**Sonya Kondratenko**  
Media Director @ Venezia FC



**Sean O'Connor**  
Co-Founder @ Statsports



**Toby Wakefield**  
MD @ Jlingz Esports



**Sam Jeffery**  
Commercial Director @  
Norwich City Football Club



**Arjun Chowdri**  
Chief Innovation &  
Administrative Officer @ PGA  
of America



**Tomás Quinn**, Commercial  
and Marketing Director @  
Dublin GAA

See [www.one-zero.com](http://www.one-zero.com) for full listing