

KINTALKS

EXPERTS IN THE FIELD



Combining data and expert opinion in elite sport

19 April 2024
Main Building, 5A-99
Vrije Universiteit Amsterdam

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VISION OF KINTALKS



With the new developments in digital innovations, controversies around AI and new norms of hybrid working, we are inviting you to KINTalks: a series of inspiring events where practitioners are invited to talk about their work experience in the field of innovation, digital technology, business and/or design.

It seems that there are (too) little moments where academics and practitioners meet. The concept of KINTalks is simple: sharing knowledge, firing up a debate and fostering enduring connections.

VISION OF KINTALKS

KINTalks serves several essential purposes:

- **Facilitating Conversations:** We aim to spark meaningful dialogues among individuals who share common interests.
- **Promoting Mutual Learning:** Our events provide an avenue for experts to glean knowledge from one another's diverse backgrounds and expertise.
- **Networking and Relationship Building:** We actively encourage attendees to connect and establish lasting professional relationships. In essence, KINTalks is your chance to ignite your passion, gain fresh perspectives, and leave invigorated.

Every KINTalks event features a dynamic lineup of one or two captivating speakers, attracting a diverse audience that includes researchers, practitioners, and enthusiasts alike. These events offer a stimulating hour-long interactive talk, followed by valuable networking opportunities. We guarantee an engaging and thought-provoking experience that is sure to ignite meaningful conversations!



AGENDA

16:15-
16:30

Arrival

16:30-
16:35

Introduction KINTalk and KIN Center
for Digital Innovation

16:35-
17:20

Interactive talk -
Combining data and expert opinion
in elite sport

17:20-
17:30

Final questions and round-up

17:30-
18:30

Networking and drinks

KINTALK SPEAKER

Agaath Doeleman is a Data Analyst at NOC*NSF/TeamNL and holds a master's degree in mathematics from the University of Twente, Enschede, the Netherlands. At NOC*NSF, Agaath is at the forefront of shaping how data is used in decision-making. The impact of her team is evident in crucial areas such as guiding TeamNL investment decisions for success at upcoming Games and World Championships, setting athlete selection standards to secure a reasonable chance of a top 8 finish, and helping performance managers in determining which athletes should receive high-performance statuses. Beyond shaping these pivotal decisions, Agaath's expertise extends to evaluating Olympic and Paralympic performance. Her team tackles complex questions like: Did athletes peak at the Games? And how would you measure that for a sport like judo? In September 2022, Agaath's commitment to excellence led to her admission to MEMOS XXV, an international executive master in sports organization management supported by the IOC and Olympic Solidarity. During her studies, she undertook an innovative project titled 'How to develop a plan to incorporate data & expert opinion in Olympic athletes' selection processes?' Not only did this project highlight her expertise, but it also earned her the prestigious Madella Award, recognising it as the best project of the year.

Agaath Doeleman

Data Analyst at NOC*NSF/TeamNL



KINTALK: COMBINING DATA AND EXPERT OPINION IN ELITE SPORT

Nowadays, organizations are often urged to weave human intuition seamlessly with data-driven insights. Whether a customer support team trying to blend empathetic human understanding with data analytics, or a finance team looking to optimize their strategies through the harmonious fusion of experienced decision-makers and algorithmic predictions, the idea persists that humans and data perform better together. This can be easier said than done, however. The question remains: what does a human plus data approach to decision-making look like in practice? In her KINTalk, Agaath will provide us with insights into how this is playing out in the world of elite sport. More specifically, she will show the internal selection process of the Dutch Judo Federation for the Olympic Games of 2024, which is completely data-driven. She will then elaborate on how data and expert opinion could be combined in these types of decisions. Finally, she will give many practical recommendations, including protocols for optimizing the use of expert opinion in any decision-making.

PREVIOUS KINTALKS

2023: ChatGPT in Finance

How do humans and AI collaborate? Generative AI (GenAI) is likely reconfiguring how we work. Christian Martinez, the Finance Automation Manager for Kraft Heinz and founder of The Financial Fox, tackled a question that is on everyone's mind: "Is artificial intelligence threatening my job?"

2021: The Brand Humanizing Institute

Ferry Hoes, an entrepreneur, investor, and co-founder of the Brand Humanizing Institute, talked about what it means to stay human(e) in an increasingly automated world.

2021: LUMC: Artificial Intelligence (AI) in the Radiological Workflow

Stephan Romeyn and Willem Grootjans from Leiden University Medical Center (LUMC) shared their first-hand experiences of developing, introducing and using AI throughout the radiological workflow.

2020: Assuring safe, effective and ethical AI

Charles Kahn, MD, Professor and Vice Chair of Radiology at the University of Pennsylvania, talked about the promise and perils of AI in medical imaging and the prerequisites for the safe, effective and ethical use of AI – with many takeaways for the medical world and far beyond.

2020: ING: The Future of Employee Experience

The speaker discussed how Future Employee Experiences can be enabled by technologies such as chatbots.

2020: EDGE technologies

Real Estate Technologies, towards a smart workplace. Erik Ubels, the CTO of EDGE Technologies, talked about real estate technologies.



PREVIOUS KINTALKS

2019: Dutch Police

The impact of AI on work: predictive policing. Dick Willems, a data scientist at the Dutch Police and the creator of the predictive policing algorithm “CAS” elaborated on the process of designing, further developing and implementing algorithmic technologies.

2019: KPN Telecom: Our (cyber) secure future June

Jaya Baloo, the Chief Information Security Officer (CISO) of KPN Telecom in the Netherlands talked about the cyber-secure future. She was recognized in 2017 as one of the top 100 CISO's globally.

2019: Architekten Cie: Building towards circularity and digital innovation

Marten de Jong talked about building towards circularity and digital innovation. The focus of his experience is on the sustainable (re)development of areas, buildings, recent heritage, and protected cultural landscapes, where he champions adding value in an increasingly dense urban environment.

2019: KLM: Being where your customers are

Lydia van Schaik, Manager of Mobile Apps and Capabilities at KLM Royal Dutch Airlines, talked about innovation and mobile apps at KLM.

2018: Air Force Command

Fighter Pilots and Open Innovation. Fighter pilot Patrick, with colleagues from the Belgian Army and Royal Netherlands Navy, talked about the struggles and opportunities of managing the closed-off defence organization and the need for open innovation to remain on top of current technological developments.

LOCATION AND DIRECTIONS

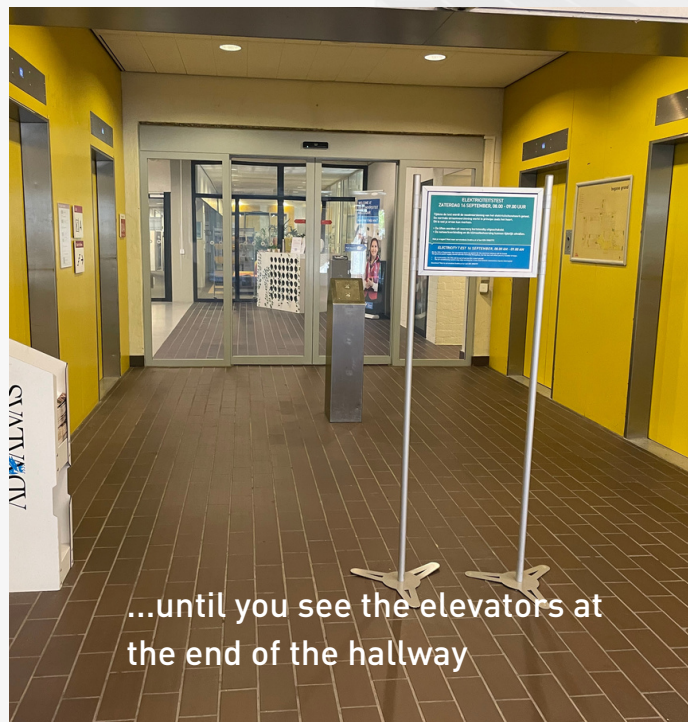
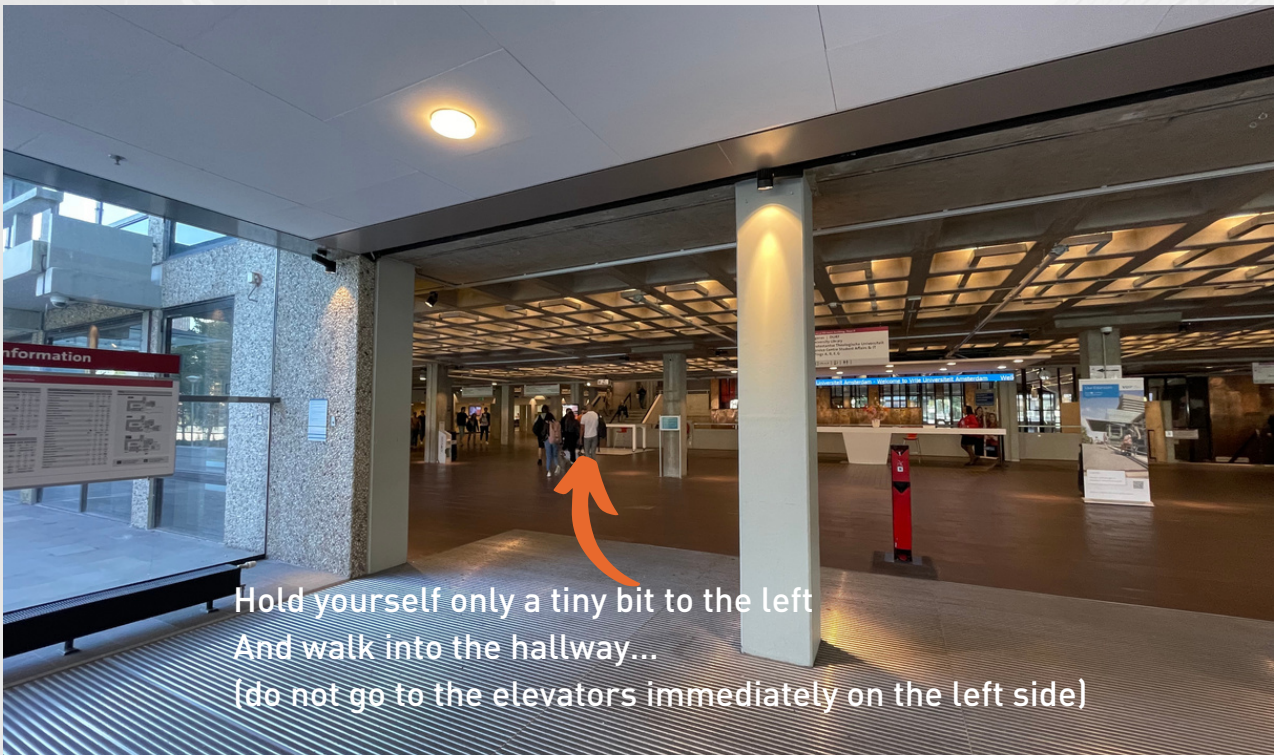
The KINTalk is held at Vrije Universiteit Amsterdam, School of Business and Economics, conveniently situated in the southern part of Amsterdam, just a short walk from Amsterdam Zuid train station.

For more information (including parking): [Click on this map.](#)



DIRECTIONS TO WING 'A' OF THE MAIN BUILDING

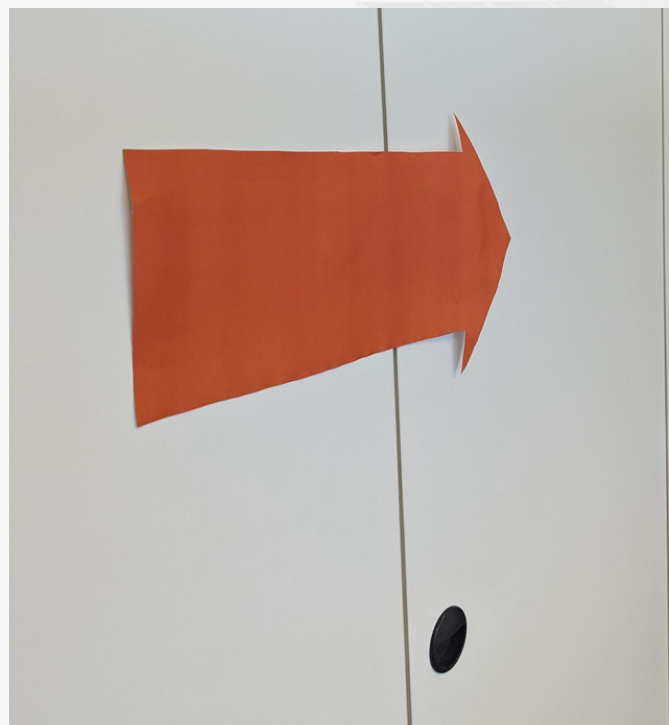
You enter the building. Once inside, you keep yourself slightly to the left side and walk forward along the IT desks until you see the elevators at the end of the hallway.
You enter the elevator and press 5.



DIRECTIONS TO THE 5TH-FLOOR PANTRY IN THE MAIN BUILDING

You are at the 5th floor. If the glass doors are locked, please contact Jana Retkowsky to open them for you and follow the arrows to reach Room 5A-99.

Contact person: **Jana Retkowsky 0639040365**



LET'S KEEP IN TOUCH

Are you eager to stay informed about the latest and most thrilling advancements in digital innovation? From the evolution of smart technologies within ecosystems to the transformation of work methods in the era of AI, from the dynamics of crowdsourcing via online platforms to the evolving role of IT organizations. Don't miss out – subscribe to the KIN Center for Digital Innovation newsletter and keep your finger on the pulse of innovation!



Sign up for our KIN newsletter [here](http://eepurl.com/dkD5Ij) or select the link: <http://eepurl.com/dkD5Ij>