

IISC INTERNATIONAL
SPORTS CONVENTION

PROGRAMME

March 23-24, 2022 | Tottenham Hotspur Stadium

EVENT PARTNERS



Dear Sports Colleague,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – LONDON 2022**.
The meeting place for the Business of Sport.

After 12 years of ISC being in mainland Europe, ISC comes to London for the first time, with a long term agreement with our venue hosts Tottenham Hotspur Football Club. Therefore, ISC will be back this time next year, same venue, same city and similar dates in March 2023.

We strongly believe that having everyone connected to the Business of Sport under one roof is the key driver to providing value to all attendees. Creating a diverse range of networking opportunities is essential to ensure you can maximize your time, investment and experience at **ISC LONDON 2022**.

The majority of the conference and masterclass content will be recorded and this will be shared complimentary with all attendees a few weeks after the event.

Finally we come back in person! The last 2 years has been one of snakes and ladders, but I feel we have come back stronger from a B2B event perspective. With a new venue and London being our new hub for our annual flagship premium event, I do believe we have a perfect environment to build and to connect the global sports industry, which is ever converging.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving and has extended in size, diversity and quality. Most importantly, it is your feedback that will drive how we develop the ISC 2023 agenda, networking events and programming. Some exciting new developments have already commenced.

I would like to thank all our speakers who have committed their valuable time and expertise to discuss and debate some of the key developments, opportunities and challenges in the Business of Sport. Thank you also to YOU – all our partners, exhibitors and delegates in the continued faith you show in ISC.

I look forward to hopefully meeting you all in the course of the next two days and hope that you enjoy the networking and content experience here in London for the **INTERNATIONAL SPORTS CONVENTION 2022**.

Yours in Sport,



Nigel Fletcher
Chief Executive



#StandwithUkraine

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KEY INFORMATION

DAY ONE – WEDNESDAY 23RD MARCH

START
8:30

LUNCH
12:30 – 2:00 (LEVEL 2)

DRINKS RECEPTION
5:30 – 7:00 (LEVEL 2)

LATE NIGHT DRINKS, FOOD AND NETWORKING
7:00 – 10:00 (LEVEL 9)
Debit card/credit card only

CONFERENCES

Broadcast and OTT in Sports
Sports Digital
Brands in Sport
Sports Integrity
Sports Events

ADDITIONAL

NETWORKING
All day

MASTERCLASSES
See Conference Programme

COFFEE BAR
All day

DAY TWO – THURSDAY 24TH MARCH

START
8:45

LUNCH
12:30 – 2:00 (LEVEL 2)

CLOSE
5:45

CONFERENCES

Digital Disruption in Football
Sports Digital
Sports Events
Sports Integrity

ADDITIONAL

NETWORKING
All day

MASTERCLASSES
See Conference Programme

COFFEE BAR
All day

JOIN THE CONVERSATION

#ISCLONDON2022

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FINDING YOUR WAY



LEVEL OVERVIEW

- | | | | |
|----------------|--|---|--|
| LEVEL 0 | <ul style="list-style-type: none"> Stadium Briefing Room Help Desk | <ul style="list-style-type: none"> NFL Locker Room Mobile App Desk | <ul style="list-style-type: none"> NFL Press Room Registration Desk |
| LEVEL 2 | <ul style="list-style-type: none"> Cloakroom Exhibition | <ul style="list-style-type: none"> The Residency All Food + Beverage Toilets | <ul style="list-style-type: none"> Lunch (12:30 – 2:00) Drinks Reception (Day 1 - 5:30 – 7:00) |
| LEVEL 3 | <ul style="list-style-type: none"> Main Stage | | |
| LEVEL 4 | <ul style="list-style-type: none"> Private Thought Leadership Round Tables | <ul style="list-style-type: none"> Hospitality Boxes | <ul style="list-style-type: none"> Toilets |
| LEVEL 9 | <ul style="list-style-type: none"> Stratus East - Late Night - Drinks, Food & Networking (Day 1 - 7:00 – 10:00) | | |



AERIAL OVERVIEW

ISC FAN ENGAGEMENT WEEK

JUNE 6-10, 2022



DAY ONE OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	NFL PRESS ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
8:30	GATES OPEN				
9:50			Sports Integrity at ISC 2022; Jake Marsh - Global Head of Integrity - Stats Perform		The Olympic Channel; Mark Parkman - General Manager - Olympic Channel
9:55					
10:00					
10:15					
10:25					
10:30		Interview with Diageo; Mark Sandys - Global Head of Beer, Baileys, Smirnoff & Captain Morgan - Diageo	Football integrity - Introduction to panel; Affy Sheikh - Head of Starlizard Integrity Services - Starlizard	Panel discussion - Developing governing body strategies for inclusion; Mihir Warty - Chief Strategy Officer - World Rugby + David Hardman - National Inclusion Development Manager - LTA + Jason Webber - Equality, Diversity, Incusion & Integrity Manager - Football Association of Wales	Interview with Amazon; Alex Green - Managing Director at Amazon Prime Video - Sport, Europe - Amazon
10:35					
10:40					
10:45					
11:00					
11:05					
11:10					Bundesliga - connecting with fans worldwide; Andreas Heyden - EVP Digital Innovations - DFL Group
11:15					
11:30					
11:35					
11:40					
11:45	The High-Performance Sports Centre of Catalonia (CAR) – Developing future athletes for global events; Josep Escoda - Chief International Relations Officer & Innovation Developments - Catalunya	Brands Panel discussion - Using brand partnerships and the power of sport to affect social change and attract new audiences; Matt Riches - Head of Partnerships - Suntory Beverage & Food GB&I + Alejandro Fieconni - Global Brand Director - Unilever + Owen Hughes - Head of Global Sponsorship - Nissan + Michael Cottrell - Strategy & Partnerships Director - Octopus Energy		Masterclass - New best practices for a winning digital media strategy - Wildmoka	
11:55					
12:00					
12:10					
12:15	Delivery of Birmingham and the region's largest ever cultural and sporting event; Ian Reid - Chief Executive - Birmingham 2022 Commonwealth Games				
12:25					
12:30					
12:40					

	LEVEL 0	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	NFL PRESS ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
14:00	It's a marathon not a sprint: Key steps to achieving digital excellence; Mark Alford - Director - Sky Sports News + Cristian Livadiotti - CEO - Wildmoka		Tennis integrity and the future; Jonny Gray - CEO + Jennie Price - Chair - International Tennis Integrity Agency	SDG and Sport – Case study Wimbledon Foundation and WaterAid; Alice Woodland - Strategic Corporate Partnerships Manager - WaterAid + Ulrika Hogberg - Head of Community Strategy - AELTC	Panel Discussion - Rights Holders - Opportunities and challenges; Patrick Mostboeck - Global Director for Video & Streaming Products - Sportradar + Roger Brosel - Head of Content & Programming of the Audiovisual Area - LaLiga + Frank Leenders - Director General, Media and Marketing Services SA - FIBA + Trojan Paillot - Vice President, Rights Acquisitions & Syndication - Discovery + Matt Rivet - Director - Altman Solon
14:15					
14:25					
14:30					
14:40					
14:45					
14:55					
15:00	NBA digital global growth strategy; Dan Rossomondo - SVP, Head of International Commercial Strategy and Development - NBA	LaLiga: The making of a global sports organization; Gary Udhwani - Manager, Europe - LaLiga Global Network + Javier del Rio - Delegate, UK & Ireland - LaLiga Global Network + Keegan Pierce - Delegate, UK & Ireland - LaLiga Global Network		Panel discussion - Community development through sport; Sarah Ebanja - CEO - Tottenham Hotspur Foundation + Tom Burstow - Deputy CEO - Sported + Connie Henry - Founder and CEO - Track Academy + Will Stone - Chief for CSR Strategy for NFL UK - NFL + Carlotta Guissani - International Sport Consultant + Oner Avara - CEO and Founder - My Next Match	
15:10					
15:15					
15:25					
15:30	Driving golf further; Keith Pelley - Chief Executive - DP World Tour	Activation and Implementation; Matt Stevenson - Head of Sponsorship - EE and BT	Integrity, governance & EDI; Sanjay Bhandari - Chair - Kick it out	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	
15:40					
15:45					
16:00					
16:05	NHL, Sports betting and a digital first sponsorship world - panel discussion how it all comes together; Hampus Lofkvist - Director of Global Sponsorship Sales - Sportradar + John Lewicki - Vice President - NHL + Corey Plummer - Chairman & CEO - Olympic Entertainment Group and OlyBet Group		Panel Discussion - Esports integrity; Laura Da Silva - Director - Silverfish CSR Ltd + Marco Blume - Trading Director - Pinnacle + Jake Marsh - Global Head of Integrity - Stats Perform	Masterclass - Sports elite training camps in Catalonia - Catalonia	
16:10					
16:15					
16:30					
16:45					
16:55					
17:00			Sales - Sportradar + John Lewicki - Vice President - NHL + Corey Plummer - Chairman & CEO - Olympic Entertainment Group and OlyBet Group		
17:10					
17:15					
17:25					
17:30	DRINKS RECEPTION – UNTIL 19:00 – LEVEL 2				
19:00	LATE NIGHT – DRINKS, FOOD, NETWORKING – UNTIL 22:00 – LEVEL 9				
22:00	GATES CLOSED				

DAY TWO OVERVIEW

	LEVEL 0		LEVEL 0		LEVEL 2		LEVEL 3			
	NFL LOCKER ROOM		NFL PRESS ROOM		STADIUM BRIEFING ROOM		THE RESIDENCY		MAIN STAGE	
8:45	GATES OPEN									
9:25					Introduction to Day 2; Jake Marsh - Global Head of Integrity - Stats Perform					
9:30					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					
9:45										
10:00										
10:15										
10:25										
10:30										
10:45										
10:55										
11:00	Increasing engagement and revenue in football via mobile apps; Tadas Dunauskas - Football Management System Expert - Analyticom				Panel discussion - Online abuse in sport; Jonathan Hirschler - CEO - Signify + Anthony Burnett - CEO - Kick It Out + Simone Pound - Director of Equality, Diversity and Inclusion - Professional Footballers' Association				Metaverse - The future; Mark Graham - Chief Creative Officer + Sireesh Pangaluri - Chief Creative Officer + Chris Pulley - Corporate Communications - DigitalSelf	
11:15										
11:30										
11:35										
11:40										
11:45										
12:00	Panel Discussion - Driving digital and commercial growth in football; Adam Piotrowicz - Director of Digital & IT - Legia Warsaw + Matt Del Percio - Director - Altman Solon + Stefan Gunnarsson - Head of Marketing and Commercial - FA of Iceland + Todd Kline - Chief Commercial Officer - Tottenham Hotspur Stadium									
12:10										
12:15										
12:30										
12:45										
12:55										

	LEVEL 0	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3		
	NFL LOCKER ROOM	NFL PRESS ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE		
14:00	The Bundesliga's global approach to digital disruption; Moritz Mücke - Head of Digital Innovations - DFL Group	Reinventing, repositioning and managing New Events. Rightsholders, cities and regions; Liese Abili - Vice President, Sports Development - Florida Sports Foundation + Gökrem Dönmez - General Manager - Gloria Hotels & Resorts + Tim Ramsberger - CEO - Powerboat P1 + Keith Bruce - President - Quint Events International + Kamel Badawy - Business Management and Intelligence Director - Aspire Zone Foundation	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 + Brett Clothier - Head of the Athletics Integrity Unit - Athletics Integrity Unit + Vincent Ven - Head of Anti-Match-Fixing - UEFA + Kevin Carpenter - Head of Integrity - International Table Tennis Federation & Principal, Captivate Legal and Sports	Masterclass - Effective Protection for Premium Live Sports - on a Global Scale - Friend MTS			
14:15							
14:30				Masterclass - Challenges with delivery of synchronised multi-view experiences - Stats Perform & Nativewaves			
14:45							
14:55							
15:00	Monetising your digital assets post-Covid; Fabio Gallo - Product Director - LaLiga Tech	LEGACY - Best practice from past Olympics - summer, winter and youth; Tania Braga - Head of Legacy - International Olympic Committee		Masterclass - The importance of due diligence in sport - Sportradar			
15:15							
15:25							
15:30	Panel discussion - Women's Football - Opportunities and challenges for Leagues & Clubs; Pedro Malabia - LaLiga Women's Football Director - LaLiga + Annika Grälls - Chairwoman - EFD Elitfotboll Dam + Mariana Gutierrez - Director - Liga MX Femenil	Masterclass - NexGen Leadership – enabling positive disruption in the business of sport - 934 Live		Masterclass - Brand licensing in sports - Dependable Solutions			
15:45							
16:00							
16:15			Panel Discussion - Law enforcement and regulations; Pablo Salazar - Analysis Project Sports Corruption, Economic and Property Crime Unit - ESOC EUROPOL + Corentin Segalen - Chair of the Group of Copenhagen - ANJ + Pat Myhill - Director of Operations - UK Anti-Doping + Andrew Ephgrave - Senior Investigator - International Cricket Council		Panel discussion - Social media platforms: The opportunity for sport, sport fans and sponsors; Rob Pilgrim - Head of Sport, EMEA - YouTube + Robbie Spargo - Director of Sport - Little Dot Studios + Ronan Joyce - Lead, EMEA Sports Team Partnerships - Meta + Arthur Guisasola - Strategic Partner Lead, Sports - TikTok		
16:30							
16:40							
16:45							
17:00			Closing remarks; Jake Marsh - Global Head of Integrity - Stats Perform				
17:10							
17:15							
17:25							
17:45	GATES CLOSED						

CONFERENCE PROGRAMME

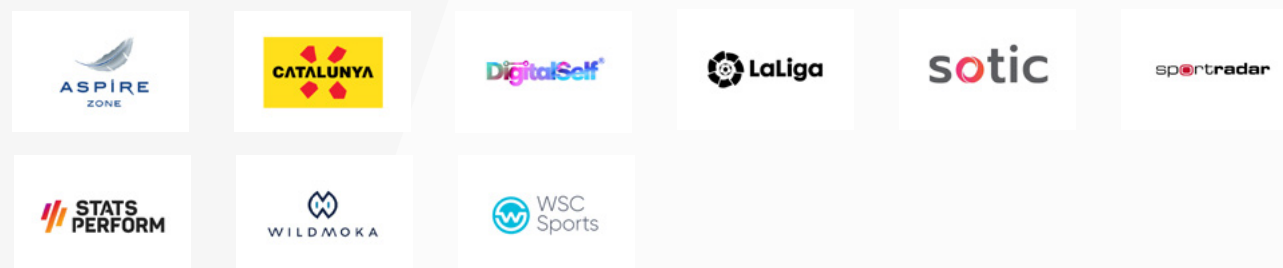
BROADCAST AND OTT IN SPORT CONFERENCE DAY 1 - MARCH 23, 2022 | MAIN STAGE LEVEL 3

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 Roger Brosel, Head of Content & Programming of the Audiovisual Area	FIBA Sportradar Altman Solon Discovery LaLiga
3:15 - 4:15	BREAK, NETWORKING		
4:15 - 5:15	The future of broadcasting and OTT	Jorge Pavao De Sousa, Eleven Group Portugal Managing Director Alon Werber, CEO David Gibbs, Group Content and Advertising Products Matt Stagg, Director of Mobile Strategy	Eleven Sports Pixellot Sky BT Sport

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CONFERENCE PROGRAMME

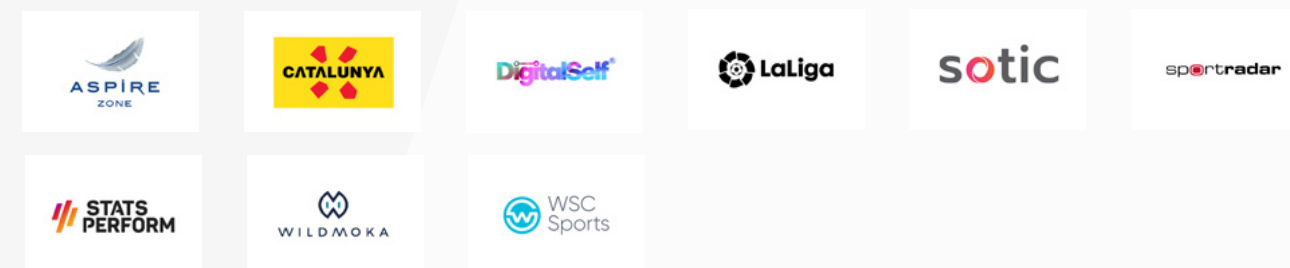
BRANDS IN SPORT CONFERENCE DAY 1 - MARCH 23, 2022 | NFL PRESS ROOM LEVEL 0

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 Diageo	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: The making of a global sports organization	Gary Udhwani, Manager, Europe Javier del Río, Delegate, UK & Ireland Keegan Pierce, Delegate, UK & Ireland	LaLiga Global Network LaLiga Global Network LaLiga Global Network
3:45 - 4:15	Activation and implementation	Matt Stevenson, Head of Sponsorship	EE and BT

CONFERENCE SUPPORTERS



EVENT PARTNERS



CONFERENCE PROGRAMME

SPORTS DIGITAL CONFERENCE

DAY 1 - MARCH 23, 2022 | NFL LOCKER ROOM LEVEL 0

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 Cristian Livadiotti, CEO	Sky Sports News 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	NHL, Sports Betting and a digital first sponsorship world – panel discussion how it all comes together	Hampus Lofkvist, Director of Global Sponsorship Sales John Lewicki, Vice President Corey Plummer, Chairman & CEO	Sportradar National Hockey League (NHL) Olympic Entertainment Group and OlyBet Group

CONFERENCE SUPPORTERS



CONFERENCE PROGRAMME

SPORTS EVENTS CONFERENCE

DAY 1 - MARCH 23, 2022 | NFL LOCKER ROOM LEVEL 0

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11:45 - 12:15	The High Performance Sports Centre of Catalonia (CAR) – Developing future athletes for global events	Josep Escoda, Chief International Relations Officer & Innovation Developments	Catalunya
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

CONFERENCE SUPPORTERS



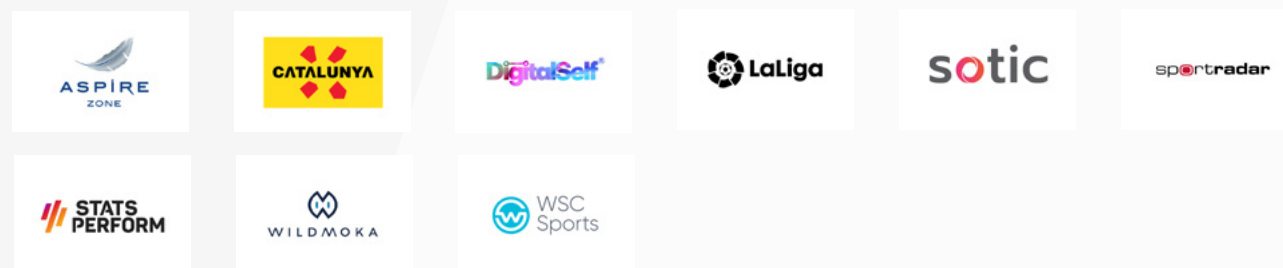
CONFERENCE PROGRAMME

SPORTS INTEGRITY CONFERENCE

DAY 1 - MARCH 23, 2022 | STADIUM BRIEFING ROOM
LEVEL 0

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:50 - 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
		Affy Sheikh, Head of Starlizard Integrity Services	Starlizard
11:40 - 2:00	BREAK, NETWORKING, LUNCH		
2:00 - 2:40	Tennis integrity and the future	Jennie Price, Chair	International Tennis Integrity Agency
		Jonny Gray, CEO	International Tennis Integrity Agency
2:40 - 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
		Jake Marsh, Global Head of Integrity	Stats Perform
		Laura Da Silva, Director	Silverfish CSR Ltd

EVENT PARTNERS



CONFERENCE PROGRAMME

EQUALITY, DIVERSITY AND INCLUSION (EDI) SEMINAR

DAY 1 - MARCH 23, 2022 | THE RESIDENCY LEVEL 2

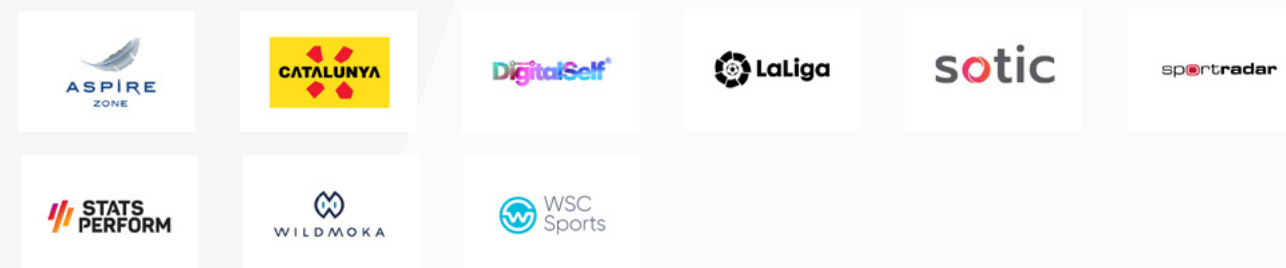
TIME	SUBJECT	NAME - POSITION	ORGANISATION
10:30 - 11:10	Panel discussion - developing governing body strategies for inclusion	Mihir Warty, Chief Strategy Officer	World Rugby
		David Hardman, National Inclusion Development Manager	Lawn Tennis Association (LTA)
		Jason Webber, Equality, Diversity, Inclusion & Integrity Manager	Football Association of Wales (FAW)

SUSTAINABILITY DEVELOPMENT GOALS IN SPORT BUSINESS FORUM

DAY 1 - MARCH 23, 2022 | THE RESIDENCY LEVEL 2

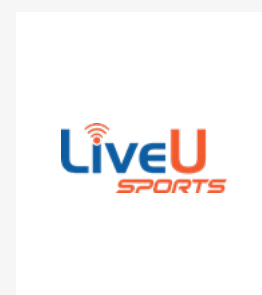
TIME	SUBJECT	NAME - POSITION	ORGANISATION
2:15 - 2:45	SDG and Sport – case study Wimbledon Foundation and WaterAid	Alice Woodland, Strategic Corporate Partnerships Manager	WaterAid
		Ulrika Hogberg, Head of Community Strategy	AELTC
2:45 - 3:45	Panel discussion - community development through sport	Sarah Ebanja, CEO	Tottenham Hotspur Foundation
		Tom Burstow, Deputy CEO	Sported
		Connie Henry, Founder and CEO	Track Academy
		Carlotta Giussani, International Sport Consultant	
		Will Stone, Chief for CSR Strategy for NFL UK	NFL
3:45 - 4:10	Our beautiful game - the power of Football	Oner Avara, CEO and Founder	My Next Match
		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

EVENT PARTNERS



MASTERCLASSES

DAY 1 - MARCH 23, 2022



HOSTED BY LiveU

SUBJECT Agile live sports coverage to drive new revenue streams

SPEAKER Brian Leonard, Head of Engineering, IMG Studios
Ophir Zardok, Director of Sports Solutions & Strategy, LiveU

TIME 11:30 - 12:00

ROOM The Residency - Level 2



HOSTED BY Wildmoka

SUBJECT New best practices for a winning digital media strategy

SPEAKER Matthieu Loreille, Chief Marketing Officer, Wildmoka

TIME 12:00 - 12:30

ROOM The Residency - Level 2



HOSTED BY Catalonia

SUBJECT Sports elite training camps in Catalonia

SPEAKER Ana Bastida, Sports Tourism Brand Manager
Aicard Guinovart, Catalan Tourist Board Director for United Kingdom & Ireland

TIME 4:30 - 5:00

ROOM The Residency - Level 2

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Digital Broadcasting Stream it all!

ALL
CONCURRENT
GAMES

ALL
DIGITAL
DESTINATIONS

ALL
FORMATS



Unlock the
commercial value
of your rights

WILDMOKA
Digital Media Factory
wildmoka.com

CONFERENCE PROGRAMME

SPORTS DIGITAL CONFERENCE

DAY 2 - MARCH 24, 2022 | MAIN STAGE LEVEL 3

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, Communications 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 - 11.40	Metaverse - the future	Mark Graham, Chief Creative Officer	DigitalSelf
		Sireesh Pangaluri, Chief Creative Officer	DigitalSelf
		Chris Pulley, Corporate Communications	DigitalSelf
11.40 - 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

CONFERENCE SUPPORTERS



CONFERENCE PROGRAMME

DIGITAL DISRUPTION IN FOOTBALL CONFERENCE

DAY 2 - MARCH 24, 2022 | NFL LOCKER ROOM LEVEL 0

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11.15 - 11.45	Increasing engagement and revenue in football via mobile apps	Tadas Dunauskas, Football Management System Expert	Analyticom
11.45 - 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
		Matt Del Percio, Director	Altman Solon
		Todd Kline, Chief Commercial Officer	Tottenham Hotspur Stadium
		Stefan Gunnarsson, Head of Marketing and Commercial	FA of Iceland
1.00 - 2.30	BREAK, NETWORKING, LUNCH		
2.30 - 3.00	The Bundesliga's global approach to digital disruption	Moritz Mücke, Head of 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 | NFL LOCKER ROOM LEVEL 0

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
4.20 - 5.30	BREAK, NETWORKING		

CONFERENCE SUPPORTERS



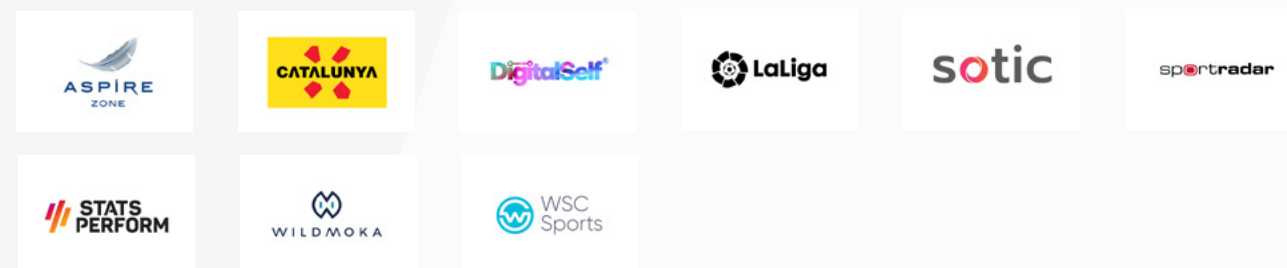
CONFERENCE PROGRAMME

SPORTS EVENTS CONFERENCE

DAY 2 - MARCH 24, 2022 | NFL PRESS ROOM LEVEL 0

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
		Kamel Badawy, Business Management and Intelligence Director	Aspire Zone Foundation
3:00 - 3:30	LEGACY - Best practice from past Olympics - summer, winter and youth.	Tania Braga, Head of Legacy	International Olympic Committee
3:30 - 5:30	BREAK, NETWORKING		

EVENT PARTNERS



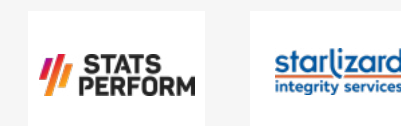
CONFERENCE PROGRAMME

SPORTS INTEGRITY CONFERENCE

DAY 2 - MARCH 24, 2022 | STADIUM BRIEFING ROOM LEVEL 0

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
		Anthony Burnett, CEO	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
		Kevin Carpenter, Head of Integrity	International Table Tennis Federation and Principal, Captivate Legal and Sports
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
5:15 - 5:20	Closing remarks	Jake Marsh, Global Head of Integrity	Stats Perform

CONFERENCE SUPPORTERS



MASTERCLASSES

DAY 2 - MARCH 24, 2022

	HOSTED BY	Friend MTS
	SUBJECT	Effective Protection for Premium Live Sports - on a Global Scale
	SPEAKER	Simon Hanna, Regional Vice President, EMEA, Friend MTS
	TIME	2:00 - 2:30
	ROOM	The Residency - Level 2
	HOSTED BY	Nativewaves and Stats Perform
	SUBJECT	Challenges with delivery of synchronised multi-view experiences
	SPEAKER	Christof Haslauer, Chief Executive Officer, Nativewaves Roy Clements, Director EMEA Partners & Channels, Stats Perform
	TIME	2:30 - 3:00
	ROOM	The Residency - Level 2
	HOSTED BY	Sportradar
	SUBJECT	The importance of due diligence in sport
	SPEAKER	Adam Pennock, Senior Global Manager - Intelligence & Investigation Services, Sportradar Emmanuel Sackey, Senior Business Development Manager, Sportradar
	TIME	3:00 - 3:30
	ROOM	The Residency - Level 2
	HOSTED BY	934 Live Ltd.
	SUBJECT	NexGen Leadership – enabling positive disruption in the business of sport
	SPEAKERS	Christian Frei, Founder & Chief Technology Officer, 934 Live Ltd. Helen Duguid, Executive Coach & Chief Coaching Officer, 934 Live Ltd. Mladen Petric, Ex Professional Football Player, 934 Talent Faculty Coach
	TIME	3:30 - 4:20
	ROOM	NFL Press Room - Level 0
	HOSTED BY	Dependable Solutions
	SUBJECT	Brand Licensing in Sports
	SPEAKER	Rhys Fleming, Sales and Marketing Director, Dependable Solutions Simon Gresswell, Founder & MD of SGLP
	TIME	3:45 - 4:45
	ROOM	The Residency - Level 2

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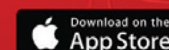
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