

ESI NEW YORK

27-28 ETC.VENUES 360 MADISON
APRIL 2020 **MANHATTAN**

Unmissable two days of first-class networking & content.
Including the ESI Hall of Fame 2020 and return of The Clutch

WHAT TO EXPECT



350+
Delegates



40+
Speakers



12+
Sessions



2
Networking
events



Pre-Scheduled
Meetings



≡ **ESPORTS INSIDER** ≡
HALL of FAME

OVERVIEW

DAY 1 | MAIN STAGE | 27 APRIL 2020

- 16:00 - 16:10** Opening Remarks
- 16:10 - 16:45** Investment in esports: challenges and opportunity
- 16:45 - 18:00** The Clutch USA 
- 18:00 - 19:00** Networking drinks
- 19:00 - 21:30** ESI Hall of Fame 
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DAY 2 | MAIN STAGE | 28 APRIL 2020

- 09:45 - 10:25** Bringing esports to you: the benefits of esports on local tourism and the need for dedicated venues
- 10:25 - 11:05** Creating the perfect sponsorship strategy in esports
- 11:05 - 11:35** Morning Refreshments
- 11:35 - 11:55** Keynote TBC
- 11:55 - 12:25** ESI Brand Showcase #1
- 12:25 - 12:55** ESI Brand Showcase #2
- 12:55 - 14:00** Lunch
- 14:00 - 14:40** From amateur to pro: building a clear progression structure through collegiate esports
- 14:40 - 15:20** Leveraging esports data to create and diversify revenue streams
- 15:20 - 16:00** Esports & Lifestyle: the ever-increasing opportunity
- 16:00 - 16:30** Afternoon refreshments
- 16:30 - 17:10** Disrupting the meta: creative branding
- 17:10 - 17:50** Looking beyond the headlines: a true reflection on the state of the esports industry
- 18:00 - late** Closing networking drinks
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DAY 2 | SIDE STAGE | 28 APRIL 2020

- 11:55 - 12:25** ESIC Presentation and Workshop
- 14:00 - 14:25** Keynote Presentation TBC
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PARTNERS



MONDAY | 27 APRIL 2020

15:00 - 15:10

OPENING REMARKS

SPEAKER

Sam Cooke, *Managing Director & Co-Founder*, Esports Insider

15:10 - 16:00

INVESTMENT IN ESPORTS: CHALLENGES AND OPPORTUNITY

Rarely a day goes by in esports without another company announcing some form of investment. Whether it's a Series A round through to huge investment with notable superstars from the celebrity world; there's always something going on. How do investors decide which opportunities and areas to explore, and which companies are best to get on board with? How does the investment landscape differ from North America to Europe? Why has there, historically, been more investment in the United States? Franchise leagues such as the OWL have attracted much more interest from the North America side - why is this and will it change in the future?

SPEAKERS

Christian Christoeffl, *Senior Associate*, Deloitte

Josh Dienstag, *Chief Investment Officer*, Artist Capital Management

Malte Barth, *Founding General Partner*, BITKRAFT Esports Ventures

16:30 - 17:45

THE CLUTCH USA

The Clutch was born at ESI London 2019 with the aim of helping esports-related start-up companies in need of funding and/or mentorship.

Over 30 companies applied to The Clutch, before being whittled down to a final nine who took to the stage to pitch to five esteemed investors from the esports industry.

G-Science left Twickenham Stadium victorious – but who will take the accolade in Manhattan?

SPEAKERS

Christian Christoeffl, *Senior Associate*, Deloitte

Josh Dienstag, *Chief Investment Officer*, Artist Capital Management

Malte Barth, *Founding General Partner*, BITKRAFT Esports Ventures

Mike Sepso, *CEO*, Vindex LLC



19:00 - 21:30

ESI HALL OF FAME

The third iteration of the Esports Insider Hall of Fame (#ESIHOF) which we created to recognise and award those individuals who have built, moulded and continue to shape the esports industry.

Featuring a panel from former #ESIHOF inductees and the presentation of the class of 2020

Hosted by Arda Ocal, ESPN

≡ ESPORTS INSIDER ≡
HALL of FAME

TUESDAY | 28 APRIL 2020

09:45 - 10:25

BRINGING ESPORTS TO YOU: THE BENEFITS OF ESPORTS ON LOCAL TOURISM AND THE NEED FOR DEDICATED VENUES

Whether it's open circuit events such as DreamHack and ESL or franchise leagues across the world - esports is a truly global industry. Big tournaments are hitting different cities almost every week and the desire to host esports events has never been higher. What are the benefits of hosting esports events on local tourism? With the recent burst in popularity of esports dedicated venues - what's the need for them? Will this trend continue to grow? How does the long-term monetization of these venues work?

SPEAKERS

Tomaso Portunato, *CEO, Platform*

Seth Schorr, *Chairman, Downtown Grand*

10:25 - 11:05

CREATING THE PERFECT SPONSORSHIP STRATEGY IN ESPORTS

With the esports industry still maturing, revenue streams such as media and data rights are yet to catch up to anything like that of traditional sports counterparts. Currently, sponsorship is a strong revenue driver for teams and tournament organisers alike and there's ample opportunity to get involved. How should companies go about creating a sponsorship strategy? Which areas of esports represent the greatest return on investment? Does the extreme digital nature of esports pose challenges or mean the industry is treated any differently? How do esports sponsorship strategies compare and contrast to traditional sports?

SPEAKERS

Nicole LaPointe Jameson, *CEO, Evil Geniuses*

11:05 - 11:35 | MORNING REFRESHMENTS

11:35 - 11:55

KEYNOTE TBC

TUESDAY | 28 APRIL 2020

11:55 - 12:25

ESI BRAND SHOWCASE #1

The ESI Brand Showcase will invite a brand and its commercial partner to the stage to present on a recent esports activation. The partners will shed light on how the deal came about, how they've activated successfully in the esports marketplace as well as how it has compared to similar marketing spend in more "traditional" markets.

12:25 - 12:55

ESI BRAND SHOWCASE #2

The ESI Brand Showcase will invite a brand and its commercial partner to the stage to present on a recent esports activation. The partners will shed light on how the deal came about, how they've activated successfully in the esports marketplace as well as how it has compared to similar marketing spend in more "traditional" markets.

SPEAKERS

Paul Mascali, *Head of Esports and Gaming, PepsiCo*

12:55 - 14:00 | LUNCH

14:00 - 14:40

FROM AMATEUR TO PRO: BUILDING A CLEAR PROGRESSION STRUCTURE THROUGH COLLEGIATE ESPORTS

In recent years the emergence of franchise leagues in certain esports has started to see the American esports market move to replicate the traditional North American sports market. A key part of any American sport is the breeding grounds for young talent and the next big superstar. This comes from colleges and universities, played and enjoyed competitively at a level higher than most youth sport across the world. With colleges and universities across America rapidly adopting and embracing esports - what needs to be done to ensure a consistent pipeline of esports superstars? Is the American market learning any lessons off other countries in the world? What's the ultimate aim and goal for the collegiate scene in the medium to long term?

SPEAKERS

Tyler Schrodt *Founder and President, Electronic Gaming Federation*

MODERATOR

Ramon Ramos, *VP, Global Head of Esports, Vizrt*

14:40 - 15:20**LEVERAGING ESPORTS DATA TO CREATE AND DIVERSIFY REVENUE STREAMS**

Make little mistake - the plethora of data in esports is a blessing. The digital nature of esports means data is often readily available, without delay and comes in abundance. In a game like League of Legends or Dota 2 there's millions upon millions of data points, starting as early as the draft phase. Utilising the swathes of data to tell stories is becoming increasingly important and can be a strong commercial driver too. How should tournament organisers be looking to utilise the data at their disposal?

How can teams use a data-driven approach to deliver better on sponsorship requirements? What does the future look like for esports data and how will data visualisation change in coming years?

SPEAKERS**Moritz Maurer, CEO, GRID****15:20 - 16:00****ESPORTS & LIFESTYLE: THE EVER-INCREASING OPPORTUNITY**

As esports grows, matures and looks to diversify revenue streams, tapping into lifestyle is becoming increasingly important. With the majority of the audience being young, impressionable consumers, there's a huge opportunity as lifestyle brands and esports to converge and create bespoke products that appeal widely. How are leading companies in the space leading the charge? What will the industry look like in a year's time? Do esports teams need to have jerseys akin to sports teams or can casualwear work? Does the new franchised approach lead to opportunity or does it put a limit on creativity and individual flair?

SPEAKERS**Patrick Mahoney, CEO, We Are Nations****Collette Gangemi, VP Consumer Products & Merchandising, Andbox****Nate Eckman, CCO, ULT****Darren Traub, Partner, Davis Wright Tremaine****16:00 - 16:30 | AFTERNOON REFRESHMENTS**

TUESDAY | 28 APRIL 2020

16:30 - 17:10

DISRUPTING THE META: CREATIVE BRANDING

Esports is no longer in a state where we can complain about a lack of support from ancillary industries. We've seen large brands enter the space consistently over the last few years, and this trend is undeniably set to continue as everyone looks to market to a younger audience. As a result, it's become increasingly important for endemic and non-endemic brands to stand out in what's becoming a crowded space.

How important is creative branding currently in the space? Will it become increasingly vital in the future? How can a company define a creative branding strategy and what's the best way to go about implementing it?

SPEAKERS

Simon Bennett, CEO, AoE Creative

17:10 - 17:50

LOOKING BEYOND THE HEADLINES: A TRUE REFLECTION ON THE STATE OF THE ESPORTS INDUSTRY

There's barely a week that goes by without seeing sensationalist headlines about the size of the esports industry. Whether it's claiming that esports is bigger than the Super Bowl, outlandish revenue projections or obscene team valuations there's always someone making extremely bold claims with little justification. What are the actual key trends in the industry currently? How can the industry improve as a whole? How close is esports getting to traditional sports?

SPEAKERS

Rod 'Slasher' Breslau
Ian Smith, *Commissioner*, ESIC

18:00 - ONWARDS

CLOSING NETWORKING DRINKS

TUESDAY | 28 APRIL 2020

11:55 - 12:55

ESIC PRESENTATION AND WORKSHOP

SPEAKERS



14:00 - 14:25

KEYNOTE PRESENTATION TBC

SPEAKERS