

# ICN FIRST INTERNATIONAL AI & SPORTS MARKETING CONFERENCE

## Day 1 – AI & Marketing Research (June 10th)

08:30 – 09:30	Parisian (continental) breakfast (coffee + pastries/viennoiseries)
09:30 – 09:45	Welcome / Opening speech
09:45 – 10:45	Session 1 (30 min + discussion): <i>Data over Experience: AI (vs. Human) Service Providers Better Retain Customer Trust in Service Extensions</i> Dr Anne Klesse <a href="https://www.eur.nl/en/people/anne-kathrin-klesse">https://www.eur.nl/en/people/anne-kathrin-klesse</a> Professor of Consumer Behavior & Technology at <b>Rotterdam School of Management, Erasmus University</b> Academic Director of the Psychology of AI lab at the Erasmus Centre for Data Analytics
10:45 – 11:00	Coffee break
11:00 – 12:00	Session 2 (30 min + discussion): <i>Robot or Human? Consumer Responses to Humanoid Robots.</i> Dr Bernd Schmitt <a href="https://business.columbia.edu/faculty/people/bernd-schmitt">https://business.columbia.edu/faculty/people/bernd-schmitt</a> Robert D. Calkins Professor of International Business - Marketing Division at <b>Columbia Business School</b> Faculty Director – <b>Columbia Business School</b> Center on Global Brand Leadership
12:00 – 13:30	Networking lunch
13:30 – 14:30	Session 3 (30 min + discussion): <i>From Interviews to Insights: Learning from Generative AI-Led Consumer Interviews</i> Dr Shubin Yu <a href="https://www.hec.edu/en/faculty-research/faculty-directory/faculty-member/yu-shubin">https://www.hec.edu/en/faculty-research/faculty-directory/faculty-member/yu-shubin</a> Associate Professor of Marketing at <b>HEC Paris</b> Founder of MimiTalk /QualiTaTi.com, AI-driven interview platform
14:30 – 15:30	Session 4 (30 min + discussion): <i>AI in Marketing and Marketing Research</i> Dr Reto Hofstetter <a href="https://imc.unisg.ch/en/team/reto-hofstetter/">https://imc.unisg.ch/en/team/reto-hofstetter/</a> Professor of Executive Education and Marketing at the <b>University of St. Gallen</b>
15:30 – 16:00	Coffee break
16:00 – 18:00	Workshop (optional / specific registration): <b>How to Publish in Top Marketing Journals:</b> focus on <i>Journal of Service Research (JSR)</i> , ABS 4. Link to JSR CFP: <a href="https://shorturl.at/HDIpu">https://shorturl.at/HDIpu</a>  Dr Sanjay Sood: Guest editor, special issue of <i>Journal of Service Research</i> (ABS 4) Dr Bernd Schmitt: Former Editor-in-Chief at <i>Journal of Consumer Research</i> (ABS 4*) Dr Anne Klesse: Incoming editor at <i>Journal of Consumer Psychology</i> (ABS 4*)  <i>Notes: Participants who wish to receive feedback may submit a two-page extended abstract in advance of the conference. The submission deadline is <b>May 24<sup>th</sup></b> (email to <a href="mailto:shuyi.hao@icn-artem.com">shuyi.hao@icn-artem.com</a> and <a href="mailto:christophe.rethore@icn-artem.com">christophe.rethore@icn-artem.com</a>). Feedback will be provided during the workshop.</i>
18:00 – 18:30	Break
18:30 – 20:00	<b>Roundtable: AI and New Sustainable Business Models in Football: Opportunities and Challenges in Women's Football</b> A panel of sports industry decision-makers, experts and practitioners (final list TBC) Followed by networking rooftop cocktail

Link to register by June 1: [https://icnresearch.qualtrics.com/jfe/form/SV\\_025slkOaMNF93uu](https://icnresearch.qualtrics.com/jfe/form/SV_025slkOaMNF93uu)

Contact / For more information

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## Day 2 – AI Applications in Sports Marketing (June 11<sup>th</sup>)

08:30 – 09:00	Breakfast / Parisian (continental): coffee/tea + pastries/viennoiseries
09:00 – 10:30	<p>Session 1 (45 min + 30 min discussion): <i>AI and Sports Canadian Case Studies (sponsoring, MLS, NHL, Sailing...</i></p> <p>Dr Norm O'Reilly  <a href="https://www.une.edu/people/norm-oreilly">https://www.une.edu/people/norm-oreilly</a>            Dean, College of Business, <b>University of New England</b>  <b>Sponsorship Marketing Council Canada</b> (<a href="https://sponsorshipmarketing.ca/">https://sponsorshipmarketing.ca/</a> )</p>
10:30 – 10:45	Coffee break
10:45 – 12:15	<p>Session 2 (45 min + 30 min discussion): <i>New Developments in Sports and Entertainment Industry (U.S. perspective)</i></p> <p>Dr Sanjay Sood  <a href="https://www.anderson.ucla.edu/about/centers/media-entertainment-and-sports">https://www.anderson.ucla.edu/about/centers/media-entertainment-and-sports</a>            Professor of Marketing and Behavioral Decision Making at Anderson School of Management, <b>UCLA (University of California, Los Angeles)</b>            Faculty Director at <b>UCLA Anderson Center for Media, Entertainment &amp; Sports (CMES)</b></p>
12:15 – 13:45	Networking lunch (TBC)
<b>14:00 – 16:30</b>	<b>Technical aspects of sportech &amp; AI: tool demos</b>
	<p>François Rioult, PhD, HDR            Associate Professor in Computer Science, Normandie University (UNICAEN, ENSICAEN)            Member of CNRS / GREYC (UMR 6072), <a href="https://www.greyc.fr/en/home/">https://www.greyc.fr/en/home/</a>            Laboratoire de recherche en sciences du numérique/Electronics and Computer Science Lab.</p> <p><b>Research on applications of AI to sports:</b></p> <ul style="list-style-type: none"> <li>• Analyzing player movement trajectories in esports.</li> <li>• Predicting soccer outcomes using Expected Goals (handball and soccer/football)</li> <li>• Mining massive Hawk-Eye data in tennis.</li> <li>• Modeling competitive intensity in live matches (rugby and soccer/football))</li> <li>• Detecting combat sports strikes via AI.</li> </ul> <p>1/ <a href="https://www.junistat.com/">https://www.junistat.com/</a> Gleb Shaportov (Madrid)  <b>JuniStat</b> is an AI-powered mobile app that uses a smartphone camera to evaluate, track, and rank the physical and technical skills of youth soccer players.</p> <p>2/ <a href="https://orion-sportech.com/">https://orion-sportech.com/</a> Alexis Mortelier  <b>ORION Sportech</b> is an AI-driven video analysis platform that provides automated tactical insights and performance tracking dashboards for professional coaching staffs.</p> <p>3/ <a href="https://myclub.sport/">https://myclub.sport/</a> Eric Andrillon and Hugo Guérinot  <b>MyClub</b> is an interactive fan-engagement application that rewards supporters with points and prizes for participating in club-sponsored quizzes, polls, and predictions.</p>

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### Contact / For more information

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# SYNOPSIS

## ICN FIRST INTERNATIONAL AI & SPORTS MARKETING CONFERENCE

June 10-11, ICN Paris La Défense Campus (hybrid format / Zoom link TBC)

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### AI & Sports Marketing (Wednesday-Thursday, June 10-11, 2026)

#### World-class speakers from:

- UCLA (University of California, Los Angeles) / Center for Media, Entertainment & Sports
- Columbia Business School (New York City)
- University of St. Gallen (Switzerland)
- Rotterdam School of Management, Erasmus University (Psychology of AI lab at the Erasmus Centre for Data Analytics, Netherlands)
- HEC Paris
- And top Canadian expert who has written books about MLS, NHL...Sponsorship Marketing, etc.

Plus top speakers from:

CNRS / GREYC (UMR 6072) at University of Caen, Normandie

Laboratoire de recherche en sciences du numérique/Electronics and Computer Science Laboratory

Applications of AI in sports + esports.

And three live demos by three startup companies

#### **EVENING Roundtable: AI and New Sustainable Business Models in Football: Opportunities and Challenges in Women's Football**

A panel of sports industry decision-makers, experts and practitioners

Followed by networking rooftop cocktail

Workshop for Academics (optional / specific registration)

#### **How to Publish in Top Marketing Journals**

**Featuring Guest Speakers: Three Editors-in-Chief of ABS4 Journals**

Focus on *Journal of Service Research (JSR)*, ABS 4. Link to JSR CFP: <https://shorturl.at/HDIpu>

*Journal of Service Research* (ABS 4)

*Journal of Consumer Research* (ABS 4\*)

*Journal of Consumer Psychology* (ABS 4\*)

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