ISC INTERNATIONAL SPORTS CONVENTION

17-18 JUNE 2020 | LONDON

THE MEETING PLACE FOR SPORT BUSINESS

Tottenham Hotspur Stadium

LATEST PROGRAMME AND OVERVIEW

ISC INTERNATIONAL SPORTS CONVENTION
17-18 JUNE 2020 | LONDON

AGENDA

WEDNESDAY, JUNE 17, 2020
DAY 1

CONFERENCES
- OTT in Sports
- Sports Digital
- Brands in Sports
- Sports Integrity
- Sports Events

MASTERCLASSES
- Brands Licensing

NETWORKING EVENTS
- Lunch: 12.30 – 2.00
- Drinks Reception: 5.30 – 7.00
- All Day Networking: open lounge space, networking zones or hiring out private meeting rooms/hospitality boxes

THURSDAY, JUNE 18, 2020
DAY 2

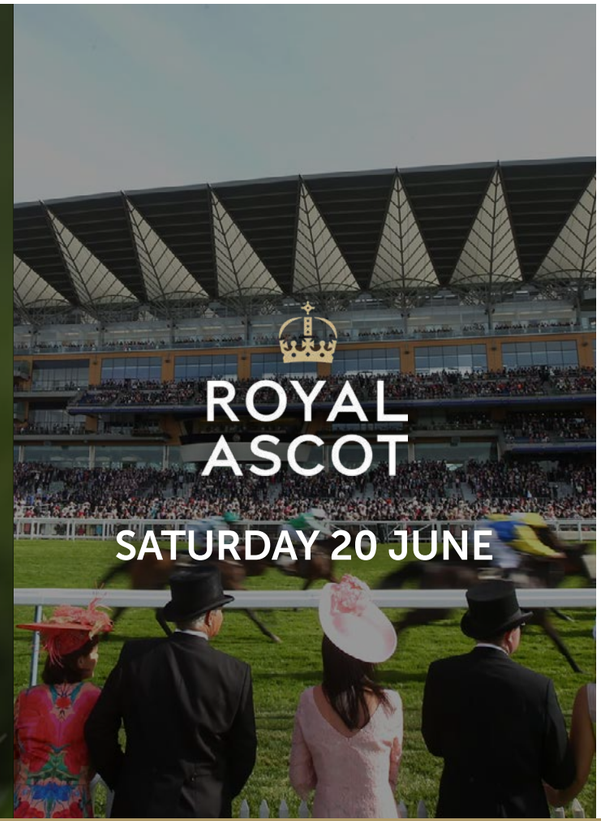
CONFERENCES
- Digital Disruption in Football
- Sports Sponsorship
- Sports Events
- Sports Integrity

MASTERCLASSES
- Broadcast Innovation
- Digital Disruption in Sport
- The Esports Forum

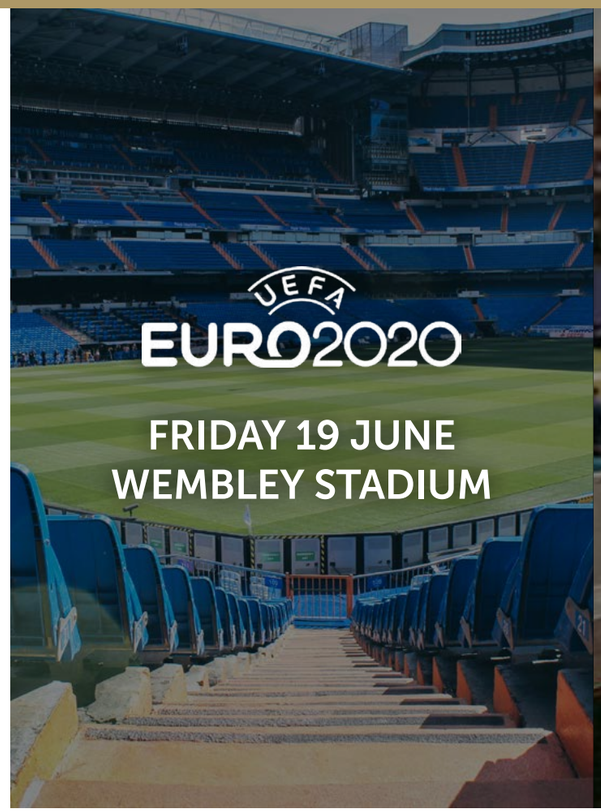
NETWORKING EVENTS
- Lunch - 12.30 - 2.00

FIND OUT MORE

- Become a Partner
- Host a Private Roundtable
- Chair a Masterclass
- Showcase your Product/Service in the Product Zone
- Sponsor the ISC 2020 Event



A WEEK OF SPORT DURING ISC 2020



CONFERENCE PROGRAMME

SPORTS DIGITAL CONFERENCE
DAY 1 - JUNE 17, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	Digital Engagement in World Rugby and experiences from World Cup 2019 Japan	Marissa Pace, Chief Marketing Officer	World Rugby
10.00 - 10.30	NBA Digital Global Growth Strategy	Dan Rossomondo, Senior Vice President, Head of Global Media and Business Development	NBA
10.30 - 11.15	Driving Golf Further	Keith Pelley, Chief Executive	European Tour
11.15 - 2.15	BREAK, NETWORKING, LUNCH		
2.15 - 3.15	Panel Discussion - Connecting with Audiences	Alex Brown, Commissioner	Major League Lacrosse
		Alex Willis, Head of Communications, Digital and Content	AELTC / Wimbledon Championships
		TBC	
3.15 - 4.15	BREAK, NETWORKING		
4.15 - 4.45	Opportunities for Sport on Youtube	Rob Pilgrim, Sports Partnerships	Youtube
4.45 - 5.15	Targetting the Next Generation - Interview	TBC	BT Sport
5.15 - 5.45	Betting and Fan Engagement	TBC	Sportradar

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CONFERENCE PROGRAMME

DIGITAL DISRUPTION IN FOOTBALL CONFERENCE
DAY 2 - JUNE 18, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	Driving Global Digital Fan Engagement	Russell Stopford, Chief Digital Officer	Paris St Germain
10.00 - 10.30	Serving the Fan - The Bayern Way	Benjamin Steen, Head of Customer care and digital licensing	FC Bayern Munich
10.30 - 11.00	The Inter Digital Lab	TBC	Inter Milan
11.00 - 12.00	BREAK, NETWORKING		
12.00 - 1.00	Driving Digital Transformations from Grassroots to Professional Football	Stuart Larman, Director of Club Licensing and Club Development	UAE Pro League
1.00 - 2.30	BREAK, NETWORKING, LUNCH		
2.30 - 3.00	Bundesliga Global Approach	TBC	Bundesliga International
3.00 - 3.30	FIFA Digital Lab	Rudiger Mueller, Head of Digital	FIFA
3.30 - 4.00	Digital Technology and Engagement at Tottenham Hotspur FC and Stadium	Sanjeev Katwa, Head of Technology	Tottenham Hotspur
4.00 - 4.30	BREAK, NETWORKING		
4.30 - 5.00	Leading NFL Club	TBC	TBC
5.00 - 5.30	How Digital Engagement through transforms lives	TBC	TBC
5.30 - 6.00	The Spanish Way of Digital Growth	TBC	TBC

CONFERENCE PROGRAMME

OTT IN SPORT CONFERENCE
DAY 1 - JUNE 17, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	The Olympic Channel and its Digital Offering	Mark Parkman, General Manager	Olympic Channel
10.00 - 10.45	Interview with Amazon	Alex Green, Managing Director Amazon Prime Video - Sport, Europe	Amazon *provisional tbc in January 2020
10.45 - 11.15	The OTT Evolution at WTA	Micky Lawler, President	WTA, Womens Tennis Association
11.15 - 2.15	BREAK, NETWORKING, LUNCH		
2.15 - 3.15	Panel Discussion - Rights Holders - Opportunities and challenges	Rufus Hack, Chief Content Officer	European Tour and Ryder Cup
		Felix Blank, Director Digital Platforms	Sportradar
		TBC	
		TBC	
3.15 - 4.15	BREAK, NETWORKING		
4.15 - 5.15	The Future of Broadcasting and OTT	Marc Watson, Group Chief Executive	Eleven Sports
		Sebastien Audoux, Head of Digital Sports Canal OTT	Canal Plus
		TBC, CEO	Pixellot
		David Gibbs, Group Content and Advertising Products	Sky
		Matt Stagg, Director of Mobile Strategy	BT Sports and BT Technology

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HOST AN OTT ROUNDTABLE OR MASTERCLASS AT ISC 2020

Reach a targeted audience in a closed setting when you host an OTT-focussed roundtable or masterclass at **ISC 2020.**

INTERESTED IN HOSTING A ROUNDTABLE OR MASTERCLASS AS PART OF YOUR ATTENDANCE AT ISC 2020?

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CONFERENCE PROGRAMME

SPORTS INTEGRITY CONFERENCE
DAY 1 - JUNE 17, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.15 - 9.20	Welcome	Nigel Fletcher, CEO	International Sports Convention
9.20 - 9.35	Setting the Scene - Sports Integrity at ISC 2020	Senior Representative TBC	STATSPERFORM
9.35 - 10.00	The Importance of Sport to Society and Why Integrity Matters	VIP TBC	UK Parliament MP or Mayor of London Office
10.00 - 10.30	Moving Football Forwards Globally	Emilio Garcia, Chief Legal Officer	FIFA
10.30 - 11.30	Panel Discussion - Moving Football Forwards	Benoit Pasquier, Legal Director	Asian Football Confederation
		Jenni Kennedy, Head of Integrity	The Football Association
		Ramune Bistrickaite, Head of Legal	Lithuania Football Association
		Affy Sheikh, Head of Starlizard Integrity Services	Starlizard
11.30 - 2.00	BREAK, NETWORKING, LUNCH		
2.00 - 3.00	TBC		
3.00 - 3.30	BREAK, NETWORKING		
3.30 - 4.30	TBC		
4.30 - 5.00	BREAK, NETWORKING		
5.00 - 6.00	TBC		

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CONFERENCE PROGRAMME

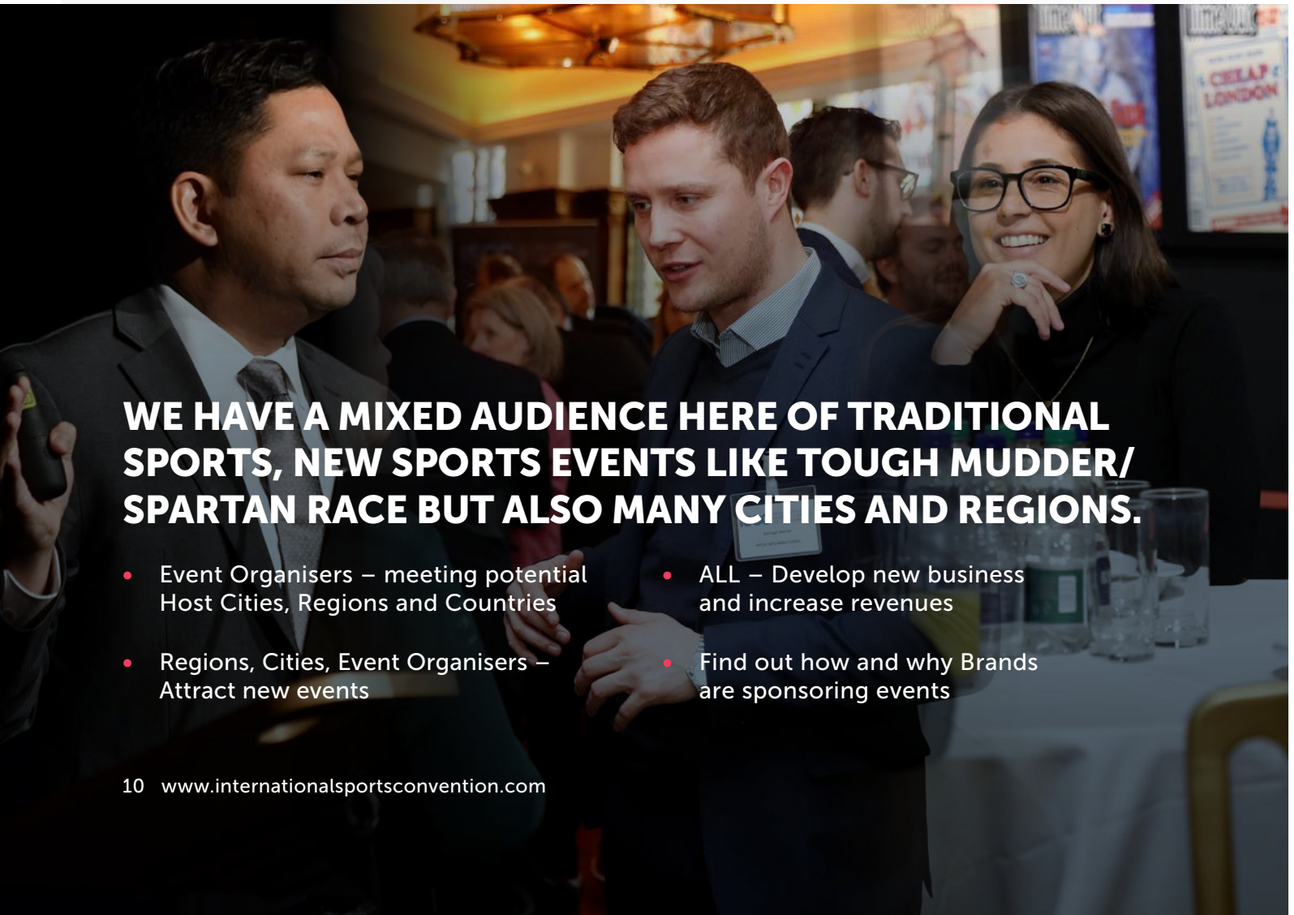
SPORTS INTEGRITY CONFERENCE
DAY 2 - JUNE 18, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.30	Panel Discussion - Player Education, Youth Protection and Integrity	Alex Inglot, European Player Representative	ATP
		Paul McNicholas, Director of Integrity	Everton Football Club
		TBC	
		TBC	
		TBC	
10.30 - 11.15	BREAK, NETWORKING		
11.15 - 12.15	Panel Discussion - Brands, Sponsorship and Investment into Sport	Babar Rahman, Vice President Marketing and Sponsorships	Qatar Airways
		TBC	
		TBC	
		TBC	
12.15 - 2.00	LUNCH, NETWORKING		
2.00 - 3.00	Sports Federations - Challenges and Opportunities in Integrity and Governance	Sarah Lewis, General Secretary	International Ski Federation
		TBC	
		TBC	
		TBC	
3.00 - 3.30	Individual Presentation TBC	TBC	TBC
3.30 - 4.00	Individual Presentation TBC	TBC	TBC
4.00 - 4.30	BREAK, NETWORKING		
4.30 - 5.30	Panel Discussion - The Future and Next Steps	TBC	TBC
		TBC	
		TBC	
		TBC	

CONFERENCE PROGRAMME

SPORTS EVENTS CONFERENCE
DAY 1 - JUNE 17, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11.45 - 12.15	Creating New Live Event Experiences	Giles Chater, Managing Director - Europe	Tough Mudder
12.15 - 12.45	Delivery of the Birmingham and the Regions Largest-ever Cultural and Sporting event	Ian Reid, Chief Executive	Birmingham 2020 Commonwealth Games
12.45 - 1.15	Delighting Audiences 365 Days a Year	Aymeric Magne, Director Global Events	Disneyland Paris



WE HAVE A MIXED AUDIENCE HERE OF TRADITIONAL SPORTS, NEW SPORTS EVENTS LIKE TOUGH MUDDER/ SPARTAN RACE BUT ALSO MANY CITIES AND REGIONS.

- Event Organisers – meeting potential Host Cities, Regions and Countries
- Regions, Cities, Event Organisers – Attract new events
- ALL – Develop new business and increase revenues
- Find out how and why Brands are sponsoring events

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CONFERENCE PROGRAMME

SPORTS EVENTS CONFERENCE
DAY 2 - JUNE 18, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.30	Panel Discussion - London 2012 Olympics Legacy - 8 years on	Sir Keith Mills, Founder	Sported
		TBC, Senior Representative	
		TBC, Senior Representative	
		TBC, Senior Representative	
		TBC	
10.30 - 11.30	BREAK, NETWORKING		
11.30 - 12.30	Beyond the Race. Brand Partnerships, Activation and the Consumer Experience	Emily LeRoux, Global Partnerships, Spartan Women Leader	Spartan Race
		Mark Haviland, EVP Brand Development and Sustainability	Rakuten
		TBC Brand	TBC
		TBC Brand	TBC
		TBC Brand	TBC
12.30 - 2.00	LUNCH, NETWORKING		
2.00 - 3.00	Developing and Implementing an Events strategy for cities and regions	Angela Suggs, President & CEO	Florida Sports Foundation, USA
		Görkem Dönmez, Deputy Hotel Manager & Director of Sports	Gloria Sports, Turkey
		TBC	Nelson Mandela Bay Municipality, South Africa
		TBC	Cataluyna
		TBC	Canary Islands
3.00 - 3.45	BREAK, NETWORKING		
3.45 - 4.45	Reinventing, Repositioning and Managing New Events	TBC	TBC

CONFERENCE PROGRAMME

BRANDS IN SPORT CONFERENCE
DAY 1 - JUNE 17, 2020

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	Mueller Approach to Sports Partnerships, Investment and Activation	Michael Inpong, Chief Marketing Officer	Mueller
10.00 - 10.30	Swiss Brand with a Global Reach, Credit Suisse Investments in Sports	Sandra Caviezel, Head of Sponsorship and Managing Director	Credit Suisse
10.30 - 11.00	Delivery Growth Through Sports Sponsorship	Marcel Kraaibeek, Chief Sales Officer	OSONYQ
11.00 - 12.00	BREAK, NETWORKING		
12.00 - 1.00	Brands Panel Discussion - Using Brand Partnerships and the Power of Sport to Affect Social Change and Attract New Audiences	Claire Keaveney	Lucozade
		Brand TBC	
		Brand TBC	
		Brand TBC	
1.00 - 3.00	LUNCH, NETWORKING		
3.00 - 3.45	Technology, Fan Engagement, and Brand Activation	Donna Soane, Global Sponsorship Director	Orange
3.45 - 4.15	Luxury Brand in Sport	Gerhard Fourie, Director of Marketing and Brand Strategy	Aston Martin
4.15 - 4.45	Activation and Implemention	Matt Stevenson, Head of Sponsorship	EE and BT

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CONFERENCE PROGRAMME

SPORTS SPONSORSHIP CONFERENCE
DAY 2 - JUNE 18, 2020

FOR LESS THAN A MONKEY MONEY

WELL WORTH THE INVESTMENT

WHY SPENDING LESS THAN A MONKEY AT ISC LONDON 2020 IS WELL WORTH THE INVESTMENT?

- Grow your business, meeting many interested individuals and organisations
- Save money – everyone is in one place, no need to fly to NYC, Frankfurt, Paris, Amsterdam, Mumbai, Doha
- Save more time – have countless meetings in one city over 2 days
- Content is king ISC 2020 has over 100 speakers and 7 sport business conferences – find out latest best practice and what is changing in the marketplace
- Senior decision makers from the Sports Business Industry – Digital, Media, Sponsorship, Events – more opportunities than ever before
- Everything is included – no one likes paying extra. You arrive, no need getting your wallet out until you leave
- Scale – ISC 2020 is the global meeting place and largetst sports business gathering in the 1st half of 2020
- Sport – if you are travelling from afar, during ISC week there is UEFA EURO 2020 at Wembley Stadium, Royal Ascot and The Fever Tree Tennis Championships at Queens
- Golf – there is also the ISC 2020 Golf Day on Friday June 19 – but this is extra! Contact us for more information

THE CURRENT PRICE OF A DELEGATE TICKET IS

495 GBP (PLUS VAT) – LESS THAN A MONKEY!

Prices rise to GBP 995 (plus VAT) nearer the ISC 2020 date

COCKNEY RHYMING SLANG LESS THAN A MONKEY

Rhyming slang is a form of slang word construction in the English language. It was first used in the early 19th century in the East End of London; hence its alternative name, Cockney rhyming slang.

For the uninitiated, Cockney rhyming slang can be a pretty confusing language which is probably best avoided if you don't know the ins and outs of it.

However, when it comes down to money, it is probably worth getting your head around the lingo, to prevent you handing over, or receiving, a wildly incorrect amount because you got the wrong word.

Where do the terms 'monkey' from? Whilst this is not cemented in fact, the widely held belief is that the terms came from soldiers returning to Britain from India. Old Indian rupee banknotes had animals on them and it is said that the 500 rupee note had a monkey on it.

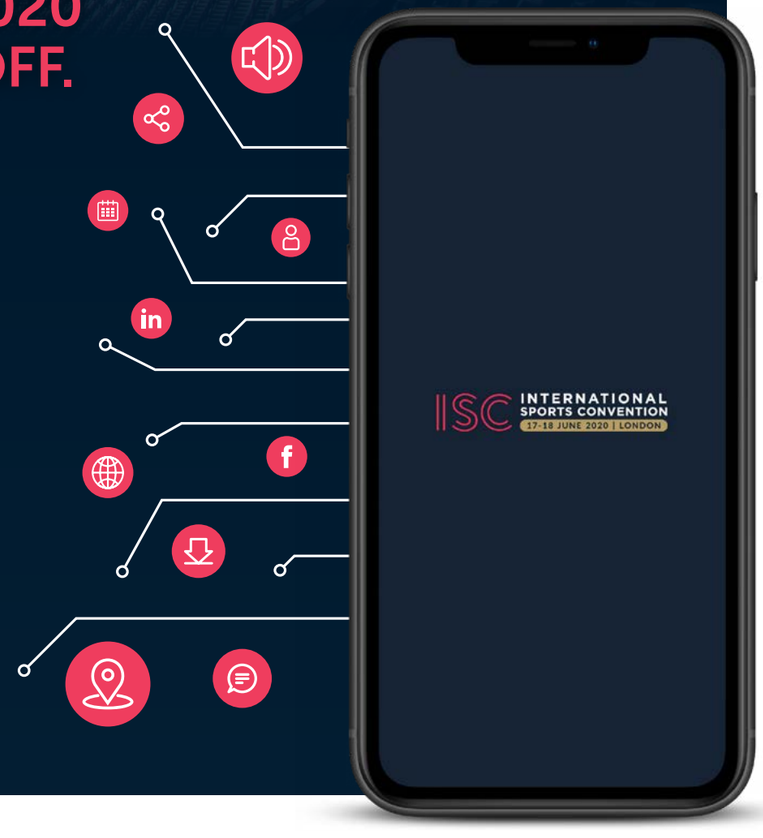
GET CLOSER TO DIGITAL INNOVATION **HAPPENING IN SPORTS AND ENTERTAINMENT**

- Find out what is new
- Grow your business by making the right informed decisions
- Find out who is spending and why from sponsors, brands, media, countries/cities, rights holders to achieve their own business objectives
- ISC is the cutting edge of global sport and its happening at the most innovative sports and entertainment venue – Tottenham Hotspur Stadium

BE CONNECTED BEFORE ISC 2020 HAS KICKED OFF.

OUR NEW MOBILE APP.

- It is all connected with social and linkedin to ensure more pre-arranged meetings are planned
- All attendees and speakers are listed
- All information to ensure your participation at ISC London 2020 is maximized



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