

ISC INTERNATIONAL
SPORTS CONVENTION

ISC

**VIRTUAL
WEEK**

DECEMBER 7-11, 2020

PROGRAM

info@internationalsportsconvention.com

FAN ENGAGEMENT VIRTUAL SUMMIT DECEMBER 7TH

FAN ENGAGEMENT WITH FIFA 9:30 - 10:15 AM GMT

Sandra Stucki - Manager Digital Fan Marketing - FIFA

DIGITAL MARKETING - CONNECTING WITH FANS 10:30 - 11:30 AM GMT

Adam Piotrowicz - Digital & IT Director - Legia Warsaw
**Oscar Killingmoe - Head of Efootball & Gaming - Football Association
of Norway**
Juan Iraola - Chief Innovation Officer - Real Sociedad

FAN ENGAGEMENT IN SPORTS 1:30 - 2:30 PM GMT

Matt Roberts - Director Research and Analytics - Formula 1
Dan Ginger - Senior VP of Marketing & Business Development - ATP Tour
Bruna Zanin Juresic - Global Content Partnerships Senior Manager - Twitter

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OTT AND BROADCAST VIRTUAL SUMMIT DECEMBER 8TH

**UNSEEN OPPORTUNITIES TO BROADEN FAN
ENGAGEMENT IN THE ABSENCE OF LIVE EVENTS 9:30 - 10:30 AM GMT**

**David Parker - Chief Revenue Officer - Imagen
Melissa Soobratty - Senior Media Director - World Table Tennis
Tom Barnes - Vice-President - IMG Replay**

**CASE STUDY: BT COMBINE 5G AND SPORT FOR MATCH DAY EXPERIENCE
11:00 - 12:00 AM GMT**

**Sam Kemp - Director, Products & Devices - BT Sport
Jamie Hindhaugh - COO - BT Sport**

**TECHNICAL CHALLENGES OF DELIVERING A BROADCAST - LIVE EXPERIENCE
TO ANY DEVICE, ANYWHERE IN THE WORLD 4:00 - 5:00 PM GMT**

**Jason Thibeault - Executive Director - Streaming Video Alliance
Caleb Weinstein - Director of Sport, Media & Entertainment - Google
Christof Haslauer- CTO and Co-Founder - NativeWaves**

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SPORTS EVENTS VIRTUAL SUMMIT DECEMBER 9TH

FUTURE OF LIVE EVENTS WITH SPORTS FEDERATIONS 9:30 - 10:30 AM GMT

Andrew Oram - CEO - International Bowling Federation
Michelle Carney - CEO - Special Olympic Great Britain
Michal Buchel - CEO - International Sambo Federation

AFRICAN FOOTBALL OF TOMORROW - WILL THE PLAYERS AND FANS BE HEARD? 11:00 - 12:00 AM GMT

Hicham El Amrani - CEO - HEA Sports
Anthony Baffoe - Deputy General Secretary - Confederation of African Football
More speakers TBC

SPORTS EVENTS AND TOURISM - THE AMERICAN LANDSCAPE 4:00 - 5:00 PM GMT

Al Kidd - President & CEO - Sports ETA
Tim Ramsberger - COO - Visit St. Pete/Clearwater
Terry Hasseltine - Executive Director - Maryland's Sports
Liese Abili - Director of Sports Development - Florida Sports Foundation

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SPORTS INVESTMENT AND FINANCIALS VIRTUAL SUMMIT DECEMBER 10TH

WHAT IS HAPPENING IN THE SPORTS TECH MARKET, CHANGES DURING COVID-19, WHAT AREAS OF INVESTEMENTS ARE STILL BEING MADE, AND WHAT DOES THE FUTURE HOLD FOR ENTREPRENEURS AND INVESTORS IN 2021 8:15- 9:00 AM GMT

Benjamin Penkert - Founder - SportsTechX

FOOTBALL FINANCE - THE GLOBAL LANDSCAPE 9:30 - 10:30 AM GMT

Andrea Sartori - Global Head of Sports - KPMG

Dan Jones - Global Lead Partner for Sports Business - Deloitte

SPOTLIGHT ON: SPORTS SECTOR OPPORTUNITIES IN QATAR 11:30 - 12:30 AM GMT

Majed Al-Amari - Business Development Manager - Qatar Financial Centre

**RAISING FUNDS, INVESTMENT AND SPORTS TECHNOLOGY -
WHAT NEXT? 4:45 - 5:45 PM GMT**

David Fowler - Co-Founder - SportTech Match

Geoff Wilson - Owner - Geoff Wilson Consultancy

Michael Broughton - Partner- Acceleration Equity

BRANDS AND SPONSORSHIPS VIRTUAL SUMMIT DECEMBER 10TH

STEVENAGE FC AND THE BURGER KING PARTNERSHIP 2:00 - 3:00 PM GMT

Alex Tunbridge - Chief Executive - Stevenage FC

Pancho Cassis - Partner & Global Chief Creative Officer - DAVID Agency

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SPORTS INTEGRITY VIRTUAL SUMMIT DECEMBER 11TH

**SPORTS INTEGRITY DURING COVID-19 AND THE
NEXT 12 MONTHS OPPORTUNITIES AND THREATS 8:30 - 9:30 AM GMT**

Affy Sheikh - Head - Starlizard
Jonny Gray - CEO - Tennis Integrity Unit
Mark Conrad - Associate Professor of Law & Ethics - Fordham University
Ian Smith - Commissioner - Esports Integrity Commission

SPORTS LICENSING VIRTUAL SUMMIT DECEMBER 11TH

TIME FOR A MERCHANDISING RE-BOOT
TIME TO MAKE MERCHANDISING A KEY PART OF THE FAN EXPERIENCE
TIME TO TURN MORE FANS INTO PURCHASERS
TIME TO IMPROVE STORYTELLING
9:45- 10:45 AM GMT

Stephane Morel - Deputy CEO - French Tennis Federation
Zohar Ravid - General Manager Europe - Fanatics
Jay Young - VP Creative - Warner Bros
Bruno Schowbthaler - CEO - Licensing for Growth

WALKING THE TIGHTROPE: INNOVATION VS CONTROL 11:00 - 12:00 AM GMT

Julius Stobbs - IA Manager - Stobbs
Simon Gresswell - Managing Director - SGLP
Rhys Fleming - Sales Director - Dependable Solutions, Inc.

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