ACTIVE LONDON
INNOVATION IN THE WAYS WE WORK
TUESDAY 10 SEPTEMBER 2019

Driving Innovation through Technology

At London Sport we believe that technology is a key enabler and contributor for the capital to achieve its vision to be the most active city in the world and also for the sport and physical activity sector to truly make a step change in tackling physical inactivity.

We have been stimulating the growth of technology for the benefit of London and the sector through key tactics such as the Sport Tech Hub, our pioneering support of open data, and the tech plan of action for London as a tool to bring together the public and private sector together.

The below stats should give a sense on the opportunities:
• 83% of 12-15-year olds have their own smartphone
• 82% of lower sociodemographic groups go online every day
• 77% use Facebook each week
• London is home to 46,000 tech companies, employing 318,480 people in digital

Driving Innovation through Technology will cover two sessions:

1. Esports:
   a. What is it and what makes this ecosystem?
   b. What can the sport and physical activity sector learn from its growth and popularity?
   c. Are there any opportunities for collaboration?

Some might still be asking as to whether this is a friend or a foe for participation but trying to answer that question is counterproductive. Why? Esports is already here, it’s not going away and is a global phenomenon which is becoming much more part of our day to day culture and society.

Rather than dwell on what is it and whether it is good or bad, the first session will focus on what can be learnt from its growth and importantly, delegates will hear from thought leaders on any opportunities to create a world-leading collaboration between the two sectors in London.

This initial session will be delivered through a panel debate of key figureheads within the esports ecosystem as well as thought leadership from individuals from the sport and physical activity sector.

2. The power of storytelling:
   a. How to use content to grow your brand, product or service
   b. Examples of video, campaigns and case studies used to showcase impact and outcomes
   c. It is easy to do and does not require big budgets!

After the break, we’ll switch our attention to the sport’s unique power to change lives and how, at times, this can be hard to see and experience – whether you are a user, founder or potential investor.

The Head of Sport at the DCMS recently called on the sports sector to “become more hard-headed in the way it communicates its social value”. This is linked to monitoring and evaluation of interventions, but also opens an opportunity to better tell the story of our impact via users directly.

In this second session we will explore how to best make use of video, campaigns and stories as well as effectively and efficiently create your own. We will also talk through and showcase examples of showcasing outcomes and impact through storytelling and also growing a brand and exposure of services and products for new users.