

“Glory League partnered with Basketball New Zealand in December 2015 to provide a player engagement platform that allows players to relive and share their team’s full game video, highlights and stats from all of their games in a relationship that would redefine engagement in the sports participation space. Basketball New Zealand can develop a wider and more engaged audience by increasing awareness of competitions and other opportunities through social media sharing and other promotional channels, while supporters anywhere in the world can view and share in the basketball experience.

Hear how innovation and engagement were key to unlocking value for the sport by giving grassroots players the opportunity to feel like NBA superstars. Louis Gordon-Latty will also talk about the future of the sports participant/engagement industry.”