



PRESS RELEASE

Sports Innovation Conference, November 24, 2016

Escuela Universitaria Real Madrid - Universidad Europea

Innovation leads to better sports performance - An invitation for the media to discover how, at Escuela Universitaria Real Madrid - Universidad Europea

The sports industry is a multi-billion euro sector that continues expanding at accelerated pace. In order for this growth to maintain sustainable, innovation is needed.

That is why, on November 24, internationally renowned industry specialists will gather at Escuela Universitaria Real Madrid - Universidad Europea to touch on the innovations leading to better sports performance.

The Sports Innovation Conference is an event that includes a conference, featuring well-known speakers, who will share their experience and vision with the audience, and a lively exhibition. Furthermore, the attendees will also be able to join a networking dinner, which will take place the evening before the conference, on November 23, at Real Café Bernabéu, inside the Real Madrid stadium.

The conference topics will focus on two main angles: Technological innovation in Sport (Wearables/ Innovative materials/ Big Data/ Specific technology) and Sports Innovation in Business (Data/Media use in sport/ Funding/Crowdfunding/ Sports marketing).

In the morning, Kevin Roberts from SportBusiness Group will open the conference with a key-note speech on "Return On Innovation – Sports marketing's new Grail", while Sergio Lara-Bercial, Leeds Beckett University, will reveal what it takes to be an Olympic serial winning coach. Other gripping talks will be provided by speakers from Global Sports Innovation Center powered by Microsoft, TNO, Institute for Football Management, Maastricht School of Management and MyLocalPitch.

After lunch, Hannes Lechner, Innovationsmanufaktur, will touch on how innovation in sports can be accelerated through the right network. Jon Iriberry, custom4.us, will show that the use of wearable inertial movement units for control and feedback in athletes improves the optimization of the sport movement. The afternoon program also includes speeches by Sport eXperience and Magicoach and many more.

For more information about the conference, we invite you to visit the event website:

<http://www.spinnoc.eu/>

The Sports Innovation Conference is organised by Jakajima, in cooperation with Events GB and in partnership with Escuela Universitaria Real Madrid - Universidad Europea.

About Jakajima

Jakajima is the matchmaker for innovators in the high tech industry, ranging from 3D printing to Internet of Things, from Drones to Health Tech. We organize those activities that bring innovators from different value chains and different professions together, in order to endeavour innovations and to create new partnerships, products and/or services.

<http://www.jakajima.eu/>

About Events GB

Events GB is a company that specialises in organising conferences, congresses, events and tailor made trips with the aim of using sport to bridge the gap between events, sport and people.

<http://eventsgb.com/>

About Escuela Universitaria Real Madrid - Universidad Europea

In 2006 Real Madrid C.F. and Universidad Europea de Madrid created Escuela Universitaria Real Madrid, the first University School specialized in sports and its relationship with management, health, communications and leisure/recreation. The Real Madrid Graduate School – Universidad Europea extends beyond the boundaries of sports by training professional leaders in all the disciplines that are associated, one way or another, with this area.

<http://realmadrid.universidadeuropea.es/en>

Note for the media. NOT FOR PUBLICATION!

The conference organizers welcome enquiries from electronic media and the press. Accredited journalists can attend this conference free of charge. We are happy to help arrange interviews with the speakers.

Please help us to help you. Press accreditation should be arranged in advance of the conference.

To register for a complimentary media pass, contact Linda Renkema. She can be reached at l.renkema@jakajima.eu or during European office hours on +31 620008576.

The conference website contains the full program and venue details. More details at

<http://www.spinnoc.eu/> .