



Friday 14th August – Seminars

Concourse Suites 21 & 22

(on the right hand side walking towards the Atrium 2 entrance)

Club Matters:

10am-12noon

- Open discussion around club challenges with members of PbE Board/Regional Leaders
- Managing club play to retain membership
- PickleBook evolving capabilities to support clubs – Benjamin Zwahlen

Proflex Court Surfaces:

12 noon-1pm Craig Wilson, Proflex

- Building and finishing 62 courts for the English OPEN
- SAPCA Pickleball guidelines
- Working with new facilities in the UK and beyond
- Q&A session

1pm – 2pm APP and Global Pickleball Alliance – Ken Herrmann

Technology in Action

2pm-3pm DUPR – Gilberto (Tito) Machado – CEO & President @ DUPR – Global Sports & Technology

As Chief Executive Officer and President of DUPR, he leads the world's most widely adopted pickleball rating system, connecting millions of players and thousands of clubs across more than 150 countries. Get your DUPR questions answered.

Transforming Sports through AI, Data & Competition Technology

3pm-3.30pm Deepak Malik, Co-Founder & COO – Stupa Sports

Stupa Sports is a leading sports technology company building AI-powered solutions for federations, leagues, club and event organisers and we are using it on our Championship Courts at the English Open.. Deepak Malik combines elite sporting experience with deep expertise in sports technology. A former **Indian National Table Tennis Team Coach** and **national medalist**, he has dedicated his career to helping sports organizations leverage technology to improve athlete performance, event operations and fan engagement.

Get to meet Pro Players and hear what they have to say plus Q&A

3.30pm-4.15pm Lee Whitwell – APP Senior Pro Player

4.15pm-5.00pm Megan Fudge – APP Pro Player

Pro