



The **Global Sports Innovation Center powered by Microsoft (GSIC)**, **European Platform for Sport Innovation (EPSI)** and **Trentino Sviluppo** are joining forces with an aim to provide the sports innovation community across the industry with an added value.

Together we have launched a series of **European Sport Tech Conversations**, exclusive online events that will help to disseminate knowledge on the most important and trending topics of the sports industry, provided by the most relevant stakeholders and experts in big data, IoT, blockchain, eSports, Cybersecurity, fan engagements and much more.

This time we will discuss different ways to apply the Artificial Intelligence to our day-to-day life. We are offering you 2 approaches: AI as a way to improve your wellbeing and health and AI as you assistant and solution for better customer/fan experience. For that, we will count on speakers from Fondazione Bruno Kessler to give an academic point of view and from Brintia, a company that develops AI-based solutions that disrupt sports fans experience.

To attend the third session named **"Artificial Intelligence, Well-Being and...Sport"** please register on [THIS link](#).

We are looking forward talking with you on **October 29th at 17:00 CET!**

The **European Sport Tech Conversations** are an *intellectual* exploration, an *innovation-driven* reflection and a forward-looking *future-oriented* vision for our eco-system. This is a space for the dialogue between the speakers and participants where everyone can share their points of view, their expertise and experiences.

Format: Online, via Microsoft Teams ([download](#))

Duration: 1 hour

Attendees: top experts from different sports industry areas

Organizers:

- [Global Sports Innovation Center powered by Microsoft](#)
- [Trentino Sviluppo](#)
- [European Platform for Sport Innovation](#)

Session 5 Speakers:

[Oscar Mayora](#), Senior Researcher at [Fondazione Bruno Kessler](#)

[Mario López](#), Account Manager & Tech Lead at [Bravent & Brintia](#)

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