

PRELIMINARY AGENDA



DAY 01 24 AUG 2024

	HERO STAGE	THE ARENA
8:30 10:00 1 hr 30 min	REGISTRATION & NETWORKING COFFEE	
10:00 10:10 10 min	WELCOME FROM THE HOSTS	
10:10 10:20 10 min	OFFICIAL OPENING REMARKS	
10:20 10:50 30 min	BECOMING A MODERN SPORTS HERO Sports, Gaming and The Relentless Pursuit of Greatness	
10:50 11:30 40 min	GAME ON, SAUDI ARABIA Gaming and Sports as the Kingdom's Gateway to the World	
11:30 12:10 40 min	A HISTORIC CONVERGENCE OF ESPORTS How Esports is Shaping the Next Chapter of Olympic History	
12:10 13:40 90 min	NETWORKING LUNCH	
13:40 14:20 40 min	PIONEERING THE FUTURE Technological Advancements Driving the Next Wave of Esports	FAN FRENZY MARKETING Mastering Engagement and Excitement in Esports, Sports & Gaming
14:20 15:00 40 min	THE ART OF (E)SPORTS STORYTELLING Crafting Compelling Sports Narratives	THE CULTURAL IDENTITY OF FUTURE FANDOM Esports Meets Fashion, Art & Music
15:00 15:40 40 min	NAVIGATING GROWTH IN GAMES & ENTERTAINMENT Consolidation, Innovation, New Markets & New Fans	
16:00	NETWORKING AFTERNOON	

DAY 02 25 AUG 2024

	HERO STAGE	THE ARENA
8:30 10:00 1 hr 30 min	REGISTRATION & NETWORKING COFFEE	
10:00 10:10 10 min	OPENING SESSION & WELCOME REMARKS	
10:10 10:40 30 min	CHESS, ESPORTS: STRATEGY REDEFINED TOGETHER From the Chessboard to the Digital Arena	
10:40 11:20 40 min	TRADITIONAL SPORTS IN THE ESPORTS ERA Bridging the Gap Between Traditional Sports & Esports Audiences	
11:20 12:00 40 min	CREATING FAN FAVOURITE GAMES Exploring Key Factors for Video Game Longevity in Development & Publishing	
12:00 13:30 90 min	NETWORKING LUNCH	
13:30 14:10 40 min	REBOOTING SUCCESS Lessons from Serial Entrepreneurs in Esports, Sports and Games	CULTURAL CROSSROADS IN GAMES Integrating Cultural Elements & Artistic Heritage into Gaming
14:10 14:50 40 min	INDUSTRY ANNOUNCEMENTS	BREAKING BOUNDARIES IN GAMES & ESPORTS Driving Diversity, Inclusion and Social Responsibility in the Games Industry
15:00	NETWORKING AFTERNOON	

*FINAL VERSION TO BE PUBLISHED ON FRIDAY