

USC  
NEXT LEVEL  
**SPORTS**  
CONFERENCE

OCTOBER 17, 2024 · THE INTUIT DOME · LOS ANGELES

# AGENDA

AS OF 10.15.24

**10:30 - 11:30**

**—  
OUTDOOR PLAZA**

## **PRE-CONFERENCE MEET + GREET (OPTIONAL)**

Registration and Networking

**11:30**

## **WELCOME TO THE INTUIT DOME**

Dean Willow Bay, Dean Geoffrey Garrett, Jason Kelly, Gillian Zucker

**11:40**

## **PANEL 1: SPORTS AS AN ASSET CLASS**

Host: Dean Geoffrey Garrett

Panel: Cole Gahagan, Andre Iguodala, Tony Ressler, Jasmine Robinson

**12:15**

## **PANEL 2: THE NEW MEDIA ECOSYSTEM**

Host: Jason Kelly

Panel: Maverick Carter, Constance Schwartz-Morini, Michael Strahan (remote)

**12:50**

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STUDENT Q+A**

## **PANEL 3: GEN Z CONSUMERS AND THE FUTURE OF ESPN**

Jimmy Pitaro

**1:10**

## **BENEDICTION**

Gotham Chopra, Varun Soni

**1:15 - 2:25**

## **LUNCH BREAK**

Lunch with a Leader

Tours

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**2:35**

## **PANEL 4 : THE FUTURE OF FANDOM**

Host: Jason Kelly

Panel: Kevin Demoff, Marie Donoghue, Jessica Gelman, Nick Khan

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**3:10**

## **PANEL 5 : CLOSING THE GAP**

Host: Dean Willow Bay

Panel: Andrea Brimmer, Xavier Gutierrez, Chiney Ogwumike

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**3:55**

## **PANEL 6 : THE COLLEGE SPORTS REVOLUTION**

Host: Andy Champion

Part I: View From The President's Office

Carol Folt, Tony Petitti

Part II: Athletes Weigh In

Ezra Frech, Kiki Iriafen, JuJu Watkins

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**4:40**

## **A CONVERSATION WITH ADAM SILVER**

Host: Dean Willow Bay

Guest: Adam Silver

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**5:10**

## **CLOSING REMARKS + WRAP UP**

Dean Geoffrey Garrett + Dean Willow Bay

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**5:15**

## **RECEPTION**