

2018 NBA ALL-STAR TECHNOLOGY SUMMIT

The Next Stage

The Beverly Hilton Hotel
International Ballroom
9876 Wilshire Boulevard, Beverly Hills, CA

THURSDAY, FEBRUARY 15

6:00 p.m. – 8:00 p.m. **Tip-Off Reception**
The Beverly Wilshire Hotel
The Ballroom
Lobby Level
9500 Wilshire Boulevard
Beverly Hills

FRIDAY, FEBRUARY 16

7:30 a.m. - 8:30 a.m. **Registration for Tech Summit & NBA Cares All-Star Day of Service / Breakfast Buffet**

8:30 a.m. - 8:45 a.m. **Opening Remarks**
Adam Silver (Commissioner, National Basketball Association)

Welcome
Ahmad Rashad (Host, NBA TV)

8:45 a.m. - 9:25 a.m. **Panel I: The Future of Storytelling**

Moderator: Ernie Johnson (Studio Host, Turner Sports)

Panelists

Steve Ballmer (Chairman, L.A. Clippers)
Leslie Berland (Chief Marketing Officer & Head of People, Twitter, Inc.)
Kobe Bryant (Chief Executive Officer, Kobe Inc.; General Partner, Bryant Stibel)
Kevin Durant (Partner, The Durant Company; Partner, Thirty Five Media; Golden State Warriors)
Issa Rae (Chief Executive Officer, Issa Rae Productions)
Connor Schell (Executive Vice President, Content, ESPN)
Ricky Van Veen (Head of Global Creative Strategy, Facebook)

Description

In an age when individuals and now even artificial intelligence can create content, the competition for fan engagement has never been greater. This panel will discuss the role technology can play in creating and sharing sports narratives that continue to inspire and engage people around the world.

9:25 a.m. - 9:40 a.m. **Break**

9:40 a.m. - 10:20 a.m. **Panel II: The Rise of Esports**

Moderator: John King (Chief National Correspondent; Anchor, *Inside Politics*, CNN)

Panelists

Chris Bosh (President & Chief Executive Officer, Bosh Enterprises)
Ted Leonsis (Founder, Chairman, Majority Owner & Chief Executive Officer, Monumental Sports & Entertainment)
David Levy (President, Turner)
Kevin Lin (Co-Founder, Twitch)
Neal Mohan (Chief Product Officer, YouTube)
Vivek Ranadivé (Owner & Chairman, Sacramento Kings)
Michael Rubin (Executive Chairman, Fanatics)

Description

From college dorm rooms to a global phenomenon with celebrity investors and now professional leagues, the rise of esports is one of the biggest stories in sports and entertainment today. This panel will discuss the explosive growth of esports and the NBA's new 2K League.

10:20 a.m. - 10:35 a.m. **Break**

- 10:35 a.m. - 11:10 a.m. Reinventing The Camera With Evan Spiegel** (Co-Founder & Chief Executive Officer, Snap, Inc.)
- Moderator: Rebecca Jarvis (Chief Business, Technology & Economics Correspondent; Host, *No Limits with Rebecca Jarvis*, ABC News)
- 11:10 a.m. - 11:25 a.m. Break**
- 11:25 a.m. - 12:05 p.m. Panel III: Managing Through Disruption**
- Moderator: Zain Asher (Anchor, CNN International)
- Panelists
 Jeanie Buss (Chief Executive Officer & Controlling Owner, Los Angeles Lakers)
 James L. Dolan (Executive Chairman & Chief Executive Officer, The Madison Square Garden Company; Executive Chairman, MSG Networks)
 David Drummond (Senior Vice President, Corporate Development, Alphabet)
 Brian Krzanich (Chief Executive Officer, Intel Corporation)
 Dinesh C. Paliwal (President & Chief Executive Officer, HARMAN)
 Kevin Plank (Founder & Chief Executive Officer, Under Armour)
 Steve Stoute (Founder & Chief Executive Officer, United Masters + Translation)
- Description
 As digital technologies mature, they transform communities, disrupt businesses, and redefine what's possible. The industry leaders on this panel will discuss the risks, opportunities and responsibilities that accompany management in the digital age.
- 12:05 p.m. - 12:20 p.m. Break**
- 12:20 p.m. - 1:00 p.m. Panel IV: The Connected Game**
- Moderator: Wolf Blitzer (Lead Political Anchor; Anchor, *Wolf*; *The Situation Room with Wolf Blitzer*, CNN)
- Panelists
 Sue Bird (WNBA Player, Seattle Storm)
 Mark Cuban (Chairman, AXS TV; Owner, Dallas Mavericks)
 Trevor Edwards (President, Nike Brand, Nike, Inc.)
 Earvin "Magic" Johnson (Chairman & Chief Executive Officer, Magic Johnson Enterprises)
 Carsten Koerl (Chief Executive Officer & Founder, Sportradar AG)
 Stephen Pagliuca (Co-Owner & Managing General Partner, Boston Celtics; Co-Chairman, Bain Capital)
 Casey Wasserman (Chairman & Chief Executive Officer, WASSERMAN)
- Description
 From in-game tracking of player movement to season-long monitoring of rest and recovery, wearable and player tracking technology continues to advance the narrative of player health and analytics in sports. This panel will dive into how these technologies are transforming the game for players, coaches and fans.
- 1:00 p.m. Summit Concludes / Boxed Lunches Available**
- 1:15 p.m. Board Buses for Travel to NBA Cares All-Star Day of Service Project Sites**
- 1:30 p.m. - 3:30 p.m. NBA Cares All-Star Day of Service Projects**
- 3:30 p.m. Projects Conclude / Board Buses for Return**