
2021 Little League® Virtual Summit

Thursday, January 14, 2021 *(all times are EST)*

1:00 – 1:05pm – Welcome & Introductions

1:05 – 1:35pm – Discussion with Steve Keener, Little League President & CEO, and Karl Ravech, ESPN

Reflect on the challenges of 2020, and discuss the outlook for 2021 and beyond

1:35 – 1:50pm Pat Wilson, Little League Chief Operating Officer

Discuss Little League strategy and goals as we move into 2021

1:50 – 2:10pm – Making a Meaningful Impact: What partners have done and can do

What Partners Did – how our partners contributed to creating an impactful year for Little Leaguers everywhere, despite the many curveballs we all faced over the last several months

What we can do Together – what are the most pressing needs of local leagues and how can Little League and our partners work together to ensure a successful and meaningful season for all

Timeline & Asset Planning for 2021 – discuss asset deadlines for 2021

2:10 – 2:20pm – Email Break

2:20 – 2:35pm – Little League Promotions Hub Introduction

An introduction to the new platform designed to create a turnkey system for partner activations and programming at the local level

2:35 – 2:50pm – Fan Engagement

A preview of the capabilities and offerings from Patron Technologies for 2021

2:50 – 3:30pm – Getting Back on the Field | Discussion on the many pivots of 2020 and goals of 2021

A panel discussion with representatives from several Little League partners, reflecting on the challenges and successes of 2020, and how to continue to think outside the box as we look to a new year

Closing Remarks