



ISC INTERNATIONAL
SPORTS CONVENTION
8-9 JUNE 2021 | LONDON

THE MEETING PLACE FOR THE BUSINESS OF SPORT

Tottenham Hotspur Stadium

CONFERENCE PROGRAMME
AND EVENT OVERVIEW

AGENDA

TUESDAY, JUNE 8, 2021 DAY 1

CONFERENCES

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

MASTERCLASSES

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

WEDNESDAY, JUNE 9, 2021 DAY 2

CONFERENCES

- Digital Disruption in Football
- Sports Events and Brands in Sport
- Sports Integrity

MASTERCLASSES

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 ISC 2021



CONFERENCE PROGRAMME

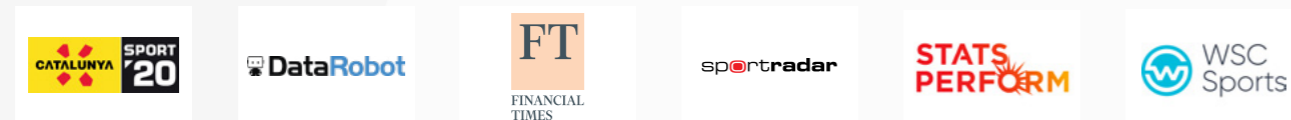
OTT IN SPORT CONFERENCE DAY 1 - JUNE 8, 2021

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
10.45 - 11.15	The OTT Evolution at WTA	Micky Lawler, President	WTA, Womens Tennis Association
11.15 - 11.45	Bundesliga - connecting with fans worldwide	Robert Klein, CEO	Bundesliga International
11.45 - 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
		Rob Mitchell, Programme Lead, The FA Player (OTT)	The Football Association
		Frank Leenders, Director General, Media and Marketing Services SA	FIBA
3.15 - 4.15	BREAK, NETWORKING		
4.15 - 5.15	The Future of Broadcasting and OTT	Anouk Mertens, COO, Eleven Sports	Eleven Sports
		Sebastien Audoux, Head of Digital Sports Canal OTT	Canal Plus
		Alon Werber, 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 2021

Reach a targeted audience in a closed setting when you host an OTT-focussed roundtable or masterclass at **ISC 2021**.

INTERESTED
IN HOSTING A
ROUNDTABLE OR
MASTERCLASS
AS PART OF YOUR
ATTENDANCE AT
ISC 2021?



CONFERENCE PROGRAMME

SPORTS DIGITAL CONFERENCE DAY 1 - JUNE 8, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2.30 - 3.00	Digital Engagement in World Rugby and experiences from World Cup 2019 Japan	Marissa Pace, Chief Marketing Officer	World Rugby
3.00 - 3.30	NBA Digital Global Growth Strategy	Dan Rossomondo, Senior Vice President, Head of Global Media and Business Development	NBA
3.30 - 4.15	Driving Golf Further	Keith Pelley, Chief Executive	European Tour
4.15 - 4.45	BREAK, NETWORKING		
4.45 - 5.45	Betting and Fan Engagement – Insights and Panel Discussion	Hampus Lofkvist, Director of Global Sponsorship Sales	Sportradar

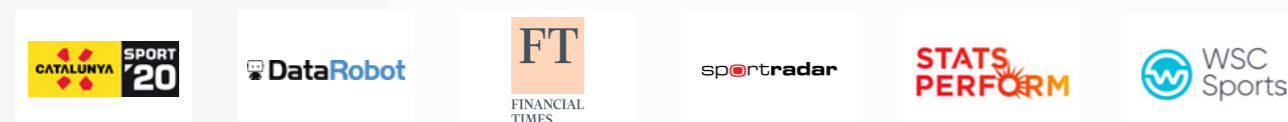
DAY 2 - JUNE 9, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.30	Panel Discussion - Connecting with Audiences	Alex Brown, Commissioner	Major League Lacrosse
		Daniel Shichman, Co-Founder and CEO	WSC Sports Technologies
		Alex Willis, Head of Communications, Digital and Content	AELTC / Wimbledon Championships
10.30 - 11.00	What Next - Digital Transformation and OTT	Carlo De Marchis, Group Chief Evangelist	Deltatre

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CONFERENCE PROGRAMME

DIGITAL DISRUPTION IN FOOTBALL CONFERENCE DAY 2 - JUNE 9, 2021

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 - 12.00	BREAK, NETWORKING		
12.00 - 1.00	Panel Discussion - Driving Digital Transformation from Grassroots to Professional Football	Adam Piotrowicz, Director of Digital	Legia Warsaw
		Ammar Hina, Media & Broadcast Director	UAE Pro League
		Chris Harris, Managing Editor (Digital)	Arsenal Media Group
		Andrew Rogers, Commercial Director	Asian Football Confederation
1.00 - 2.30	BREAK, NETWORKING, LUNCH		
2.30 - 3.00	Bundesliga Global Approach	Andreas Heyden, EVP Digital Innovations	DFL Group
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	Fan Entertainment and Global Business Partnerships in E-sports	Jonas Lygaard, Senior Director, Brand & Business Development	Konami Digital Entertainment
5.00 - 5.30	How Digital Engagement through transforms lives	TBC	TBC
5.30 - 6.00	The Spanish Way of Digital Growth	TBC	TBC

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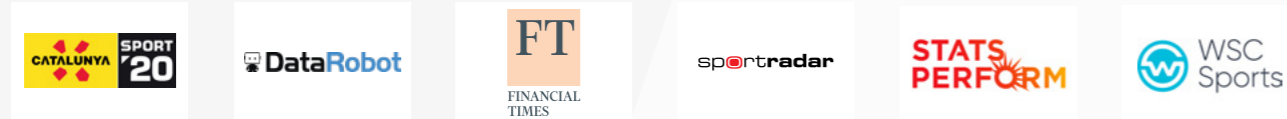
SPORTS EVENTS CONFERENCE DAY 1 - JUNE 8, 2021

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 Birmingham and the region's largest ever cultural and sporting event	Ian Reid, Chief Executive	Birmingham 2022 Commonwealth Games
12.45 - 1.15	Delighting Audiences 365 Days a Year	Aymeric Magne, Director Global Events	Disneyland Paris

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The Sports Events Conference brings together those involved with traditional sporting events, new sports events like Tough Mudder and Spartan Race and organisers from 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

CONFERENCE PROGRAMME

SPORTS EVENTS CONFERENCE DAY 2 - JUNE 9, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.30	Panel Discussion - Brand Partnership and Community Sport	Sir Keith Mills, Founder Owen Hughes, Head of Global Sponsorship Michael Cottrell, Strategy & Partnerships Director	Spotted Nissan Octopus Energy
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 Mark Haviland, EVP Brand Development and Sustainability Marc Giusti, Founder TBC Brand TBC Brand	Spartan Race Rakuten Veloforte Emily Crisps TBC
12.30 - 2.00 LUNCH, NETWORKING			
2.00 - 3.00	Reinventing, Repositioning and Managing New Events. Rightsholders, Cities and Regions	Angela Suggs, President & CEO Görkem Dönmez, Deputy Hotel Manager & Director of Sports TBC Keith Bruce, President Murray Barnett, Head of Global Sponsorship and Commercial Partnerships Elizaveta Bracht-Tishchenko OLY, Commercial Vice-Director	Florida Sports Foundation, USA Gloria Sports, Turkey Catalunya Quint Events International F1 FIVB (International Volleyball Federation)
3.00 - 3.30	LEGACY - Best practice from past Olympics - summer, winter and youth.	Tania Braga, Head of Legacy	International Olympic Committee
3.30 - 4.30 BREAK, NETWORKING			

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BRANDS IN SPORT CONFERENCE DAY 1 - JUNE 8, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	Müller's Approach to Sports Partnerships, Investment and Activation	Michael Inpong, Chief Marketing Officer	Müller
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	Delivering 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	Matt Riches, Head of Partnerships	Lucozade Ribena Suntory
		Paul Budd, Head of Global Partnerships	Allianz
		James Young, Senior Director, Sports Marketing	Adidas
		Marc Davies, Head of Sponsorship	Standard Chartered Bank
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 Implementation	Matt Stevenson, Head of Sponsorship	EE and BT

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THE BUSINESS OF SPORT

PODCAST



WITH THE
IISC INTERNATIONAL SPORTS CONVENTION

In January 2020 we started our monthly CEO series and the reaction has been overwhelming from our listeners.

The CEO series is a neutral, non-sponsored podcast with leading CEOs from the Sports Industry talking about the latest issues affecting the sector.

EPISODE 1.

SARAH LEWIS OBE, FIS

[LISTEN ONLINE](#)

EPISODE 2.

SANDY BROWN - COMMISSIONER, MAJOR LEAGUE LACROSSE

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EPISODE 3.

SIR KEITH MILLS GBE DL - FORMER DEPUTY CHAIRMAN, LONDON ORGANISING COMMITTEE, 2012 OLYMPIC & PARALYMPIC GAMES AND FOUNDER OF SPORTEO.

[LISTEN ONLINE](#)

EPISODE 6.

FRANZ JUNG - VICE PRESIDENT OF CHINA'S ENVISION GROUP AND CHAIRMAN OF THE BOARD OF ENVISION VIRGIN RACING

[LISTEN ONLINE](#)

EPISODE 4.

JOE DE SENA - CEO, SPARTAN RACE

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EPISODE 7.

GIAMPIERO RINAUDO - CEO AND CO-FOUNDER, DELTATRE

[LISTEN ONLINE](#)

EPISODE 5.

VINCENT GAILLARD - CEO & DIRECTOR GENERAL, EUROPEAN PROFESSIONAL CLUBS RUGBY

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To be involved in the Business of Sport Podcast, contact us via email today using london@internationalsportsconvention.com

CONFERENCE PROGRAMME

SPORTS INTEGRITY CONFERENCE

DAY 1 - JUNE 8, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.45 - 10.00	Setting the Scene - Sports Integrity at ISC 2020	Jake Marsh, Head of Integrity	STATSPERFORM
10.00 - 10.30	Moving Football Forwards Globally	Emilio Garcia, Chief Legal Officer	FIFA
10.30 - 10.40	Football Integrity - Introduction to panel	Affy Sheikh, Head of Starlizard Integrity Services	Starlizard
10.40 - 11.40	Panel Discussion - Football Integrity Now and the Future	Benoit Pasquier, Legal Director	Asian Football Confederation
		Jenni Kennedy, Head of Integrity	The Football Association
		Jake Marsh, Head of Integrity	STATSPERFORM
		Emilio Garcia, Chief Legal Officer	FIFA
	Affy Sheikh, Head of Starlizard Integrity Services	Starlizard	
11.40 - 2.00 BREAK, NETWORKING, LUNCH			
2.00 - 2.30	Tennis Integrity and The Future	Jennie Price, Independent Chair	Tennis Integrity Unit
2.30 - 3.15	The Importance of Sport to Society and Why Integrity Matters	Damian Collins, Member of Parliament and Chairman of the Digital, Culture, Media and Sport Committee	UK Parliament
3.15 - 4.15 BREAK, NETWORKING			
4.15 - 5.00	Panel Discussion Esports Integrity	Marco Blume, Head of Trading	Pinnacle
		Ian Smith, Commissioner	Esports Integrity Commission
		Laura de Silva, Director	Silver Fish

INTEGRITY PARTNER CONFERENCE SUPPORTERS



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SPORTS INTEGRITY CONFERENCE

DAY 2 - JUNE 9, 2021

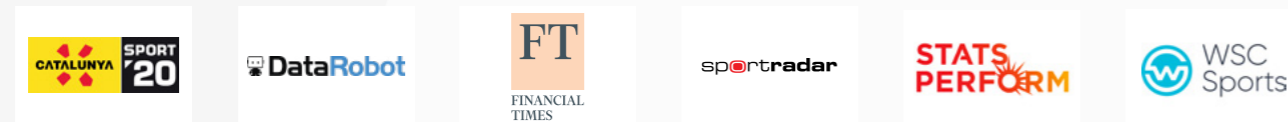
TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.25 - 9.30	Introduction to Day 2	Jake Marsh, Head of Integrity	STATSPERFORM
9.30 - 10.30	Panel Discussion - Safeguarding and Integrity of the next generation	Paul McNicholas, Director of Integrity	Everton Football Club
		Stuart Larman, Director of Club Licensing and Club Development	UAE Pro League
		Liz Twyford, Programme Specialist	UNICEF
		Anne Tivas, Chair	Safe Sport International
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
		Daniel Heal, Managing Director	Control Risks
12.15 - 2.00 LUNCH, NETWORKING			
2.00 - 3.00	International Sports Federations and Funding Bodies	Sarah Lewis, General Secretary	International Ski Federation
		Jonny Gray, CEO	Tennis Integrity Unit
3.00 - 4.15 BREAK, NETWORKING			
4.15 - 5.15	Panel Discussion - Law enforcement and regulations	Pablo SALAZAR, Analysis Project Sports Corruption, Economic and Property Crime Unit	European Serious and Organised Crime Centre (ESOCC) EUROPOL
		Lorraine Pearman, Betting Integrity Programme Lead	Gambling Commission
		Corentin Segalen, Head of Prevention and fight against sports manipulation	French online Gaming Regulatory Authority (ARJEL)
		Pat Myhill, Director of Operations	UK Anti-Doping (UKAD)
		Andrew Ephgrave, Senior Investigator, ICC Integrity Unit	International Cricket Council
5.15 - 5.20	Final words	Carl Mergele, Chief Executive	STATS PERFORM

CONFERENCE PROGRAMME

SPORT SUSTAINABILITY DEVELOPMENT GOALS IN SPORT BUSINESS FORUM DAY 1 - JUNE 8, 2021

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2.15 - 2.45	SDG and Sport – Case study Wimbledon Foundation and WaterAid	Alice Woodland, Wimbledon Foundation Partnerships Manager	WaterAid
		Helen Parker, Head of Foundation	Wimbledon Foundation
2.45 - 3.45	Panel Discussion - Community development through Sport.	SARAH EBJANA, CEO	Tottenham Hotspur Foundation
		Tom Burstow, Deputy CEO	Sported
		Connie Henry, Founder and CEO	Track Academy
		Amy Wanday, CEO	African Sports Network
		Carlotta Giussani, Independent	
		Oner Avara, CEO and Founder	My Next Match

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MASTERCLASSES

DAY 1 - JUNE 8, 2021

	HOSTED BY	Dependable Solutions
	SUBJECT	Brand Licensing in Sport
	TIME	10.00 - 11.00
	HOSTED BY	YouTube, Hashtag United
	SUBJECT	Opportunities in Sport with Youtube and case study with Hashtag United
	TIME	1.15 - 1.45

DAY 2 - JUNE 9, 2021

	HOSTED BY	Infront Lab
	SUBJECT	Digital Innovation in Sport
	TIME	10.00 - 11.00
	HOSTED BY	Riedel Communications
	SUBJECT	Technology for Sports Events
	TIME	10.00 - 11.00
	HOSTED BY	Nativewaves
	SUBJECT	Challenges with delivery of synchronised multi-view experiences
	TIME	10.00 - 11.00
	HOSTED BY	Friend Mts
	SUBJECT	Anti-piracy technology / protecting content and revenue
	TIME	10.00 - 11.00
	HOSTED BY	WSC Sports
	SUBJECT	Maximising Sports content with auto magical video solutions
	TIME	2.00 - 3.00

FOR LESS THAN A MONKEY MONEY WELL WORTH THE INVESTMENT



WHY SPENDING **LESS THAN A MONKEY** AT ISC LONDON 2021 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 2021 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 2021 is the meeting place for sport business and the largest global gathering in the 1st half of 2021
- Sport – if you are travelling from afar, during ISC week there is UEFA EURO 2021 at Wembley Stadium, Royal Ascot and The Fever Tree Tennis Championships at Queens
- Golf – for an additional charge, take part in the ISC 2021 Golf Day. Contact us for more information.

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DISCOUNT
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LESS THAN
A MONKEY!**
Prices then rise to £995 + VAT

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8-9 JUNE 2021 | LONDON

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

BE CONNECTED
BEFORE ISC 2021
HAS KICKED OFF.
OUR NEW
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Grow your business by making the right informed decisions

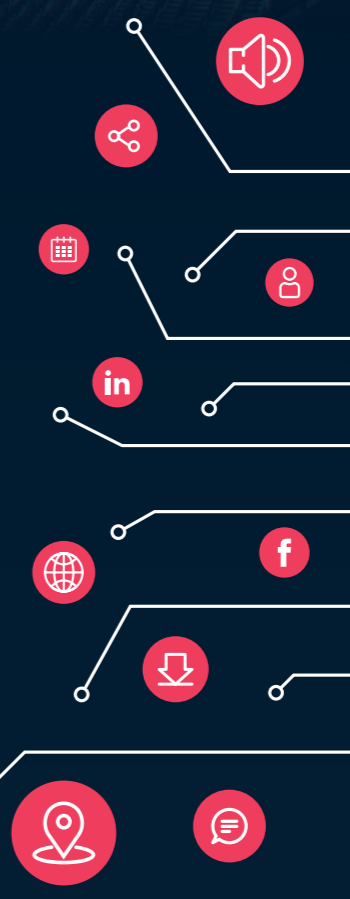


Find out who is spending and why from sponsors, brands, media, countries/cities, rights holders to achieve their own business objectives



ISC is at the cutting edge of global sport and its happening at the most innovative sports and entertainment venue – Tottenham Hotspur Stadium

- 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 2021 is maximized





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