



# TEAMS SUMMIT

a virtual event **FEBRUARY 25**

**Thursday, February 25** (All times Eastern)

1:00 – 1:05 p.m. **OPENING REMARKS**

1:05 – 1:50 p.m. **TEAM PERSPECTIVES:**

**In-Studio Productions**

Sponsored by SIGNIANT

Although game day is possibly the most important day of the week, staffers have responsibilities between games. Content creators discuss their midweek routine, what it takes to produce a hefty slate of studio shows, and how they distribute it to the masses.

**MODERATOR: Kristian Hernandez**, SVG, Associate Editor and Social Media Manager; 2020 Teams Summit Program Director

**SPEAKERS:**

**Andrew Abrams**, Vegas Golden Knights, Executive Producer of Production

**Chris Gargano**, New York Jets, VP and Executive Producer

**Brad Phinney**, Las Vegas Raiders, VP, Production and Programming

**Don Sperling**, New York Giants, VP and Executive Producer

1:50 – 2:05 p.m. **CASE STUDY: Telestrating From Anywhere Through Parsec**

Presented by **PARSEC FOR TEAMS**

Learn how FingerWorks Telestrators leveraged Parsec for Teams to enable CBS Sports to access, use, and successfully transmit their telestrators from remote locations.

**PRESENTERS:**

**Dan Armstrong**, FingerWorks Telestrators, Technical Lead

**Benjy Boxer**, Parsec, CEO and Co-Founder

**Bryan McKoen**, FingerWorks Telestrators, President

2:05 – 2:45 p.m. **CHEER FROM HOME: Clubs Engage Fans With Second-Screen Experiences**

With a majority of games played in nearly empty facilities, fans are yearning for any form of connection with their favorite teams. Learn how a variety of live streams and digital offerings accompanying the main broadcast product give fans a unique at-home experience.

**MODERATOR: Kristian Hernandez**, SVG, Associate Editor and Social Media Manager; 2020 Teams Summit Program Director

**SPEAKERS:**

**Thomas Chen**, Seton Hall University, Associate AD for Digital Media and Communications

**Alexa Ikeler**, Philadelphia Flyers, Game Presentation Manager

**Sean Tabler**, Los Angeles Chargers, Director of Game Presentation

**Mark Witte**, Colorado Rapids, Director of Event Presentation

2:45 – 3:15 p.m. **MORE THAN A MOMENT: How Social Media Plays a Role in Effective Messaging**

Sponsored by grabyo

Social media has become the go-to destination for quick and digestible content. Representatives from across the sports landscape break down their thought processes on designing social-first visuals, the messages they're trying to convey, and how to create posts that generate long-lasting chatter.

**MODERATOR: Brandon Costa**, SVG, Director of Digital

**SPEAKERS:**

**Dan Goldberger**, Atlanta Dream, Director of Digital Media and Marketing

**Savannah Hollis**, Seattle Kraken, Social Media Manager

**Mike Kelley**, Grabyo, President, Americas

**Shahbaz Khan**, Minnesota Timberwolves, Director of Digital Content

**Kevin Slattery**, United States Naval Academy, Director of Football Creative Design

3:15 – 3:30 p.m. **CASE STUDY: How Veritone Enables the San Francisco Giants to Continue to Generate Value from their Media**

Presented by VERITONE.

With 60 years under their belts, the amount of content the Giants have available is so large that identifying valuable moments is very difficult. They were sitting on 16,000 tapes, 20,000 hours, and more than 2 PB of content with limited ability to surface any or all of that to their specific fans and key stakeholders. Through working with Veritone as their artificial intelligence and monetization partner, the Giants have been able to leverage quickly find and share their compelling content through their social and digital channels, keeping fans engaged between games — especially during the pandemic.

**MODERATOR: Kristian Hernandez**, SVG, Associate Editor and Social Media Manager; 2020 Teams Summit Program Director

**PRESENTERS:**

**Paul Hodges**, San Francisco Giants, VP of Content and Entertainment

**Logan Ketchum**, Veritone, Director of Sales and Strategic Partnerships

**Brad Martens**, San Francisco Giants, Director of Media Systems and Workflow

3:30 – 4:15 p.m. **TECH FOCUS: Create Content for Your Whole Organization**

Presented by IMES reachENGINE Quantum.

In-house media departments are about far more than entertaining fans. Content and production are bolstering every aspect of a professional sports franchise, from hospitality to sales, marketing, and even player recruitment. Learn about tools that can help production teams manage, repurpose, and distribute content in new and more effective ways as experts examine behind-the-scenes workflows and processes of upping the value of content.

**MODERATOR: Brandon Costa**, SVG, Director of Digital

**SPEAKERS:**

**Eric Bassier**, Quantum, Senior Director of Product Marketing and Enablement

**Jonathan Carr**, Levels Beyond, Client Solutions Executive

**Taylor Gilkeson**, Los Angeles Rams, Managing Producer

**Greg Maratea**, Iron Mountain Entertainment Services, Director of Global Client Solutions

4:15 p.m. **Postgame Zoom Room**

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