

AGENDA

CONCEPT

Hosts with the most/We are 26

What can football fans from around the world expect to experience while visiting a Soccer City in the USA, when the biggest sporting event in the world comes to town in 2026?



"INTERgalactic"

Is it a coincidence, a long term, seed sowing strategy, or an opportunistic and unplanned explosion? Are Inter Miami the Galacticos of the MLS? Executives from Inter Miami talk about their recent on and off pitch successes, what it means now and for the future of football in Miami.

THE BEAUTIFUL GAMES' ADOPTED HOME

FIFA, CONCACAF, Serie A, LaLiga, and The Premier League - the list is almost endless of leading football organisations setting up camp in the USA. There have been some good times in US Soccer, but has the attraction for those from outside the United States to be present ever been stronger?

FOOTBALL CONNECTED

There have never been more ways to talk to football fans as there are now, but are you really engaging with them? Here we discuss what most football clubs around the world would view as the number one thing to get right, fan engagement.

ASSET BUILDING

Developing young talent to have both assets on the pitch and those that enable you to grow sustainably through player sales is a crucial part of running a modern football club. Here we look at some success stories in player development from around the world.

MORE INPUT

The collection, analysis, and interpretation of data to enhance various aspects of sport has become increasingly sophisticated and its applications span across player performance, team strategy, fan engagement, and business operations. Now another big change is happening: the rise of artificial intelligence. What impact is AI already having on football and what opportunities will it provide in the future?



NWSL

Here to stay

The NWSL was the first professional women's league in the US to play for more than 3 seasons. Now in its 14th year of operation, we talk to senior figures from the organisation to find out the secrets of their success and what the future holds.

BUILDING FOR SUCCESS

Football stadium design has progressed a long way since Scottish architect Archibald Leitch was commissioned to design over 20 UK stadiums between 1899 and 1939. There is so much more to consider in 2024, including design, multipurpose use, the fan experience, revenue generation, technology, audio, sustainability, facilities and of course safety.



PLAYING THE LONG (BALL) GAME

Football is intrinsically connected to many other sectors: food, travel, sponsorship, logistics, apparel, broadcasting, and tourism. How can the beautiful game use its influence to build a better future for people around the world, communities, and the planet?

CONTENT IS KING

Most dedicated football fans could classify themselves as experts, having easily digested over 10,000 hours of varying forms of football related content and probably all within one season! What do clubs, organisations and content producers have to do to ensure that it is their message that is being crowned King of the content?

BREAKING POINT

40,50,60 matches per season are the norm now for successful players around the globe. With travel, international matches, training, sponsor, and charity commitments plus a life to somehow live, are modern players at breaking point due to the demands put upon them?

GAME CHANGERS

Almost 1,500 new female teams were registered in the UK following the success of the Lionesses at Euro 2022, a game that drew a record 87,192 fans, with cumulative attendances for both the Women's Super-Cup and Women's Championship above 1 million during the 2023/24 season. WSL clubs generated £48m in revenue, a 50% increase, during the 2022/23 season. Is the women's game seeing the same explosion of success globally?

NEW KIDS ON THE BLOCK

The growth of the game in the United States shows no sign of slowing down. New ownership groups, clubs and even leagues are coming to the fore all the time. In this panel we focus on the new professional clubs in the US who are beginning their journey and find out their "whys".

A LEAGUE OF THEIR OWN

The USL Super League has been established for the future of women's soccer. 8 teams kicked off the inaugural season in 2024 and the league sits at the top of the USL's youth to pro pathway. The vision is to be a global leader on and off the field, providing more opportunities for women in more communities. How are they going to do that?



COPA AMERICA IN REVIEW

Argentina's road to a historic 16th Copa America title was a thrilling ride of emotions. "I dreamt that I would win it and retire like this!", said Lionel Messi. Luis Suarez also said goodbye to international football at a tournament that will live long in the memory. Here, leading executives from Copa America 2024 and partners will provide their key take aways and thoughts on the tournament.

THE UNBURSTABLE BUBBLE

Broadcasting deals changed soccer around the world. There is a projected 73% surge in sports streaming revenue by 2027, reaching a value of \$22.5b and it's no coincidence that Apple invested \$2.5b in a 10-year partnership with the MLS. Soccer has become one of THE prime content sources for streaming services, with fans more likely to embrace this and recorded TV. Will the broadcasting bubble ever burst?

MOWING DOWN THE COMPETITION THE TRACTOR BOYS

A discussion with the leadership team of one of the newest additions to The Premier League, Ipswich Town FC, who have enjoyed back-to-back promotions in the last two seasons, one of only 5 teams in history to do so.