



Sport Business Analytics

Tuesday, March 21, 2017

Workshop Agenda

7:45 a.m. – 8:30 a.m.	Registration and Breakfast
8:30 a.m. – 10:00 a.m.	Evolution and Impact of Analytics in Sport Business & Other Industries
10:00 a.m. – 10:15 a.m.	Break and Refreshments
10:15 a.m. – 12:00 p.m.	Analytics and Ticketing Innovations at the Orlando Magic
12:00 p.m. – 1:00 p.m.	Networking Lunch
1:00 p.m. – 2:30 p.m.	Group Exercise: Ticket (Product) Pricing, Yield Management & Customer Retention
2:30 p.m. – 2:45 p.m.	Break and Refreshments
2:45 p.m. – 4:30 p.m.	Market Research Analytics & Data-Driven Innovation
4.30 p.m. – 5:00 p.m.	Summary and Q&A session



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