The DFB Academy’s first International Sports Analytics Conference: a platform for innovation and visions of the future

- Two-day event to be held at the Hilton Frankfurt Airport November 29–30, 2017
- 220 international guests and high-caliber speakers
- Joint keynote speech by DFB and DFL

In recent years, the significance of sports data analytics for football has grown enormously. The capture and processing of data and the data itself are already pivotal to modern football and of key interest to clubs, coaches, players and fans alike. German football in general, and the Bundesliga in particular, play a leading role in sports analytics and performance on the international football stage. Deutscher Fußball-Bund (DFB) and Deutsche Fußball Liga (DFL) have launched the first International Sports Analytics Conference of the DFB Academy in order to promote further innovation and create a platform for experts to share ideas.

The conference will take place at the Hilton Frankfurt Airport November 29 through 30. The speakers will include experts from DFB – such as Dr. Stephan Nopp and Prof. Hans-Dieter Hermann – as well as renowned specialists like Prof. Oliver Höner of the University of Tübingen, Prof. Daniel Memmert of the German Sport University Cologne, and Dr. Daniel Link of the Technical University of Munich. Specialists from German and international club teams will also be present. Joachim Löw, coach of Germany’s national football team, will also be attending and will take part in a panel discussion on the “transparent” player.

Over 220 guests have registered for the conference, among them representatives of almost all of the Bundesliga clubs and delegations of associations, football leagues and federations from across the globe, including a very large delegation from China.
The conference will kick off with words of welcome from Dr. Friedrich Curtius, the DFB Secretary General, and DFB Academy project manager Oliver Bierhoff. That will be followed by a joint keynote speech from Christofer Clemens and Dr. Hendrik Weber. Clemens is Head of Scouting and Sports Analytics at DFB, while Weber is Head of Technology at DFL and one of the managing directors of its subsidiary Sportec Solutions, in which capacity he bears key responsibility for the testing and roll-out of new technology. The planned keynote speech will have two main thrusts. The first of these is to explain the pioneering role the Bundesliga has played, and continues to play, in the innovative use of sports analytics data. The speakers will then take a look at the future and discuss new occupations arising in the field of analytics, and why positioning data will play a key role in replacing descriptive models with automated prognostic ones.

The high level of interest in the event and the strong caliber of the participants underscore the relevance of sports analytics for many different areas of the professional football world.

“Through their organization of the conference, DFB, its Academy and DFL are building a sound basis for further innovation in the field of sports analytics,” says Dr. Hendrik Weber. “Our goal is not only to get the most important drivers of innovation together in order to talk and network with each another, but to provide a platform for the sharing of innovative ideas and visions of the future.”