



RUGBY LEAGUE
LAS VEGAS



NRL Business of Sport Conference

Las Vegas 2025

February 28, 2025

UNLV | SPORTS INNOVATION
INSTITUTE



S Syracuse University
Falk College of Sport
& Human Dynamics

Conference Schedule

February 28, 2025

<u>Time</u>	<u>Description</u>
9:00 AM	Check-in Open
10:00 AM	Official Welcome - Steve Hill, President & CEO, Las Vegas Convention and Visitors Authority
10:10 AM	Opening Comments – Andrew Abdo, CEO, National Rugby League
10:25 AM	Keynote Speaker
11:00 AM	Featured Speaker: "Seeing is Believing: Immersive Sports Experiences"
11:20 AM	Panel: "Globalisation of Sport: Engaging a Worldwide Audience"
12:00 PM	Lunch Break
12:45 PM	Panel: "The Rise of Women's Sport"
1:25 PM	Panel: "The Tech Playbook: Innovations Shaping the Future of Sports"
2:05 PM	Final Comments
2:15 PM	Post Match Networking and Happy Hour
3:00 PM	Event End



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Presented by



For More Information Contact:

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