

AGENDA

ONE DAY | IN-PERSON
17TH AUGUST 2022

#BBMF22

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| 09:00 | OPENING REMARKS (09:00-09:15) |
| | Roundtables (09:15-10:00) |
| 10:00 | Keynote Session: How F1's partnership with Netflix created a new stage of storytelling (10:00-10:40) |
| | Morning break (10:40-11:20) |
| 11:00 | Masterclass: Nascar (11:20-11:50) |
| | Vuse x McLaren: Evolving partnerships with purpose (11:50-12:20) |
| 12:00 | Lunch Break (12:20-13:20) |
| 13:00 | Masterclass: NFTs in motorsport (13:20-13:50) |

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| 14:00 | Improving the fan experience through technology (13:55-14:25) |
| | Innovations of tomorrow (14:25-14:55) |
| 15:00 | Afternoon Break (14:55-15:30) |
| | Turning the corner: Racing to a sustainable future (15:30-16:05) |
| 16:00 | Driven by Diversity: Insights from the Hamilton Commission (16:05-16:40) |
| 17:00 | Networking (16:40-18:30) |
| 18:00 | |