

TEAMS SUMMIT

a virtual event **FEBRUARY 3**

12:00 – 12:35 p.m. PROFESSIONAL BASKETBALL INSIGHTS WITH NBA AND WNBA

In the last two years, the WNBA and NBA have experienced both ends of the production spectrum: bubble seasons during the pandemic in 2020 to celebrating the 25th year of the WNBA in 2021 and the current 75th year of the NBA. Creatives from both leagues break down the material dedicated to these anniversary seasons and workflows that are still being leveraged from the bubble.

MODERATOR: Ken Kerschbaumer, SVG, Co-Executive Director, Editorial

PANELISTS:

Amber Del Rio, Chicago Sky, Video Producer

Nick Monroe, Milwaukee Bucks, Director of Content

12:35 – 1:05 p.m. CAPTURE TECHNOLOGY: The Latest Cameras, Lenses, and Audio Equipment for Team-Based Productions

presented by **Canon** **FUJIFILM FUJINON** **Grass Valley** **SONY**

Digital and social media content wouldn't be possible without the physical devices used to capture footage and visuals. Manufacturers in production equipment and hardware run down the latest solutions, including cameras, lenses, and microphones.

MODERATOR: Kristian Hernández, SVG, Associate Editor and Social Media Manager; SVG Teams Summit Program Director

PANELISTS:

Mike DesRoches, Sony, National Account Organization – Sports West & New Media

Stosh Durbacz, Fujifilm/Fujinon, National Sales Manager, Optical Devices

Robert Erickson, Grass Valley, Strategic Account Manager, Sports and Venues

Josh Stoner, Canon, Senior Specialist, Product Management Team, Broadcast and Cinema Lenses

1:05 – 1:35 p.m. NATIONAL FOOTBALL LEAGUE INSIGHTS

In the National Football League, content truly is the king. Whether it's covering the NFL Combine, NFL Draft, the regular season schedule, or some of the league's marquee events like the Super Bowl, Pro Bowl, and international games at London's Tottenham Hotspur stadium, digital crews are always on the go. Team producers speak about the coverage of these tentpole events, how it differs from their duties during a regular game, and more.

MODERATOR: Jason Dachman, SVG, Chief Editor

PANELISTS:

Perry Mattern, New York Jets, Manager of Social Media

Kyle Millen, Cleveland Browns, Director, Scoreboard Operations

1:35 – 2:05 p.m. PROFESSIONAL SOCCER INSIGHTS WITH MLS AND NWSL

Ahead of the 2022 MLS and NWSL seasons, there are a lot of reasons to be excited as a soccer fan in the United States. Headlined by both year-old teams and newly introduced expansion franchises, individuals from both leagues discuss what it's like to cover a new club and how to get new fans invested during the first season.

MODERATOR: Kristian Hernández, SVG, Associate Editor and Social Media Manager; SVG Teams Summit Program Director

PANELISTS:

Daniel Alvarado, Austin FC, Senior Manager of Social and Content

Blair Berry, Charlotte FC, Digital and Social Media Manager

Jennifer Pransky, Angel City FC, Head of Content

2:05 – 2:35 p.m. EDITING, STORAGE, AND MAM: How Teams Produce & Manage More Media Than Ever

presented by **dalet** **Quantum** **SIGNIANT**

Once this footage is recorded, it's paramount that teams are able to sort, organize, and retrieve files efficiently. Experts discuss the workflows needed for proper video editing, storage, and file transfer and some examples of current solutions on the market.

MODERATOR: Jason Dachman, SVG, Chief Editor

PANELISTS:

Sharif Khan, Dalet, Presales Solution Architect, West Coast U.S. & Canada

Jeremy Strootman, Quantum, Business Development Manager

Bill Thompson, Signiant, Director of Platform Management

2:35 – 3:05 p.m. NATIONAL HOCKEY LEAGUE INSIGHTS

In the National Hockey League, all 32 teams do their best to showcase the fast-paced, yet artistic nature of the sport. In this 30-minute discussion, content creators spotlight special projects around marquee occasions like the NHL Winter Classic, NHL Stadium Series, and NHL Outdoor Games at Lake Tahoe in the United States and the NHL Heritage Classic in Canada and how responsibilities change when the schedule flips to the Stanley Cup playoffs.

MODERATOR: Brandon Costa, SVG, Director of Digital

PANELISTS:

Chris Pinkert, St. Louis Blues, Senior Director, Digital Content

Andrew Wilkinson, Winnipeg Jets, Director of Digital

3:05 – 3:20 p.m. WSC SPORTS CASE STUDY: WSC Sports and Carolina Hurricanes Discuss Content Creation in Today's Changing Media Landscape

presented by **WSC Sports**

Matt Sutor, Director of Digital Marketing, at Carolina Hurricanes, will share with Joe DaCosta, Business Development Manager at WSC Sports, insights about Carolina Hurricanes' digital strategy, innovation and vision, and how AI and highlights automation contributes to it in the changing market landscape.

MODERATOR: Joe DaCosta, WSC Sports, Business Development Manager, The Americas

PRESENTER: Matt Sutor, Carolina Hurricanes, Director of Digital

3:20 – 3:50 p.m. STREAMING & DISTRIBUTION: From Live Streams to Social, How Teams Deliver Their Content to Fans

presented by **LIVEU SPORTS** **MediaKind** **NEVER.NO**

When the finished product is ready to be seen by the masses, sports franchises need a reliable system for video delivery. Vendors analyze the rock-solid software that helps drive live streaming opportunities and distribution of social media content to all of the popular platforms.

MODERATOR: Brandon Costa, SVG, Director of Digital

PANELISTS:

Ed Abis, Never.no, Managing Director

Janel Fleming, LiveU, Director of Sales and Sales Group Manager, Sports

Chris Wilson, MediaKind, Director of Market Development, Sports

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