



EVENT AGENDA

DAY 1 MONDAY, APRIL 27

- 8:30 AM** Continental Breakfast
- 9:00 AM** Registration Opens: Badge Pick Up; Networking Space Opens
- 10:00 AM-12:00 PM** SFIA Football Business Council Meeting
SFIA Soccer Council Meeting
SFIA Basketball Council Meeting (10:00-10:30 AM)
- 12:30-2:30 PM** SFIA Baseball/Softball Business Council Meeting
SFIA Volleyball Council Meeting
- 3:00-4:30 PM** SFIA Lacrosse Business Council Meeting
All Things Running Meeting (3:00-3:30 PM)
- 5:00-6:00 PM** Game-Time Reception

**Council Meetings are limited to SFIA Members and invited guests only. All attendees are invited to network in the ballroom foyer of the hotel throughout the day.*

DAY 2 TUESDAY, APRIL 28

- 7:00 AM** Continental Breakfast
- 7:30 AM** Registration Opens: Badge Pick Up
- 8:00-8:05 AM** Welcome Remarks
- 8:05-8:10 AM** NFHS Opening Remarks
- 8:10-8:40 AM** The State of the Industry
- 8:40-9:20 AM** Leveling the Playing Field: Breaking Barriers for Women in Sports
- 9:20-10:10 AM** The Winning Decade: Leveraging Global Events in the U.S. for Lasting Impact
- 10:10-10:25 AM** Networking Break
- 10:25-10:40 AM** SFIA Remarks
- 10:40-11:10 AM** Inside the High School Sports Arena: Top Initiatives Shaping the Path Forward
- 11:10-11:40 AM** Rising to the Spotlight: The Evolution and Elevation of NCAA Women's Sports
- 11:40 AM-12:50 PM** Lunch & Networking
- 12:50-1:20 PM** Keynote Address
- 1:20-2:00 PM** From Service to Sports: Engaging and Empowering Veteran Talent Across the Sports Industry
- 2:00-2:40 PM** E-Commerce Chalk Talk: Excelling in Today's Digital Consumer Landscape
- 2:40-3:20 PM** The AI Playbook: How Technology and Innovation is Reshaping Team Sports
- 3:20-3:30 PM** Closing Remarks