

PROGRAMME

March 20-21, 2024 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
9:45 – 10:45	Brands: Intersection of Sport, Culture and Entertainment	Darek Maciolek, Chief Marketing Officer	BNP Paribas
		Grainne Wafer, Global Director for Beer, Baileys and Smirnoff	Diaego
		Matt Riches, Head of Partnerships	Lucozade Ribena Suntory
		Richard Barnwell, Head of Partnerships	Yolo Group
11:00 - 11:30	Pentland Brands – A sports marketing case study	Simon Rowe, VP Global Sports Marketing	Pentland Brands
2:30 - 3:00	Unilever Partnerships	Chris Barron, General Manager Personal Care UK&I / VP Deodorants Europe	Unilever

CONFERENCE PROGRAMME

SPORTS DIGITAL AND FAN ENGAGEMENT DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
11:45 - 12:30	A special keynote	TBC	TBC
3:30 - 4:00	Youtube and Sports Partnerships	Jonny Keogh, Strategic Partner Manager - Sports	YouTube
4:00 - 4:50	Web 3 and more	Mark Epps, Director, Communications and Web3	ATP
		Joern Schlimm, Senior Manager - Audit, Risk & Advisory	FIFA

CONFERENCE PROGRAMME

SPORT AND SUSTAINABILITY DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
3:30 – 4:20		Fiona Morgan, Chief Purpose Officer	Sail GP
		Dominique Santini, Sustainability Manager	CSM Live
		Jason Webber, Senior Equality, Diversity, Inclusion & Sustainability Manager	Football Association of Wales (FAW)
		Gaia Pretner, Head of Sustainability	European Clubs Association (ECA)

WOMEN IN SPORT AND ALLYSHIP DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
4:20 – 5:10		Katie Sadleir, Chief Executive Officer	Commonwealth Games Federation
		TBC	Gloria Sport
		Abi Ijasanmi, Chief Operations Officer	Confederation of African Football (CAF)
		Fiona Harold, Commercial Director	Ladies European Tour
		Ms. Elif Özdemir, CEO, Board Member, President	GSA, Turkish National Olympic Committee, Turkish Archery Federation, Mediterranean Games and Women in Sports Commission

BROADCAST/MEDIA/STREAMING DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
	Rights Holder panel – Broadcast, Media, Streaming	Frank Leenders, Director General	FIBA Media & Marketing Services SA
		TBC	TBC
		TBC	TBC

CONFERENCE PROGRAMME

SPORTS INTEGRITY DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
9:30 – 10:15	Agents & Football – FIFA's role and responsibilities	Luis Villas-Boas Pires, Head of Agents	FIFA
10:15 – 11:00	Match Fixing in Football	Vincent Ven, Head of Anti-Match-Fixing	UEFA
11:25 – 11:30	Football Associations panel discussion on Integrity – Introduction and setting the scene.	Affy Sheikh, Head of Starlizard Integrity Services	Starlizard Integrity Services
11:30 – 12:30	Football Associations panel discussion on Integrity	Abi Ijasanmi, Chief Operations Officer	Confederation of African Football (CAF)
		Jakub Čavoj, Integrity Officer	Slovakia Football Association
		Tarik Shamel, Head of Integrity	The Football Association (The FA)
		Affy Sheikh, Head of Starlizard Integrity Services	Starlizard Integrity Services
2:15 – 2:25	Corporate Governance in Sport – Introduction – Opportunity, Challenges and Problems	Mark Loosemore, Partner	Hugh James
2:25 – 3:15	Corporate Governance in Sport	Mark Loosemore, Partner	Hugh James
		Jon Dutton, Chief Executive	British Cycling
		James Owens, Head of Sport System, Governance, People & Ethics	Sport Wales
		Sarah Powell, Chief Executive	British Gymnastics
3:30 – 4:00	International Olympic Committee (IOC) and Safeguarding, a Global Approach and strategy	Kirsty Burrows, Head of the Safe Sport Unit	International Olympic Committee: Safeguarding and Mental Health
4:15 – 5:15	Safeguarding in Sport – Truth, reality and responsibility for all	Paul Stewart, Founder and CEO of Paul Stewart Official Safeguarding	Former Tottenham Hotspur, Liverpool, Crystal Palace and England professional Footballer. Survivor. Founder and CEO of Paul Stewart Official Safeguarding

CONFERENCE PROGRAMME

GROWTH, DEVELOPMENT, COMMERCIALISATION AND CHALLENGES IN WOMEN’S FOOTBALL DAY 1 - MARCH 20, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
2:00 – 2:50		Sarah Gregorius, Director, Global Policy & Strategic Relations Women’s Football	FIFPro
		Emma Sykes, Senior Womens Football Develepment Manager	UEFA
		Annika Grälls, Vice-President	Swedish Football Association
		Professor Laura McAllister, CBE	Football Association of Wales and UEFA Executive Committee
		Claire Bloomfield, Head of Women’s football	European Clubs Association (ECA)

WOMEN IN FOOTBALL PANEL PARTICIPANTS





DAY 2
THURSDAY
MARCH 21ST

CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP
DAY 2 - MARCH 21, 2024

TIME	SUBJECT - ROOM	NAME - POSITION	ORGANISATION
9:30 - 10:30	Brands and Partnerships – Bringing it all together	TBC	TBC
		TBC	TBC
		TBC	TBC
		TBC	TBC
11:30 - 12:15	Maximising the partnership and Assets – A brands perspective	Simon Rowe, VP Global Sports Marketing	Pentland Brands

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SPORTS DIGITAL AND FAN ENGAGEMENT
DAY 2 - MARCH 21, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
9:30 – 10:15	FIFA, Fan Engagement + Technology – What is really missing and the opportunity?	Nicolas Evans, Head of Football Research and Standards	FIFA
10:15 – 11:00	Commercial and Marketing Innovation in Sport – International Sports Federations	Elizaveta Bracht-Tishchenko, OLY – Marketing and Commercial Director	International Boxing Association
		Hassan Elkamah, Commercial Director	Confederation of African Football (CAF)
		Rob Johnson, Head of Digital and Content	The Hundred (England and Wales Cricket Board)
		Fiona Harold, Commercial Director	Ladies European Tour
2:30 – 3:30	Fan Engagement/Experience – A global perspective	Fabio Calamosca, Head of Fan Strategy and Planning	F1
		Henry Hodgson, General Manager UK	National Football League (NFL)
		Sergio Friede Bobadilla, Head of Marketing & Growth - Europe and Middle East	National Basketball Association (NBA)
		TBC	TBC

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MAXIMISING HOST CITY AND HOST COUNTRY BENEFITS
– A SPORTS FEDERATIONS PERSPECTIVE
DAY 2 - MARCH 21, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
10:30 – 11:20		Clare Briegal, CEO	World Netball
		Polly Clark, European Tour Solheim Cup Event Director	Ladies European Tour

SPORTS INTEGRITY
DAY 2 - MARCH 21, 2024

TIME	SUBJECT - ROOM	NAME – POSITION	ORGANISATION
10:00 – 10:30	Union of European Clubs (UEC) - A different way forward in European Football	Gareth Farrelly, Commercial Litigator and Sports Lawyer, Co-Founder	UEC
10:30 – 11:20	The Independent Regulator for English Football and Financial Sustainability	Liam Scully, Chief Executive	Lincoln City Football Club
		David Kitson, Chairman and Former Professional Football Player	Arlesey Town Football Club
		Dr. Christina Philippou, Principal Lecturer	University of Portsmouth
		Niall Couper, CEO	FairGame UK
11:45 – 12:30	Challenges and Opportunities – The Tennis Landscape	Karen Moorhouse, CEO	International Tennis Integrity Agency
2:50 – 3:30	Role of Betting in Sport	Jon Russell, Non-Executive Chairman & Director	International Betting Integrity Association & Betway Group
		TBC	TBC
		TBC	TBC
3:45 – 4:30	Independent integrity Agency for Sport	Alex Phillips, Independent	Administrator World Football Remission Fund
		Affy Sheikh, Head of Starlizard Integrity Services	Starlizard Integrity Services
		Karen Moorhouse, CEO	International Tennis Integrity Agency



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BOOK BY DECEMBER 15TH
11:59PM

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