

EVENT AGENDA

- 15:00 - 15:10** | Welcome to the Event + Panel 1 Introduction
- 15:10 - 15:25** | Hans Jagnow - ESL Pro League
- 15:25 - 15:40** | Michael Tidebäck - NIP
- 15:40 - 15:55** | James Woollard - BLAST
- 15:55 - 16:10** | Shahin Rasti - Excel Esports
- 16:10 - 16:30** | Q&A + Panel Discussion
- 16:30 - 16:45** | Kim Lachmann - Deloitte
- 16:45 - 17:15** | *Coffee Break*
- 17:15 - 17:25** | Panel 2 Introduction
- 17:25 - 17:40** | Martin Troup - McDonald's
- 17:40 - 17:55** | Matěj Kraus - Sponsor.Online
- 17:55 - 18:10** | Martin Doležel - Samsung
- 18:10 - 18:25** | Maciej Gronek - Asahi
- 18:25 - 18:40** | Jan Al-Amel - Simply 5
- 18:40 - 19:00** | Q&A + Panel Discussion
- 19:00 - 22:00** | Banquet & Networking on the 7th floor

SPEAKERS



HANS JAGNOW

VP of Operations at ESL Pro League

Raising the Bar: How Esports Leagues and Partnered Teams Improve Brands' Investments.



MICHAEL TIDEBÄCK

Director of Strategic Projects at NIP

The inner workings of esports organisations, and how to get the most out of your partnership.



JAMES WOLLARD

Head of Commercial Solutions at BLAST

Enhancing value for brands through new destinations, fans and technologies.



SHAHIN RASTI

Head of Partnerships at Excel Esports

You've just invested into an esports partnership – what next? Exploring the challenges and solutions to creating an authentic and compelling activation strategy.



KIM LACHMANN

Senior Manager at Deloitte

Let's Play! 2022.

SPEAKERS



MARTIN TROUP

Marketing Director at McDonald's

The value of play (not only for McDonald's).



MATĚJ KRAUS

Head of Operations & Research at Sponsor.Online

Are esports properties still undervalued, and how to correctly measure their return on sponsorship investment?



MARTIN DOLEŽEL

Brand Marketing Manager at Samsung

Mobile gaming and esports.



MACIEJ GRONEK

Strategic Development Manager at Asahi

What brought Lech Free to gaming and what has been its first step in that environment.



JAN AL-AMEL

Researcher & Partner at Simply5

Who plays, how to engage them, and what will you gain.