



Digital Empowerment in Sports: Harnessing Technology for Excellence

Join us for an engaging digital seminar exploring how innovative technologies are transforming the sports industry!

Discover how digital tools are empowering athletes, coaches, organizations, and fans to enhance performance, decision-making, and overall experiences in sports.

Date: 3-4 September 2024

Time: 09:00-13:00

Who Should Attend:

- Faculty Students
- Athletes and Coaches
- Anyone interested in the intersection of technology and sports

Why Attend?

Gain insights from industry experts, learn about the latest advancements in sports technology, and network with like-minded individuals passionate about the future of sports.

We look forward to your attendance!

For questions, contact us at 6976468404.



Seminar Agenda: Digital Empowerment in Sports

Day 1, 3/9/2024

Overview and Athlete Performance

09:00 - 09:30

Welcome and Registration

- Opening Remarks
- Introduction to the Seminar

09:30 - 10:00

Overview of Digital Empowerment in Sports

- Definition of Digital Empowerment
- Importance of Digital Tools in Modern Sports

10:00 - 10:30

Impact of Technology on the Sports Industry

- Historical Perspective on Technology's Influence
- Shift from Traditional Methods to Digital Innovations

10:30 - 10:45

Short Break

10:45 - 12:00

Chapter 1: The Role of Digital Tools in Enhancing Athlete Performance

- Wearable Technology: Types, Benefits, and Real-World Examples
- Data Analytics and Performance Tracking: Introduction and Case Studies
- Virtual Reality (VR) and Augmented Reality (AR) in Training: Notable Examples

12:00 - 13:00

Panel Discussion: Future Trends in Athlete Performance Technology

- Insights from industry experts
 - Q&A session
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Day 2, 4/9/2024

Fan Engagement, Esports, and Digital Literacy

09:00 - 09:30

Recap of Day 1 and Introduction to Day 2

09:30 - 10:30

Chapter 2: Digital Platforms for Fan Engagement and Branding

- Social Media's Role: Overview and Strategies
- Livestreaming and Digital Content Creation
- Athlete Personal Branding and Digital Sponsorships

10:30 - 10:45

Short Break

10:45 - 11:30

Chapter 4: Esports and Virtual Competitions

- Growth of Esports: Overview and Key Titles
- Traditional Sports Embracing Virtual Competitions
- Opportunities for Athletes in Esports

11:30 - 12:30

Chapter 5: Basic Digital Literacy for Sports Professionals

- Microsoft Word, Excel, and PowerPoint Skills for Sports Professionals
- Special Focus: Application in Wheelchair Basketball

12:30 - 13:00

Conclusion and Closing Remarks

- Integrating Digital Tools in Sports

