



ISC INTERNATIONAL
SPORTS CONVENTION

23-24 MARCH 2022 | LONDON

THE MEETING PLACE FOR THE BUSINESS OF SPORT

Tottenham Hotspur Stadium

CONFERENCE PROGRAMME
AND EVENT OVERVIEW

AGENDA

WEDNESDAY, MARCH 23, 2022 DAY 1

CONFERENCES

- Broadcast and 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

THURSDAY, MARCH 24, 2022 DAY 2

CONFERENCES

- Digital Disruption in Football
- Sports Digital
- 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 2022



CONFERENCE PROGRAMME

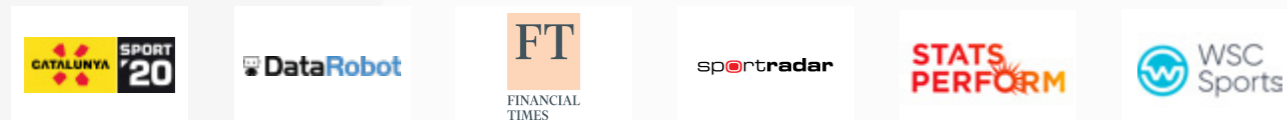
BROADCAST AND OTT IN SPORT

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	Frank Leenders, Director General, Media and Marketing Services SA	FIBA
		Felix Blank, Director Strategy & Development	Sportradar
		TBC	The Football Association
3.15 - 4.15	BREAK, NETWORKING		
4.15 - 5.15	The Future of Broadcasting and OTT	Anouk Mertens, COO	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

CONFERENCE SUPPORTERS



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HOST AN OTT ROUNDTABLE OR MASTERCLASS AT ISC 2022

Reach a targeted audience in a closed setting when you host an OTT-focussed roundtable or masterclass at **ISC 2022**.

INTERESTED
IN HOSTING A
ROUNDTABLE OR
MASTERCLASS
AS PART OF YOUR
ATTENDANCE AT
ISC 2022?



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SPORTS DIGITAL CONFERENCE DAY 1 - MARCH 23, 2022

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

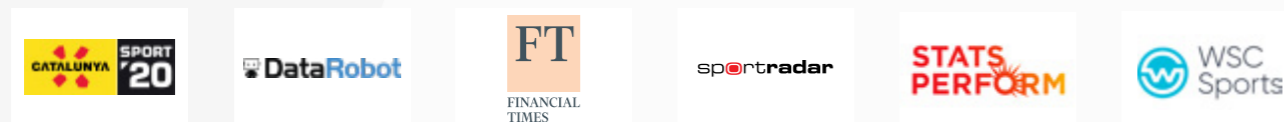
DAY 2 - MARCH 24, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.30	Panel Discussion - Connecting with Audiences	Alex Brown, Commissioner	Major League Lacrosse
		Dan Ginger, SVP Brand & Marketing	ATP & WTA
		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
11.00 - 4.30	BREAK, NETWORKING		
4.30 - 5.30	Panel Discussion - Social Media platforms: The opportunity for Sport, Sport Fans and Sponsors	Anna Chanduvi, Sports Media Partnerships	Facebook
		Rob Pilgrim, Head of Sport, EMEA	YouTube
		Arthur Guisasola, Strategic Partner Manager - Sports	TikTok
		TBC	TBC

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DIGITAL DISRUPTION IN FOOTBALL CONFERENCE DAY 2 - MARCH 24, 2022

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 & IT	Legia Warsaw
		Ammar Hina, Media & Broadcast Director	UAE Pro League
		Andrew Rogers, Commercial Director	Asian Football Confederation
		Todd Kline, Chief Commercial Officer	Tottenham Hotspur Stadium
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 Content Products	FIFA

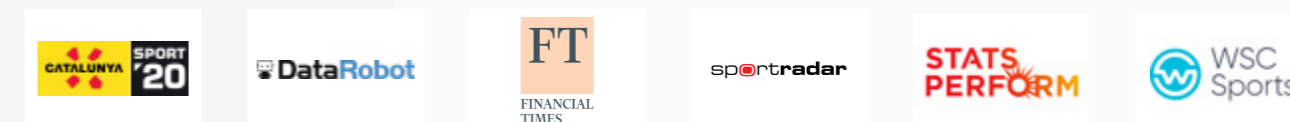
WOMEN'S FOOTBALL SEMINAR

TIME	SUBJECT	NAME - POSITION	ORGANISATION
3.30 - 4.20	Panel Discussion - Women's Football - Opportunities and challenges for Leagues & Clubs	Annika Grälls, Chairwoman	EFD Elitfotboll Dam
		Mariana Gutierrez, Director	Liga MX Femenil
		Pedro Marabia, LaLiga Women's Football Director	LaLiga
4.20 - 5.30	BREAK, NETWORKING		

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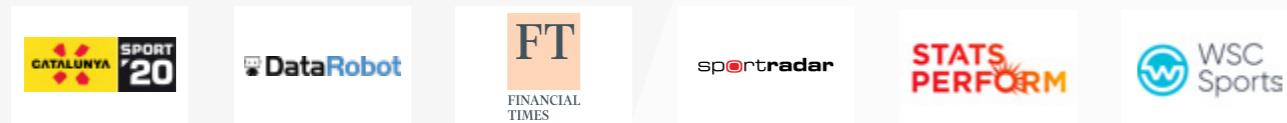
SPORTS EVENTS CONFERENCE DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11.45 - 12.15	Creating New Live Event Experiences	Matt Brooke, Managing Director	Tough Mudder & Spartan
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	The NFL Experience	Maria Gigante, VP	NFL

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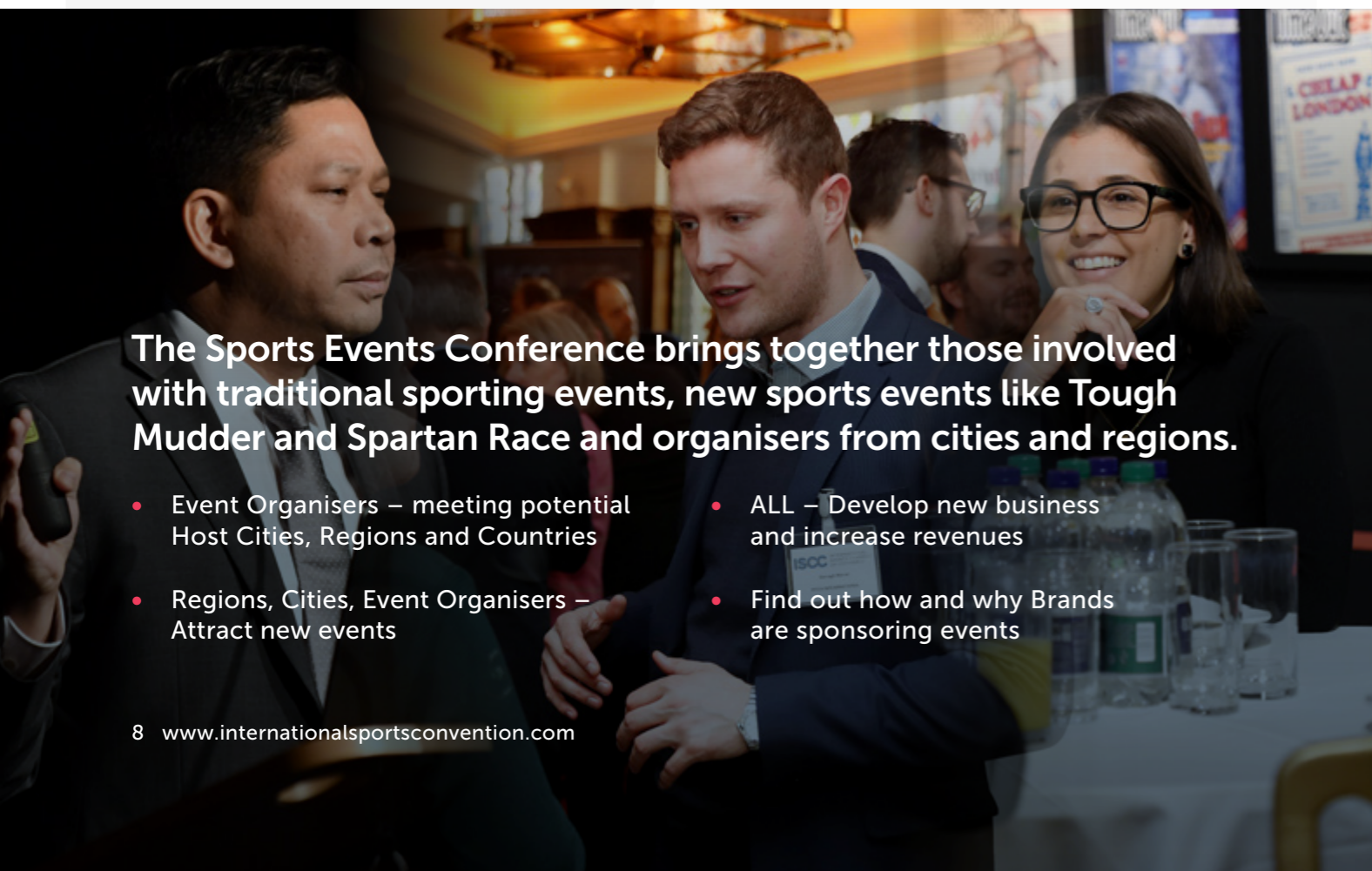
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SPORTS EVENTS CONFERENCE DAY 2 - MARCH 24, 2022

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	Sported 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 and Sustainability TBC Brand	Spartan Race Rakuten 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, General Manager Elizaveta Bracht-Tishchenko OLY, Head of Marketing Keith Bruce, President TBC	Florida Sports Foundation, USA Gloria Hotels & Resorts, Turkey Volleyball World Quint Events International TBC
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		



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

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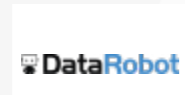
BRANDS IN SPORT CONFERENCE DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.30 - 10.00	Müller's Approach to Sports Partnerships, Investment and Activation	Michael Inpong, Strategy and Marketing Director	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
		Marc Davies, Senior Sponsorship Manager	Standard Chartered Bank
		Babar Rahman, Vice President Marketing and Sponsorships	Qatar Airways
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	Brand TBC	TBC
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

Our popular Business of Sport podcasts give in depth personal interviews with some of the biggest names and organisations in the business of sport. We have our CEO Series, Football Industry insights, Sports Events and cities insights and the OTT/Broadcast week.

Our careers in sport podcast provides regular insights with professionals in the business of sport. Through our in-depth podcast interviews they share their expertise and career journey to date. The podcasts are full of great content, topics and case studies. Our careers in sport podcasts give an opportunity for the next generation of sport business professionals to learn about the variety of careers and opportunities with personal journeys. For those already in the industry it gives a fresh take on some key subject matters and personal stories of challenge and success.



Giampiero Rinaudo
CEO & Co-Founder
Deltatre



Joe De Sena
CEO
Spartan



George Pyne
Founder & CEO
Bruin Sports Capital



Joyce Cook
CBE, OBE
Chief Social Responsibility & Education Officer
FIFA



Richard Lewis
Chief Executive
All England Club



Monty Panesar
England Cricket Legend

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SPORTS INTEGRITY CONFERENCE

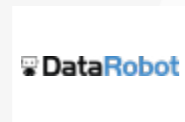
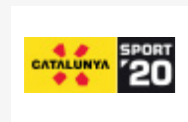
DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.45 - 10.00	Sports Integrity at ISC 2022	Jake Marsh, Chief Legal and Compliance Officer	Stats Perform
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	Andrew Mercer, General Counsel & Director of Legal Affairs	Asian Football Confederation
		Jenni Kennedy, Head of Integrity	The Football Association
		Jake Marsh, Head of Integrity	Stats Perform
		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, Chair	International Tennis Integrity Agency
		Jonny Gray, Chief Executive	International Tennis Integrity Agency
2.30 - 3.15	The Importance of Sport to Society and Why Integrity Matters	Damian Collins, Member of Parliament and Former 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, Trading Director	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 - MARCH 24, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.25 - 9.30	Introduction to Day 2	Jake Marsh, Head of Integrity	Stats Perform
9.30 - 10.30	Panel Discussion - Safeguarding and Integrity of the next generation	Paul McNicholas, Director of Governance & Technology	Everton Football Club
		Stuart Larman, Director of Club Licensing and Club Development	UAE Pro League
		Liz Twyford, Programme Specialist	UNICEF
		Anne Tiivas, Chair	Safe Sport International
10.30 - 11.15 BREAK, NETWORKING			
11.15 - 12.15	Panel Discussion - Football Governance	TBC	TBC
12.15 - 2.00 LUNCH, NETWORKING			
2.00 - 3.00	Panel Discussion - International Sports Federations and Funding Bodies	Jonny Gray, CEO	International Tennis Integrity Agency
		TBC	TBC
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
		TBC	Gambling Commission
		Corentin Segalen, Coordinator of the National Platform against sports manipulation	ANJ
		Pat Myhill, Director of Operations	UK Anti-Doping (UKAD)
		Andrew Ephgrave, Senior Investigator	International Cricket Council

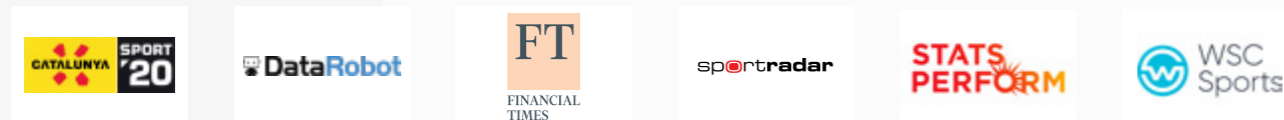
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SUSTAINABILITY DEVELOPMENT GOALS IN SPORT BUSINESS FORUM

DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2.15 - 2.45	SDG and Sport – Case study Wimbledon Foundation and WaterAid	Alice Woodland, Corporate Partnerships Manager	WaterAid
		TBC	Wimbledon Foundation
2.45 - 3.45	Panel Discussion - Community development through Sport	Sarah Ebanja, 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
3:45 - 4:10	Diversity and Inclusion in Sports	Gabriela Mueller, Director Coach	Gabriela Mueller International Coaching

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MASTERCLASSES

DAY 1 - MARCH 23, 2022

	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 - MARCH 24, 2022

	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 2022 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 2022 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 2022 is the meeting place for sport business and the largest global gathering in the 1st half of 2022
- Sport – if you are travelling from afar, during ISC week there is UEFA EURO 2022 at Wembley Stadium, Royal Ascot and The Fever Tree Tennis Championships at Queens
- Golf – for an additional charge, take part in the ISC 2022 Golf Day. Contact us for more information.



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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 2022
HAS KICKED OFF.
OUR NEW
MOBILE APP.



Find out what is new



Grow your business by making the right informed decisions

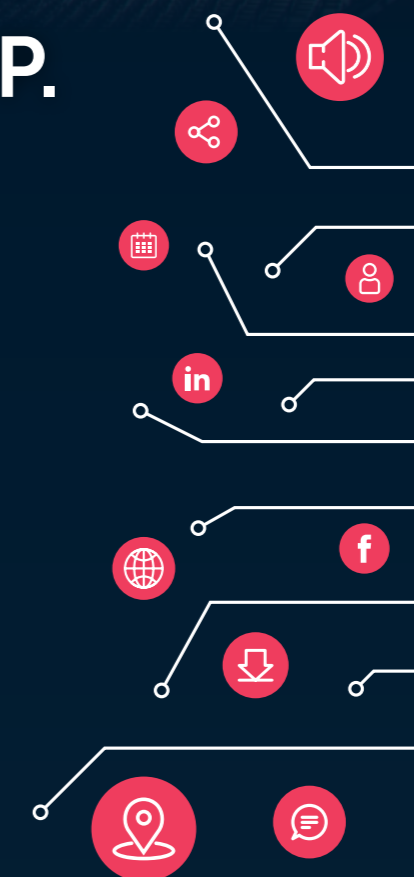


Find out who is spending and why from sponsors, brands, media, countries/cities, rights holders to achieve their own business objectives



ISC is 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 2022 is maximized





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