



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
- 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

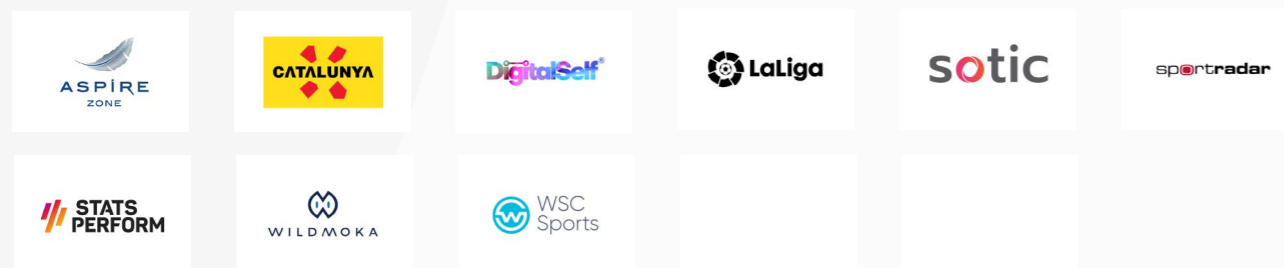
BROADCAST AND OTT IN SPORT CONFERENCE DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
10.00 - 10.30	The Olympic Channel and its digital offering	Mark Parkman, General Manager	Olympic Channel
10.30 - 11.15	Interview with Amazon	Alex Green, Managing Director Amazon Prime Video - Sport, Europe	Amazon
11.15 - 11.45	Bundesliga - connecting with fans worldwide	Andreas Heyden, EVP Digital Innovations	DFL Group
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 Patrick Mostboeck, Global Director for Video & Streaming Products Matt Rivet, Director Trojan Paillot, Vice President, Rights Acquisitions & Syndication TBC	FIBA Sportradar Altman Solon Discovery LaLiga
3.15 - 4.15	BREAK, NETWORKING		
4.15 - 5.15	The future of broadcasting and OTT	Pedro Presa, Group Chief D2C Officer Alon Werber, CEO David Gibbs, Group Content and Advertising Products Matt Stagg, Director of Mobile Strategy	Eleven Sports Pixellot Sky BT Sport

CONFERENCE SUPPORTERS



EVENT PARTNERS



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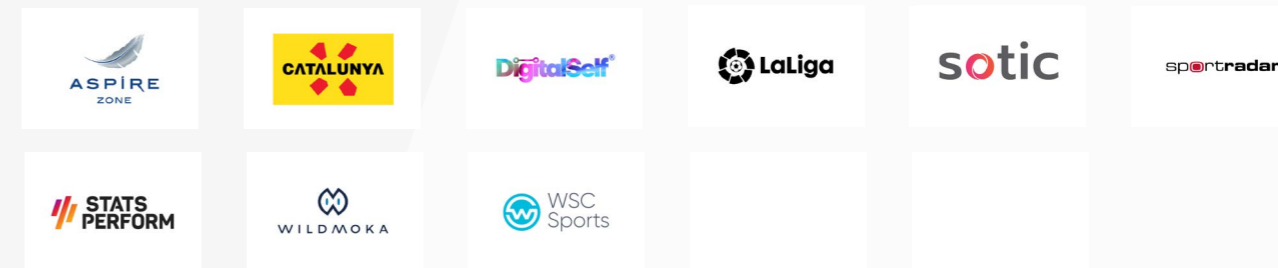
BRANDS IN SPORT CONFERENCE DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
10.00 - 10.30	Credit Suisse – a sponsorship partner with global reach	Sandra Caviezel, Global Head Sponsorship & Partnerships, Managing Director	Credit Suisse
10.30 - 11.10	Interview with Mark Sandys	Mark Sandys, Global Head of Beer, Baileys, Smirnoff & Captain Morgan	Diageo
11.10 - 11.30	BREAK, NETWORKING		
11.30 - 12.30	Brands Panel discussion - using brand partnerships and the power of sport to affect social change and attract new audiences	Matt Riches, Head of Partnerships Owen Hughes, Head of Global Sponsorship Michael Cottrell, Strategy & Partnerships Director Alejandro Fieccconi, Global Brand Director	Suntory Beverage & Food GB&I Nissan Octopus Energy Unilever
1.00 - 3.00	LUNCH, NETWORKING		
3.00 - 3.45	LaLiga: Engaging fans through new-era partnerships	Jorge de la Vega, Commercial & Marketing Director	LaLiga
3.45 - 4.15	Beyond the race. Brand partnerships, activation and the consumer experience	Emily LeRoux, Global Partnerships, Spartan Women Leader David Stalker, CEO	Spartan Race Myzone
4.15 - 4.45	Activation and implementation	Matt Stevenson, Head of Sponsorship	EE and BT

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SPORTS DIGITAL CONFERENCE DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2.15 - 3.00	It's a marathon not a sprint: Key steps to achieving digital excellence	Mark Alford, Director	Sky Sports News
		Cristian Livadiotti, CEO	Wildmoka
3.00 - 3.30	NBA digital global growth strategy	Dan Rossomondo, SVP, Head of International Commercial Strategy and Development	NBA
3.30 - 4.15	Driving golf further	Keith Pelley, Chief Executive	DP World Tour
4.15 - 4.30	BREAK, NETWORKING		
4.30 - 5.30	Betting and fan engagement – Insights and panel discussion	Hampus Lofkvist, Director of Global Sponsorship Sales	Sportradar
		John Lewicki, Vice President	National Hockey League (NHL)
		Corey Plummer, Chairman & CEO	Olympic Entertainment Group and OlyBet Group

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
		Aviv Arnon, Co-Founder and CBDO	WSC Sports Technologies
		Alex Willis, Communication and Marketing Director	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	Ronan Joyce, Lead, EMEA Sports Team Partnerships	Meta
		Rob Pilgrim, Head of Sport, EMEA	YouTube
		Arthur Guisasola, Strategic Partner Lead, Sports	TikTok
		Robbie Spargo, Director of Sport	Little Dot Studios

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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	Metaverse - the future	TBC	DigitalSelf
11.50 - 12.00	BREAK, NETWORKING		
12.00 - 1.00	Panel discussion - driving digital and commercial growth in football	Adam Piotrowicz, Director of Digital & IT	Legia Warsaw
		Ian Lube, Partner	Altman Solon
		Todd Kline, Chief Commercial Officer	Tottenham Hotspur Stadium
		Stefan Gunnarsson, Head of Marketing and Commercial	FA of Iceland
		Rüdiger Müller, Head of Digital Content Products	FIFA
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	Monetising your digital assets post-Covid	Fabio Gallo, Product Director	LaLiga Tech

WOMEN'S FOOTBALL SEMINAR DAY 2 - MARCH 24, 2022

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 Malabia, LaLiga Women's Football Director	LaLiga
4.20 - 5.30	BREAK, NETWORKING		

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CONFERENCE PROGRAMME

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

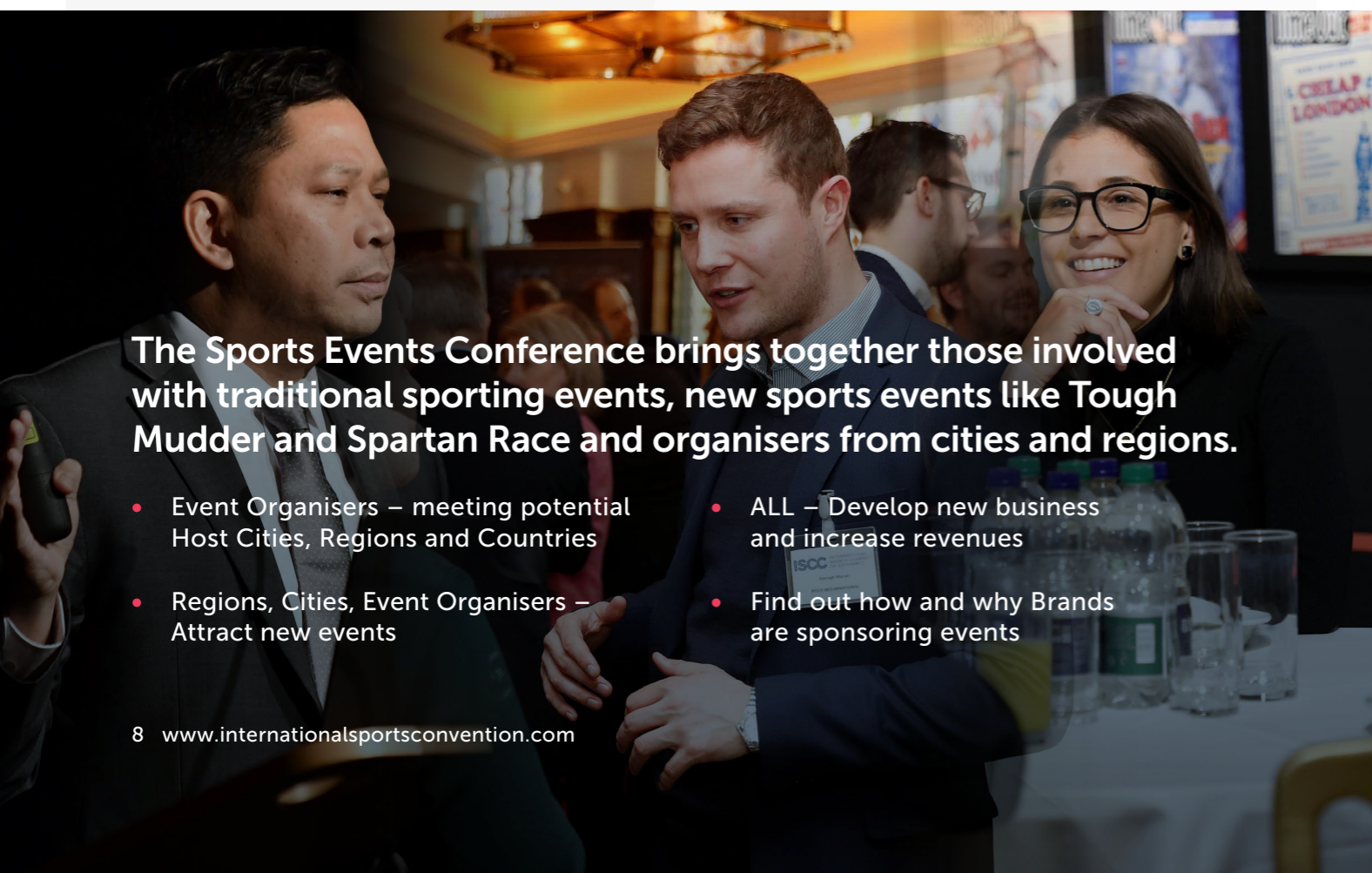
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SPORTS EVENTS CONFERENCE DAY 2 - MARCH 24, 2022

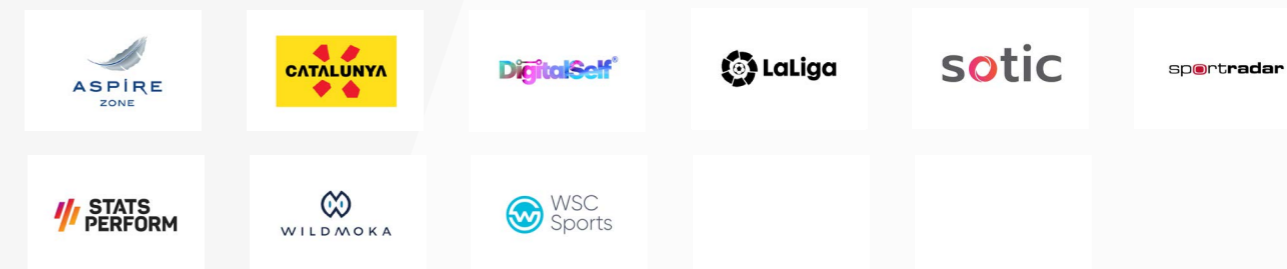
TIME	SUBJECT	NAME - POSITION	ORGANISATION
2.00 - 3.00	Reinventing, repositioning and managing new events, rightsholders, cities and regions	Liese Abili, Vice President, Sports Development	Florida Sports Foundation, USA
		Görkem Dönmez, General Manager	Gloria Hotels & Resorts, Turkey
		Keith Bruce, President	Quint Events International
		Tim Ramsberger, CEO	Powerboat P1
		TBC	Catalunya
3.00 - 3.30	LEGACY - Best practice from past Olympics - summer, winter and youth.	TBC	Aspire Zone Foundation
		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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EQUALITY, DIVERSITY AND INCLUSION (EDI) SEMINAR

DAY 1 - MARCH 23, 2022

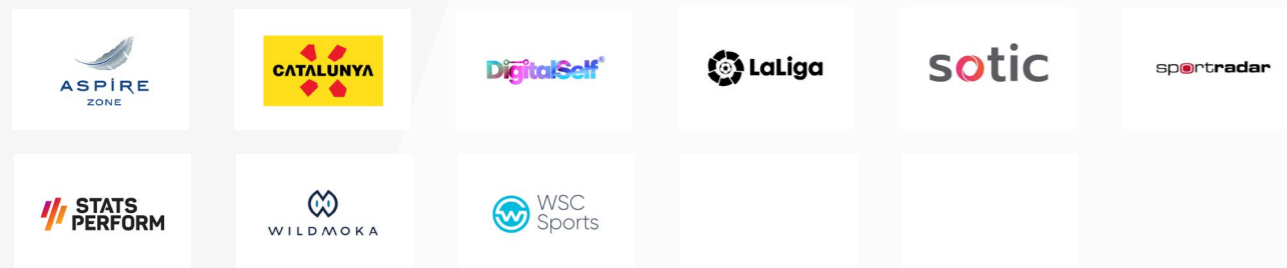
TIME	SUBJECT	NAME - POSITION	ORGANISATION
10.30 - 11.10	Panel discussion - developing governing body strategies for inclusion	Mihir Warty, Director of Strategy	World Rugby
		David Hardman, National Inclusion Development Manager	Lawn Tennis Association (LTA)
		Jason Webber, Equality, Diversity, Inclusion & Integrity Manager	Football Association of Wales (FAW)

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
		Carlotta Giussani, International Sport Consultant	
		Oner Avara, CEO and Founder	My Next Match
3.45 - 4.10	Our beautiful game - the power of Football	Harold Mayne-Nicholls, President of Trasandino SADP, former President of Chile's Professional Football Association, Chairman for the inspection of the 2018/2022 World Cup bid	Trasandino SADP

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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

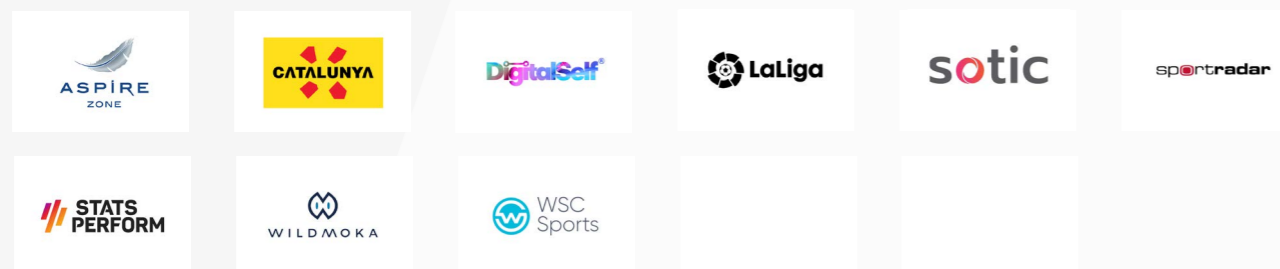
CONFERENCE PROGRAMME

SPORTS INTEGRITY CONFERENCE

DAY 1 - MARCH 23, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.45 - 10.00	Sports integrity at ISC 2022	Jake Marsh, Global Head of Integrity	Stats Perform
10.00 - 10.30	Moving Football forwards globally: The legal challenges	Emilio Garcia, Chief Legal & Compliance 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	Jenni Kennedy, Head of Integrity	The Football Association
		Jake Marsh, Global Head of Integrity	Stats Perform
		Emilio Garcia, Chief Legal & Compliance Officer	FIFA
11.40 - 2.00	BREAK, NETWORKING, LUNCH	Affy Sheikh, Head of Starlizard Integrity Services	Starlizard
		Jennie Price, Chair	International Tennis Integrity Agency
		Jonny Gray, CEO	International Tennis Integrity Agency
2.00 - 2.30	Tennis integrity and the future	Jonny Gray, CEO	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 - 3.45	BREAK, NETWORKING		
3.45 - 4.15	Integrity, governance & EDI	Sanjay Bhandari, Chair	Kick It Out
4.15 - 5.00	Panel discussion - Esports integrity	Marco Blume, Trading Director	Pinnacle
		Ian Smith, Commissioner	Esports Integrity Commission
		Laura Da Silva, Director	Silverfish CSR Ltd

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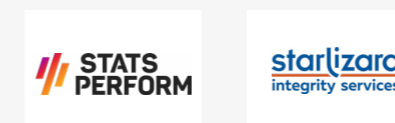
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SPORTS INTEGRITY CONFERENCE

DAY 2 - MARCH 24, 2022

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9.25 - 9.30	Introduction to Day 2	Jake Marsh, Global Head of Integrity	Stats Perform
9.30 - 10.30	Panel discussion - safeguarding and integrity of the next generation	Stuart Larman, Director of Club Licensing and Club Development	UAE Pro League
		Liz Twyford, Sports Programmes Specialist	UNICEF UK
		Anne Tiivas, Chair	Safe Sport International
10.30 - 11.15	BREAK, NETWORKING		
11.15 - 12.15	Panel discussion - online abuse in sport	Jonathan Hirshler, CEO	Signify
		TBC	Kick It Out
		Simone Pound, Director of Equality, Diversity and Inclusion	Professional Footballers' Association
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
		Ronan O'Laoire, Crime Prevention and Criminal Justice Officer	UNODC
		Vincent Ven, Head of Anti-Match-Fixing	UEFA
		Brett Clothier, Head of the Athletics Integrity Unit	Athletics 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
		Corentin Segalen, Chair of the Group of Copenhagen	ANJ
		Pat Myhill, Director of Operations	UK Anti-Doping (UKAD)
		Andrew Ephgrave, Senior Investigator	International Cricket Council
		Jake Marsh, Global Head of Integrity	Stats Perform
5.15 - 5.20	Closing remarks	Jake Marsh, Global Head of Integrity	Stats Perform

CONFERENCE SUPPORTERS



MASTERCLASSES

DAY 1 - MARCH 23, 2022

	<p>HOSTED BY Dependable Solutions</p> <p>SUBJECT Licensing and retail seminar</p> <p>SPEAKER TBC</p> <p>TIME 9.30 - 10.00</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY LiveU</p> <p>SUBJECT Agile live sports coverage to drive new revenue streams</p> <p>SPEAKER TBC</p> <p>TIME 11.30 - 12.00</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY Wildmoka</p> <p>SUBJECT New best practices for a winning digital media strategy</p> <p>SPEAKER TBC</p> <p>TIME 12.00 - 12.30</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY Catalonia</p> <p>SUBJECT Sports elite training camps in Catalonia</p> <p>SPEAKER Ana Bastida, Sports Tourism Brand Manager Aicard Guinovart, Catalan Tourist Board Director for United Kingdom & Ireland</p> <p>TIME 4.30 - 5.00</p> <p>ROOM Upper Residency - Level 2</p>

MASTERCLASSES

DAY 2 - MARCH 24, 2022

	<p>HOSTED BY Friend MTS</p> <p>SUBJECT Anti-Piracy technology / protecting content and revenue</p> <p>SPEAKER TBC</p> <p>TIME 2.00 - 2.30</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY Nativewaves and Stats Perform</p> <p>SUBJECT Challenges with delivery of synchronised multi-view experiences</p> <p>SPEAKER Christof Haslauer, Chief Executive Officer Roy Clements, Director EMEA Partners & Channels</p> <p>TIME 2.30 - 3.00</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY Sportradar</p> <p>SUBJECT TBC</p> <p>SPEAKER TBC</p> <p>TIME 3.00 - 3.30</p> <p>ROOM Upper Residency - Level 2</p>
	<p>HOSTED BY 934 Live Ltd.</p> <p>SUBJECT NexGen Leadership – enabling positive disruption in the business of sport</p> <p>SPEAKERS Christian Frei, Founder & Chief Technology Officer Helen Duguid, Executive Coach & Chief Coaching Officer Mladen Petric, Ex Professional Football Player, 934 Talent Faculty Coach</p> <p>TIME 3.30 - 4.20</p> <p>ROOM NFL Press Room - Level 0</p>
	<p>HOSTED BY Riedel</p> <p>SUBJECT Technology for sports events</p> <p>SPEAKER TBC</p> <p>TIME 3.45 - 4.15</p> <p>ROOM Upper Residency - Level 2</p>

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

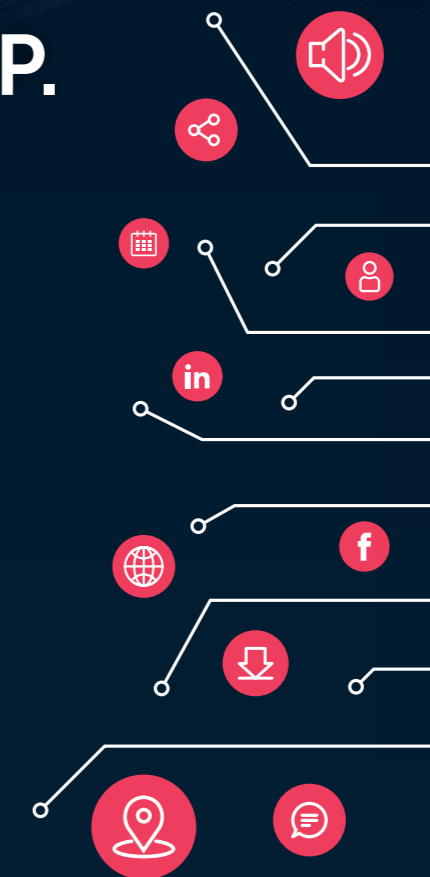


Find out who is spending and why from sponsors, brands, media, countries/cities, rights holders to achieve their own business objectives



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 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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