



MASS PARTICIPATION ASIA CONFERENCE 2018

DAY 1- BALLROOM

MONDAY, 10 DECEMBER

8:30am

Registration

9:10am

Conference Welcome

CHRIS ROBB CEO, Mass Participation Asia

9:20am

Official Opening

LIM TECK YIN CEO, Sport Singapore

9:35am

Engage, Evolve, Excel - Building The World's Largest Community of Runners and Volunteers

PAUL SINTON-HEWITT CBE
Founder, parkrun

10:25am

Story Hunting: How to Craft the Beauty of Sport, Humans, and Marketing to Earn Attention

LIZI HAMER
Regional Creative Director, Octagon

10:55am

REFRESHMENT BREAK

11:10am

AI Innovation: Know your Runner

PATRICK MCINERNEY CMO, EnMotive
TAYLOR HOST Founder, Miro and Runner Tag

11:30am

Leading and Growing a Community of Marathon Runners Around the Globe

TIM HADZIMA Executive Director,
Abbott World Marathon Majors

12:00pm

Video Content and Fan Engagement

ELLIOT RENTON Senior Director & Head of APAC, Grabbyo
KUNIHITO MORIMURA President & CEO, Dentsu Sports Asia
LORNA CAMPBELL Head of Communications, Abbott World Marathon Majors
SAM LI Head of International Business Strategy, Sina Sports

Facilitated by **UNMISH PARTHASARATHI**
Global Head of Digital Sales,
International Cricket Council

12:40pm

LUNCH BREAK

1:40pm

The Gold Mine Under Your Feet: The Power of Data & CRM to Keep You Talking to Existing Participants as You Chase New Ones

CAMERON RICHARDS CEO, CPR Vision Management
JEFFREY FOO Managing Director, Infinitus
MIKE COLEMAN CEO, Nexu Registration & Data Consulting
SAM MIDDLEHURST Co-Founder, The Music Run

Facilitated by **FIONA GREEN** Director, Winners FDD

2:20pm

Asian Runner Survey Results

RICH HARSHBARGER CEO, Running USA

2:35pm

What is Measured is Managed

MOHAMMED IQBAL Founder & CEO
SweatWorks

3:05pm

The Neuroscience Of Engagement

KRISTY CASTLETON Founder & MD,
Rebel & Soul

3:25pm

REFRESHMENT BREAK

3:40pm

MPA Innovation Showcase

MYLAPS
Pic2Go
Rosterfy
SweatWorks

4:30pm

The Progressive Evolution Of GreenEDGE Cycling: Building a Culture

SHAYNE BANNAN General Manager,
GreenEDGE Cycling (Mitchelton-SCOTT)

5:00pm

eSports – The Next Frontier

MICHAEL PATENT Co-Founder & President,
Culture Group
NICHOLAS KHOO Chairman, SCOGA
OSKAR FENG Founder & CEO, Global Electronic Sports Championships
SEAN LAU Event Director,
Mass Participation Asia

Facilitated by **UNMISH PARTHASARATHI**
Global Head of Digital Sales,
International Cricket Council

5:40pm

TCS Marathon Sponsorships – A Global and Local View

MICHELLE TAYLOR Head of Global Sports Sponsorships, TCS
SEAN DAVIDSON Head of Marketing & Communications, TCS Asia Pacific

6:20pm

Inaugural MPA Innovation Award Presentation & Case Study

6:35pm

Day 1 Wrap up

CHRIS ROBB CEO, Mass Participation Asia

6:40pm

Networking Drinks proudly brought to you by:



Case Study Panel Discussion Talk/Interview

DAY 2 STREAM 1 - BALLROOM

TUESDAY, 11 DECEMBER

6:30am - HILTON LOBBY

Run at the Botanic Gardens with JustRunLah!

9:00am

It's More Than The Bike – The Evolution Of Cycling and Triathlon Formats

BETH HODGE Strategic Development Manager APAC, OC Sport
ELVIN TING Director, Orange Room Singapore
MARGARET JIN Director of Strategic Development, Xingzhi Exploring Group
MATTHE VIJVERBERG Technical Director, MetaSport

Facilitated by **CHRIS ROBB**
 Founder & CEO, Mass Participation Asia

9:35am

From Passion to Profit
PAUL DUNN Chairman, B1G1

10:15am

Creating World Class Experiences in the Current Technical & Digital Age
TOBY GREEN Vice President, ACTIVE Network

10:30am

Approvals and Funding Support: What Are the Keys to Engaging with Governments

DAVE TULLY Race Director & COO, Asia Spartan Race
LIM TECK YIN CEO, Sport Singapore
PAUL POOLE Managing Director, Paul Poole (South East Asia)

Facilitated by **PHILLIP MAH**, General Manager, Keppel Offshore & Marine

11:15 am

REFRESHMENT BREAK

11:30am

Crowd Science: The Mathematics Behind Mass Participation Events

MARCEL ALTENBURG Senior Lecturer, Manchester Metropolitan University

12:00pm

How Has Innovation in Technology Helped Enhance Engagement and How Will It Evolve in the Next Decade

MICHEL SCHRAMA Marketing & Partnerships, MYLAPS Sports Timing
MOHAMMED IQBAL Founder and CEO, SweatWorks
SANCHIT MALIK, Co-Founder, Townscript
SHANNAN GOVE Co-Founder, Rosterfy

Facilitated by **SAM RENOUF**, CEO, Motiv

12:30pm

LUNCH BREAK

1:30pm

Trends in Established Markets

CHRISTINE BOWEN Vice President of Programming, Operations & Partnerships, Running USA
MARKO VASIC Head of MF Development, European Athletics
SAM RENOUF, CEO, Motiv

Facilitated by **JAMES ROBINSON**
 Chief Commercial Officer, Limelight Sports

2:00pm

Trends in Emerging Markets

DENNIS NG Executive Director, Hong Kong Amateur Athletic Association
JOEL ESPINOZA General Manager, Prottime Mexico
SAM LI Head of International Business Strategy, Sina Sports

Facilitated by **Ravi Krishnan**
 CEO & Co-Founder, Stepathlon

2:30pm

Standing Up for the Environment: How Can our Industry Play its Part in Driving Sustainability

ALESSIO PUNZI Road Running Manager, IAAF
GEMMA MARKS Account Director, Limelight Sports
HENG LI SENG Founder, Green Nudge

Facilitated by **BRONWYN REID**
 Founder, Small Company, Big Business

3:00pm

REFRESHMENT BREAK

3:15pm

5 Reasons Why Mass Participation Sport Needs More Women. Now.

KATE CHRISTIE
 Founder & CEO, Time Stylers

3:45pm

Engage, Evolve, Excel – The Key Issues

Facilitated by **CHRIS ROBB** Founder & CEO, Mass Participation Asia

4:15pm

Closing Keynote: 30 Days and 30 Years: The Sprint and Marathon of Achieving Breakthrough Performance

AZRAN OSMAN-RANI CEO, Naluri

4:55pm

End of MPA 2018

Case Study Panel Discussion Talk/Interview Workshop

DAY 2 STREAM 2 - VISTA 1

TUESDAY, 11 DECEMBER

8:00am

Breakfast Briefing

CHRIS ROBB CEO, Mass Participation Asia

9:15am

People Centric Leadership to Create an Effective Workforce

JANA WUNDERLICH Co-Founder & Managing Director, Eventeamwork

10:15am

Increase Participation and Sponsorship Dollars using your Event Data

Facilitated by **MIKE COLEMAN** CEO, Nexu Registration and Data Consulting

11:15am

REFRESHMENT BREAK

11:30am

A Crash Course for Event Entrepreneurs

Co-hosted by **ANDREW O'LOUGHLIN**
 Experience Design & Researcher
SAM MIDDLEHURST Co-Founder, The Music Run

12:30pm

LUNCH BREAK

1:30pm

Safety & Security

DOUG FLANNERY Senior Director, New York Road Runners
MIKE NISHI
 Executive Vice President, Chicago Event Management

