

ISC INTERNATIONAL  
SPORTS CONVENTION

# PROGRAMME

March 22-23, 2023 | Tottenham Hotspur Stadium

## EVENT PARTNERS





## CONFERENCE PROGRAMME

### BROADCAST AND OTT IN SPORT CONFERENCE DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
10:45 - 11:45	A look into Spotify and Ringer	Amy Hudson, Head of Business Operations and Partnerships	Spotify, Ringer
		TBC	Spotify, Ringer
		TBC	Spotify, Ringer
		TBC	Spotify, Ringer
11:45 - 2:30	BREAK, NETWORKING, LUNCH		
2:30 - 3:30	Broadcasting and OTT - Rights holder innovation	Catherine Bond Muir, CEO	W series
		Ralph Straus, CCO	FEI
		Claire Briegal, CEO	World Netball
		Steffen Merkel, Executive Vice President Audiovisual Rights	DFL Deutsche Fußball Liga
3:30 - 4:00	BREAK, NETWORKING		
4:00 - 5:00	The Future opportunities and challenges in the broadcast and media sector	Anna Chanduvi, Lead, Sports and Entertainment partnerships	Meta
		TBC	Discovery
		TBC	WSC

## CONFERENCE PROGRAMME

### BRANDS IN SPORT CONFERENCE DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:10 - 10:00	The Unilever interview	Chris Barron, General Manager Personal Care UK&I / VP Deodorants Europe	Unilever
10:00 - 10:30	SAUDIA AIRLINES – Marketing, Partnerships, Sponsorship – activation and strategy	Ibrahim Aquil, Group Marketing and Sponsorship	SAUDIA AIRLINES
11:45 - 12:30	30 years and counting - Carlsberg and Liverpool partnership	Louise Bach, Global Sponsorship Director	Carlsberg
11:45 - 2:15	BREAK, NETWORKING, LUNCH		
2:15 - 2:45	BNP Paribas Bank Polska and Tennis (A national case study)	Darek Maciolek, CMO	BNP Paribas Bank Polska S.A
3:00 - 4:00	CMO Panel	Jem Maidment, CMO	Utilita Energy
		Marc Davies, Senior Sponsorship Manager	Standard Chartered
		Richard Pilbeam, Director of Marketing	Monster Energy
		Michael Cottrell, Product, Partnership and International Marketing Director	Octopus Energy
4:00 - 5:00	Social Impact with Brands	TBC	Everfi
		TBC	Everfi
		TBC	Everfi





## CONFERENCE PROGRAMME

### SPORTS DIGITAL CONFERENCE DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11:45 - 12:30	Digital and Technology Disruption	Michael Cole, Chief Technology Officer	European Tour Group
		Bill Jinks, Technology Director	AELTC / Wimbledon Championships
		Vinayak Shrivastav, Chief Executive Officer	Magnifi
		Sanjeev Katwa, Head of Technology	Tottenham Hotspur Football Club
12:30 - 2:15	LUNCH, NETWORKING		
2:15 - 3:15	Driving Commercial Growth in Football - Innovation	Timm Jäger, CEO EintrachtTech	Eintracht Frankfurt
		Mike Armstrong, Chief Marketing Officer	Juventus
		Nuno Moura, Chief Marketing Officer	Portugal Football Association
		Nadim Nassar, Commercial and Marketing Director	Saudi Arabia Football Federation (SAFF)

## CONFERENCE PROGRAMME

### WOMEN IN SPORT SUMMIT DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
4:30 - 5:30	Women in Sport	Elif Özdemir, CEO, Board Member – National Olympic Committee Turkey	Gloria Sports
		Sabrina Ibanez, Secretary General/CEO of the Federation Equestre Internationale (FEI) & President of the Association for Paralympic Sports Organisations (APSO)	FEI
		Connie Henry MBE, Founder, Director	Track Academy
		Angela Suggs, President & CEO	Florida Sports Foundation





## CONFERENCE PROGRAMME

### SPORTS INTEGRITY CONFERENCE

#### DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:45 - 10:15	Moving Football Forward Globally	Emilio Garcia Silvero, Chief Legal and Compliance Officer	FIFA
10:15 - 11:00	Football Interity now and future	Affy Sheikh, StarLizard Integrity	Head of Starlizard Integrity Services
		Emilio Garcia Silvero, Chief Legal and Compliance Officer	FIFA
		Jonas Baer-Hoffmann, General Secretary	FIFPRO
		Matthijs Withagen, Director of Legal and Governance Affairs	Saudi Arabia Football Federation (SAFF)
11:00 - 12:00	Safeguarding Keynote	Paul Stewart, Founder and Chief Executive	Paul Stewart Official
12:00 - 12:30	Safeguarding Panel	Liz Twyford, Sports Programmes Specialist	UNICEF
		Paul Stewart, Founder and Chief Executive	Paul Stewart Official
12:30 - 2:30	LUNCH, NETWORKING		
2:30 - 3:30	International Sports Federations on Sport Integrity	Greg Mckenna, Director	Biathlon Integrity Unit
		Kevin Carpenter, Head of Integrity	International Table Tennis Association
		Niels Lindholm, Compliance and Risk Officer	World Athletics
		Jennie Price, Chair	International Tennis Integrity Agency (ITIA)
4:00 - 5:00	Risk and Opportunities with Metaverse applications and NFTs	Joern Schlimm, Senior Manager - Audit, Risk & Advisory	FIFA
		Hannes Glaeser, Head of Digital & Customer Experience	RB Leipzig
		Felix Vetter, Managing Director	Ankura

## CONFERENCE PROGRAMME

### EDI IN FOOTBALL SEMINAR

#### DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
4:30	EDI in football	Robert Pearce, Diversity and Inclusion Manager	Southampton FC
		Jason Webber, Senior Equality, Diversity, Inclusion, and Integrity Manager	FA Wales
		Arun Kang, Chief Executive	Sporting Equals
		Jamie Dapaah, Equality, Diversity and Inclusion Lead	Fulham FC
		Simone Pound, Director	PFA

#### EVENT PARTNERS





# CONFERENCE PROGRAMME

## MASTERCLASSES

DAY 1 - MARCH 22, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2:30 - 3:15	Sustainable Development Goals and Sport	Laura Da Silva, Director	Silverfish
		Katerina Belarouska, Chairwoman	Parimatch Foundation
		Greg Baker, Chief Executive Officer	Saints Foundation (The charity of Southampton Football Club)
3:30 - 4:20	Wildmoka Masterclass	Matt Loreille, CMO	WildMoka

# CONFERENCE PROGRAMME

## BRANDS IN SPORT CONFERENCE

DAY 2 - MARCH 23, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:45 - 10:45	A World Cup of 1sts.. Marketing the FIFA World Cup 2022	Robert Dorlin, Managing Director	RAWR by Werepublic
11:00 - 12:00	Reputation, Integrity and Value: striking the right balance with sponsorship and advertising in sport	Jonny Gray, Senior Managing Director	Ankura
		Lorynn Demetriades, Senior Managing Director	Ankura
		Todd Kline, Chief Marketing Officer and Board Member	Tottenham Hotspur Football Club
12:00 - 2:15	LUNCH, NETWORKING		
12:00 - 12:50	Athlete Partnerships and Brands	Tim Edwards, Public Figures - Sports and Atheletes	TikTok
		Matt Riches, Head of Partnerships	Lucozade Ribena Suntory
2:15 - 3:15	Football Club regional sponsorship – Activation, Community Engagement and more.	Neil Rowe, Head of Commercial	Cambridge United
		Lee Boswell, Marketing Director	Alan Boswell Group
		Jordan Minet, Director	D&A Group
3:30 - 4:30	Brand Partnerships	Sarah Batters, Director of Partnerships & Marketing	Southampton FC
		Anthony Douglass, Legal Director, Intellectual Property, Data Protection, Marketing & Digital Strategy	Specsavers
		Lauren Haworth, Global Marketing Director	Ecowatt
		Richard Barnwell, Head of Partnerships	Yolo group (sportsbet.io)





## CONFERENCE PROGRAMME

### SPORTS DIGITAL CONFERENCE DAY 2 - MARCH 23, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:15 - 9:45	Developing the Digital and Physical Footprint of NFL	Henry Hodgson, General Manager	NFL UK
9:45 - 10:15	Formula 1 and Fan Engagement	Fabio Calamosca, Head of Fan Strategy and Planning	F1
10:15 - 10:45	Fan Engagement at ATP	Dan Ginger, SVP Brand & Marketing	ATP/WTB
10:45 - 11:30	BREAK, NETWORKING		
11:30 - 12:30	Digital Innovation	Rüdiger Müller, Head of Digital Content Products Benny Bonsu, Director of Daily Content Karen Lyttle, Head of Digital Development	FIFA IOC, Olympic Channel Services The R&A
12:30 - 2:15	LUNCH, NETWORKING		
2:15 - 3:15	Digital Excellence Panel - WildMoka	Cristian Livadiotti, CEO Guillaume Postaire, Media Factory Director Sébastien Audoux, Head of Sports Digital Content	WildMoka France Télévisions Canal+
3:30 - 4:30	Fan Engagement - What next?	Will Pithers, Strategic Partner Manager   Sports Partnership Sergio Friede, Head of Marketing and Growth Tom McDonnell, Co-founder CEO	Meta NBA Monterosa
TBC	Generation Z	Kahlen Macaulay, Sports Partnerships TBC TBC	Snapchat TBC TBC

## CONFERENCE PROGRAMME

### SPORTS INTEGRITY CONFERENCE DAY 2 - MARCH 23, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
9:50 - 10:00	Introductory Remarks	Daniel Heal, Partner Global Head of Sport, Entertainment & Major Events	Control Risks
10:00 - 11:00	Prevailing compliance issues in sport – Panel Discussion	Daniel Heal, Partner Global Head of Sport, Entertainment & Major Events Adam Garside, Director Barbara Lustenberger, Director Legal & Compliance	Control Risks Control Risks Infront Sports & Media
10:45 - 11:30	BREAK, NETWORKING		
11:15 - 12:15	How has match manipulation evolved in racquet sports and what is being done to mitigate this – Introductory remarks	Jake Marsh, Global Head of Integrity	Stats Perform
11:15 - 12:15	How has match manipulation evolved in racquet sports and what is being done to mitigate this – Panel Discussion	Jake Marsh, Global Head of Integrity Daniel Stuk, Director of Integrity & Compliance Andy Hines-Randle, Head of Integrity Nick Iliffe, Director of Intelligence	Stats Perform Tennis Australia Badminton World Federation International Tennis Integrity Agency (ITIA)
12:30 - 2:15	LUNCH, NETWORKING		
4:00 - 5:00	Governance: A fan led approach to ownership and fan engagement	Peter Clennell, Vice-Chair, Board Member Chris Ewing, Owner Niall Couper, CEO Tony Simpson, Partner	The Peoples Football Association, Gateshead FC. Caledonian Braves Fair Game UK Oliver Wyman





## CONFERENCE PROGRAMME

### SPORTS EVENTS AND TOURISM CONFERENCE DAY 2 - MARCH 23, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
11:00 - 11:45	Innovation in Sports Events	Jörgen Pettersson, Chairman	The International Island Games Association
		Emily LeRoux, Director of Global Partnerships	Spartan Race
		Lisa Knights, Group Director of Communications	Bristol Sport
		Liese Abili, Vice President of Sports Development	Florida Sports Foundation
11:15 - 2:15	LUNCH, NETWORKING		
2:15 - 3:15	Sports Events	Görkem Dönmez, General Manager	Gloria Sports
		Brendan Williams, Chairman	Commonwealth Games Federation (CGF) Athletes Advisory Commission (AAC)
		Kamel Badawy, Business Management and Intelligence Director	Aspire Zone Foundation
		Keith Bruce, President	Quint Events

## CONFERENCE PROGRAMME

### GROWTH, DEVELOPMENT AND COMMERCIALISATION OF WOMEN'S FOOTBALL SEMINAR DAY 2 - MARCH 23, 2023

TIME	SUBJECT	NAME - POSITION	ORGANISATION
2:15 - 3:15	Women In Football	Mariana Gutiérrez, Director	Liga MX Femenil
		Emma Sykes, Senior Womens Football Development Manager	UEFA
		Yvonne Harrison, CEO	Women in Football
		Heidi Pellerano, Chief Commercial Officer	Concacaf





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