



## NSO DIGITAL INNOVATION WORKSHOP

Tuesday 5<sup>th</sup> August 2014  
Pullman & Mecure Hotel (Albert Park)  
65 Queens Rd Melbourne

### 9:30 – 9:45am

- **Introduction**
  - Craig Hill (Executive Director – Australian Sports Technologies Network)

### 9:45 – 10:45am

- **The Digital Journey – How to drive profitable digital innovation**
  - Mark Cameron (CEO – Working3)
  - Andrew Spalding (Commercial Director – Working 3)

### 10:45 – 11:15am

- **Q&A / facilitated discussion with delegates**
  - Mark Cameron (CEO – Working3)
  - Andrew Spalding (Commercial Director – Working 3)

### 11:15 – 11:35am

- **Morning Tea**

### 11:35 – 12:20pm

- **Driving fan engagement through social media**
  - Sean Callanan (MD – Sports Geek)

### 12:20 – 12:40pm

- **Q&A / facilitated discussion with delegates**
  - Sean Callanan (MD – Sports Geek)

**12:40 – 1:30pm**

- **Lunch**

**1:30 – 2:00pm**

- **Australian Sports Tech Network – its role in the sports digital landscape**
  - Craig Hill (Executive Director – Australian Sports Technologies Network)

**2:00 – 2:50pm**

- **Case Studies – developing & implementation digital innovations**
  - Geoff Quinlan (Manager of Coach & Talent Development – Tennis Australia)
  - Matt Shimell (Engagement Officer (My Cricket) – Cricket Australia)
  - Ian Hewitt (Business Analyst / Project Manager - Interact Sport)

**2:50 – 3:30pm**

- **Q&A / Wrap-up**