

USC NEXT LEVEL SPORTS CONFERENCE

OCTOBER 23, 2025 · THE INTUIT DOME · LOS ANGELES

AGENDA

10:00

PRE-CONFERENCE REGISTRATION + NETWORKING HOUR

11:00

WELCOME TO THE INTUIT DOME

Dean Willow Bay, Dean Geoffrey Garrett, Jason Kelly

PANEL 1 : SPORTS AS AN ASSET CLASS

Writing the playbook for new franchises, fan engagement, and commercial growth.

Guests:

Emily Prazer - Chief Commercial Officer, Formula 1; CEO, Las Vegas Grand Prix, Inc.

Jess Smith - President, Golden State Valkyries

Host:

Dean Geoffrey Garrett

PANEL 2 : A HALL OF FAME PERSPECTIVE

Maria Sharapova on building brands, businesses, and ownership beyond the game.

Guest:

Maria Sharapova - World-class tennis champion and entrepreneur

Host:

Jason Kelly

PANEL 3 : AI , TECH AND THE FUTURE OF SPORTS

Transforming Strategy, Performance, and User Experience.

Guests:

Saj Cherian - Head of Fanatics Ventures

Anna Cejudo - Co-CEO and Co-Founder, Founderz

Celia Bouza - VP, Multi-Platform Video, ESPN

Hosts:

Dean Geoffrey Garrett + Jason Kelly

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1:00 - 2:00

LUNCH

Presented by Boldyn Networks

PANEL 4 : THE ROAD TO LA28

The Journey to the 2028 Olympic and Paralympic Games in Los Angeles.

Guest:

Casey Wasserman - Chairperson / President, LA28

Host:

Dean Willow Bay

PANEL 5 : "VIBE CHECK"

Engaging Fans with a New Wave of Sports Content and Coverage.

Guests:

Ari Chambers - ESPN Commentator, Founder of HighlightHer

Chiney Ogumike - 2x WNBA All-Star, ESPN Host

Elle Duncan - SportsCenter Anchor

Host:

Dean Willow Bay

PANEL 6 : ROGER GOODELL IN CONVERSATION

Guest:

Roger Goodell - NFL Commissioner

Host:

Dean Willow Bay

4:30

CLOSING REMARKS

NETWORKING RECEPTION

Presented by the Los Angeles Rams

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