

PROGRAMME

March 20-21, 2024 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



EVENT PARTNERS AND SUPPORTERS





Dear Sports Colleagues,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – LONDON 2024**. The meeting place for the Business of Sport.

It's been 15 years since the concept of ISC was born in Zurich, Switzerland.

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 so everyone can maximise their time, investment and experience at **ISC LONDON 2024**.

Equality, Diversity and Inclusion has been central to our planning once again. So, I'm glad to announce 45% of our speakers are women. Hopefully we can break 50% next year.

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.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving but most importantly, it is your feedback that will drive how we develop the ISC 2025 agenda, networking events and programming. Some exciting new developments have already commenced.

I look forward to hopefully meeting you all in the next two days and hope that you enjoy the networking and content experience here in London for the **INTERNATIONAL SPORTS CONVENTION 2024**.

Yours in Sport,

Nigel Fletcher

Nigel Fletcher
Chief Executive

#ISCLONDON

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KEY INFORMATION

DAY ONE – WEDNESDAY 20 MARCH	DAY TWO – THURSDAY 21 MARCH
START 8:30	START 8:45
LUNCH 12:30 – 14:00 (LEVEL 2)	LUNCH 12:30 – 14:00 (LEVEL 2)
DRINKS RECEPTION 17:30 – 19:00 (LEVEL 2)	CLOSE 17:00



JOIN THE CONVERSATION
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@IsCBiz

FINDING YOUR WAY

LEVEL 0

WORCESTER AVENUE

ISC MAIN ENTRANCE

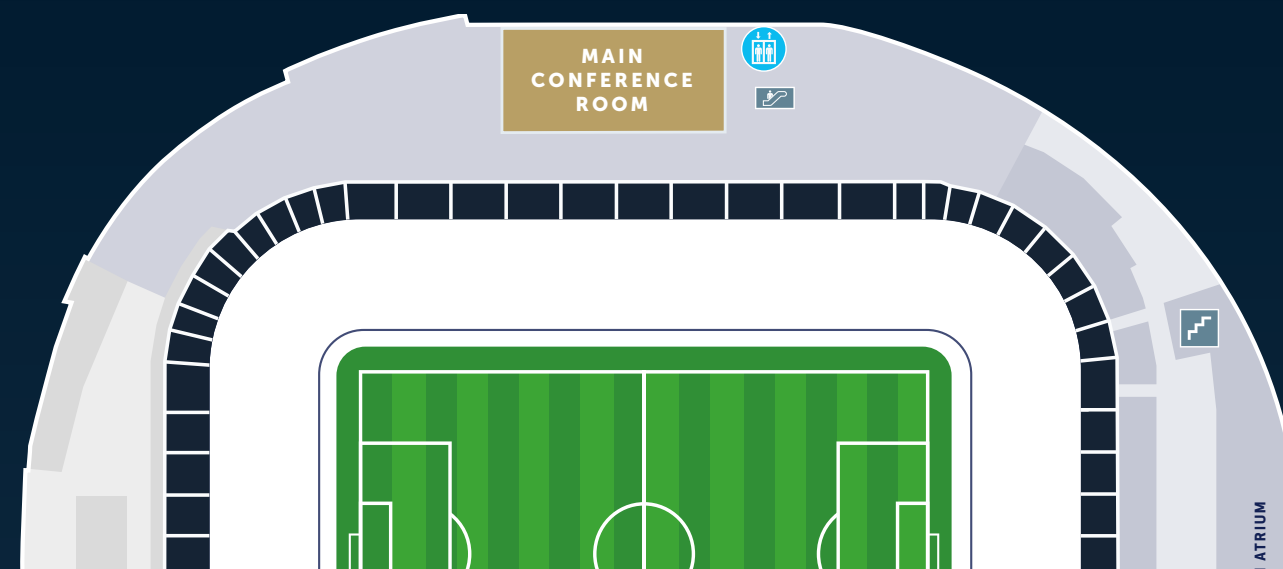
LEVEL 0
CONFERENCE
ROOMS



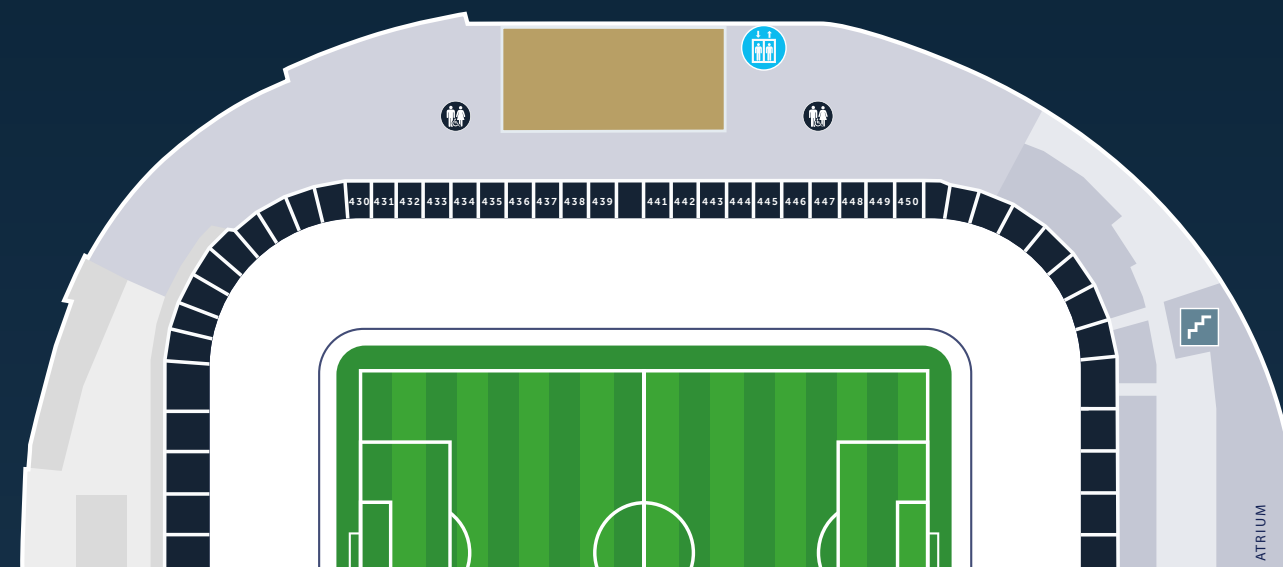
LEVEL 2



LEVEL 3



LEVEL 4



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"> 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 – 14:00) Drinks Reception (Day 1 – 17:30 – 19:00)
LEVEL 3	<ul style="list-style-type: none"> Main Stage Conference 		
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



AERIAL OVERVIEW



Cambridge Football Business School

Immersive | Industry-led | Bespoke courses and programmes

cambridgefootballbusinessschool.com



DAY ONE OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3	
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE	
8:30	GATES OPEN + BREAKFAST				
9:30	Women in Sport Thought Leadership Panel Uma Cresswell, Senior Independent Director – EFL Trust + Jenny Morris, Director – City Football Leadership Institute + Brigit Lee, Founding member – Mercury 13 + Sarah Lewis OBE OLY, Global Sports Leader	Agents & Football – FIFA's role and responsibilities Luis Villas-Boas Pires, Head of Agents – FIFA		Brands: Intersection of Sport, Culture and Entertainment Darek Maciolek, Chief Marketing Officer – BNP Paribas + Anna MacDonald, Guinness Category Director GB – Diageo + Theresa Seegerer, Team Lead Partnership Sales – FC Bayern München	
9:45		Overview of anti-match-fixing at UEFA Vincent Ven, Head of Anti-Match-Fixing – UEFA			
10:00					
10:15					
10:30			From Insights to Impact: TDI & Hawk-Eye Data Solutions in Action Dan Payne, Product Director – Hawk-Eye Innovations + Jonathon Thorpe, Head of Commercial – Tennis Data Innovations (TDI)		
10:45					
11:00		Football Associations panel discussion on Integrity – Introduction and setting the scene Affy Sheikh, Head of Starlizard Integrity Services – Starlizard Integrity Services			Values and cause based partnerships: focusing on athletes and how Pentland Brands utilise the aspiration and reach of talent to help the organisation with its Corporate Responsibility goals as well as marketing initiatives Simon Rowe, VP Global Sports Marketing- Pentland Brands
11:15					
11:30					
11:45	Soundtrack of the next generation of fans; how to leverage music to connect to a younger audience Greg Davies, CEO & Co-Founder – Wavze + Sarah Beattie, Chief Marketing Officer – Six Nation's Rugby + Kieron Ansell, Business Development Manager – Wolves Records a joint venture with Warner Music + Luke Hodson, Founder – Nerds Collective	Football Associations panel discussion on Integrity Abi Ijasanmi, Former COO – 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 + Tatjana Haenni, Chief Sporting Director – National Women's Soccer League		Unilever and FIFA's partnership at the Women's World Cup. Brand partnerships in Women's Football Case study – Sure Chris Barron, General Manager Personal Care UK&I / VP Deodorants Europe – Unilever	
12:00					
12:15					
12:30					
12:45					
13:00					
13:15					
13:30					
13:45					

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
14:00		Corporate Governance in Sport – Introduction – Opportunity, Challenges and Problems Mark Loosemore, Partner – Hugh James		Growth, Development, Commercialisation and Challenges in Women's Football Sarah Gregorius, Director, Global Policy & Strategic Relations Women's Football – FIFPro + Emma Sykes, Head of Women's Football Development – UEFA + Annika Grälls, Chair – Women's League Forum + Professor Laura McAllister, CBE – Football Association of Wales and UEFA Executive Committee + Claire Bloomfield, Head of Women's Football – European Club Association (ECA)
14:15				
14:30				
14:45	Rights Holder panel – Broadcast, Media, Streaming Frank Leenders, Director General – FIBA Media & Marketing Services SA + David Proper, Senior Executive Vice President of Media & International Strategy – NHL + Fabio Calamosca, Head of Fan Strategy and Planning – F1 + Trojan Paillot, Senior Vice President, Sports Rights Acquisitions and Syndication – Warner Bros. Discovery Sports Europe	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 + Drew Barrand, Chief Executive – British Swimming		International Sports Awards Ceremony
15:00				
15:15				
15:30	Youtube and Sports Partnerships Jonny Keogh, Strategic Partner Manager – Sports – YouTube		Sport and Sustainability, Now and what next? Fiona Morgan, Chief Purpose Officer – Sail GP + Stacey Knight, Commercial and Marketing Director – CSM Live + Jason Webber, Senior Equality, Diversity, Inclusion & Sustainability Manager – Football Association of Wales (FAW) + Gaia Pretner, Head of Sustainability – European Club Association (ECA)	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
15:45				
16:00	Web 3 and more Ronan Joyce, Director of Digital Innovation – Manchester United + Robby Yung, CEO of Investments – Animoca Brands + Mark Epps, Director, Communications and Web3 – ATP		Women in sport and allyship Katie Sadleir, Chief Executive Officer – Commonwealth Games Federation + Abi Ijasanmi, Former COO – Confederation of African Football (CAF) + Fiona Harold, Commercial Director – Ladies European Tour + Ms. Elif Özdemir, CEO, Board Member & President – Gloria Sports Arena, Turkish National Olympic Committee, Turkish Archery Federation, International Committee of the Mediterranean Games (CIJM), Women in Sports Commission in (CIJM) + Gavin Marshall, CEO – Bristol Sport Group	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
16:15				
16:30				
16:45				
17:00	Monterosa Digital and Fan Engagement masterclass Tom McDonnell, CEO – Monterosa + Sanjay Shivaram, Strategy and Media Programme Director – Formula E			
17:15				
17:30	DRINKS RECEPTION – 17:30 UNTIL 19:00 – LEVEL 2			
19:00	GATES CLOSED			

DAY TWO OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3	
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE	
8:30	GATES OPEN + BREAKFAST				
9:15				FIFA, Fan Engagement + Technology – What is really missing and the opportunity? Nicolas Evans, Head of Football Research and Standards – FIFA	
9:30					
9:45			Union of European Clubs (UEC) - A different way forward in European Football Gareth Farrelly, Commercial Litigator and Sports Lawyer, Co-Founder – UEC	Commercial and Marketing Innovation in Sport – International Sports Federations Marco Castellaneta, Head of Digital Media – Juventus Football Club + Hassan Elkamah, Commercial Director – Confederation of African Football (CAF) + Rob Johnson, Head of Digital and Content – The Hundred (England and Wales Cricket Board) + Tom Scott, Chief Executive & Founder – Trippant	
10:00					
10:15					
10:30			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		
10:45					
11:00	Maximising Host City and Host Country Benefits – A Sports Federations Perspective Clare Briegal, CEO – World Netball + Polly Clark, European Tour Solheim Cup Event Director – Ladies European Tour + Harold Mayne-Nicholls, CEO – Santiago Panamerican / Parapanamerican Games				
11:15					
11:30					
11:45			Challenges and Opportunities – The Tennis Landscape Karen Moorhouse, CEO – International Tennis Integrity Agency		
12:00					
12:15					
12:30					
12:45					
13:00					
13:15					
13:30					
13:45					

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
14:00				
14:15				
14:30				
14:45	Role of Betting in Sport			
15:00	Jon Russell, Non-Executive Chairman & Director – International Betting Integrity Association & Betway Group			
15:15				
15:30				
15:45	Independent Integrity Agency for Sport			
16:00	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 + Darren Bailey, Co-Founder – Sport 360 Consulting			
16:15				
16:30				
16:45				
17:00		GATES CLOSED		

2023 WINNERS

★ ★ ★
DIVERSITY AND INCLUSION AWARD
OUTRAGED:
FOOTBALL TACKLES
DISCRIMINATION –
UEFA



★ ★ ★
SUSTAINABILITY AWARD
THE OCEAN RACE:
RACING WITH
PURPOSE – THE
OCEAN RACE



★ ★ ★
INNOVATION AWARD
WBD'S NEW MIXED
REALITY CUBE STUDIO
– WARNER BROS.
DISCOVERY



★ ★ ★
SPORTSTECH COMPANY AWARD
MORE SPORTS
STORIES, BETTER TOLD
– VIZRT



★ ★ ★
SPORT INTEGRITY AWARD
KOMODO –
STARLIZARD INTEGRITY
SERVICES – STARLIZARD
CONSULTING



★ ★ ★
FAN ENGAGEMENT AWARD
THE 2023 RYDER CUP –
RYDER CUP EUROPE



★ ★ ★
EDUCATION AWARD
PREMIER LEAGUE
PRIMARY STARS –
PREMIER LEAGUE
SUPPORTED BY EVERFI



ISC INTERNATIONAL SPORTS AWARDS CEREMONY
WEDNESDAY MARCH 20TH | 14:50 – 15:00

7 Winners will be presented with their Trophy.



CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP DAY 1 – MARCH 20, 2024

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
09:45 – 10:25	Brands: Intersection of Sport, Culture and Entertainment ROOM MAIN STAGE	Darek Maciolek, Chief Marketing Officer	BNP Paribas
		Anna MacDonald, Guinness Category Director GB	Diageo
		Theresa Seegerer, Team Lead Partnership Sales	FC Bayern München
11:00 – 11:30	Values and cause based partnerships: focusing on athletes and how Pentland Brands utilise the aspiration and reach of talent to help the organisation with its Corporate Responsibility goals as well as marketing initiatives ROOM MAIN STAGE	Simon Rowe, VP Global Sports Marketing	Pentland Brands
11:30 – 12:00	Unilever and FIFA's partnership at the Women's World Cup. Brand partnerships in Women's Football Case study – Sure ROOM MAIN STAGE	Chris Barron, General Manager Personal Care UK&I / VP Deodorants Europe	Unilever

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

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
10:30 – 11:00	From Insights to Impact: TDI & Hawk-Eye Data Solutions in Action ROOM THE RESIDENCY	Dan Payne, Product Director	Hawk-Eye Innovations
		Jonathon Thorpe, Head of Commercial	Tennis Data Innovations (TDI)
11:40 – 12:30	Soundtrack of the next generation of fans; how to leverage music to connect to a younger audience ROOM NFL LOCKER ROOM	Greg Davies, CEO & Co-Founder	Wavze
		Sarah Beattie, Chief Marketing Officer	Six Nation's Rugby
		Kieron Ansell, Business Development Manager	Wolves Records a joint venture with Warner Music
		Luke Hodson, Founder,	Nerds Collective
15:30 – 16:00	Youtube and Sports Partnerships ROOM NFL LOCKER ROOM	Jonny Keogh, Strategic Partner Manager – Sports	YouTube
16:00 – 16:50	Web 3 and more ROOM NFL LOCKER ROOM	Ronan Joyce, Director of Digital Innovation	Manchester United
		Robby Yung, CEO of Investments	Animoca Brands
		Mark Epps, Director, Communications and Web3	ATP
17:00 – 17:30	Monterosa Digital and Fan Engagement masterclass ROOM NFL LOCKER ROOM	Tom McDonnell, CEO	Monterosa
		Sanjay Shivaram, Strategy and Media Programme Director	Formula E

CONFERENCE PROGRAMME

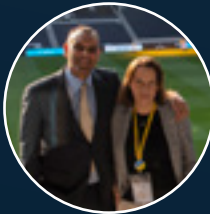
WOMEN IN SPORT THOUGHT LEADERSHIP PANEL DAY 1 – MARCH 20, 2024

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
9:30 – 10:30	Women in Sport Thought Leadership Panel ROOM NFL LOCKER ROOM	Uma Cresswell, Senior Independent Director	EFL Trust
		Jenny Morris, Director	City Football Leadership Institute
		Brigit Lee, Founding member	Mercury 13
		Sarah Lewis OBE OLY, Global Sports Leader	

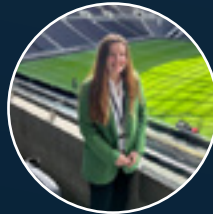
EVENT HOSTED BY



**CHRISTINA
MACFARLANE**
CNN Anchor



**MAGDALENA
FLETCHER**
Co-founder
International Sports Convention



ERIN GENNARD
Project Coordinator and
Women in Sport Lead
International Sports Convention

"This year is 15 years of the International Sports Convention – a project which I started in 2009 with my husband, Nigel. It was also the time I gave birth to our first son. It is therefore a privilege to host this important meet-up and ensure the next 15 years there will be even more female representation at the ISC, across all levels. We have made a lot of progress together, but we must keep pushing. I look forward to welcoming you all."

"Hosting this networking event at ISC 2024 is not only a great opportunity; it's a celebration of the strength and resilience that define women in sport. We look to champion excellence, diversity, and limitless possibilities that arise when we come together to elevate women in the world of sport. At the International Sports Convention, we strive for a future where women in sport not only break barriers but set the standard for excellence. I look forward to meeting and welcoming you all."

CONFERENCE PROGRAMME

SPORT AND SUSTAINABILITY
DAY 1 – MARCH 20, 2024

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
15:30 – 16:10	Sport and Sustainability. Now and what next? ROOM THE RESIDENCY	Fiona Morgan, Chief Purpose Officer	Sail GP
		Stacey Knight, Commercial and Marketing Director	CSM Live
		Jason Webber, Senior Equality, Diversity, Inclusion & Sustainability Manager	Football Association of Wales (FAW)
		Gaia Pretner, Head of Sustainability	European Club Association (ECA)

WOMEN IN SPORT
DAY 1 – MARCH 20, 2024

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
16:20 – 17:10	Women in sport and allyship ROOM THE RESIDENCY	Katie Sadleir, Chief Executive Officer	Commonwealth Games Federation
		Abi Ijasanmi, Former COO	Confederation of African Football (CAF)
		Fiona Harold, Commercial Director	Ladies European Tour
		Ms. Elif Özdemir, CEO	Gloria Sports Arena
		Board Member	Turkish National Olympic Committee, Turkish Archery Federation, International Committee of the Mediterranean Games (CIJM)
		President	Women in Sports Commission in (CIJM)
		Gavin Marshall, CEO	Bristol Sport Group

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

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
14:30 – 15:10	Rights Holder panel – Broadcast, Media, Streaming ROOM NFL LOCKER ROOM	Frank Leenders, Director General	FIBA Media & Marketing Services SA
		David Proper, Senior Executive Vice President of Media & International Strategy	NHL
		Fabio Calamosca, Head of Fan Strategy and Planning	F1
		Trojan Paillot, Senior Vice President, Sports Rights Acquisitions and Syndication	Warner Bros. Discovery Sports Europe

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 ROOM STADIUM BRIEFING ROOM	Luis Villas-Boas Pires, Head of Agents	FIFA
10:15 – 10:45	Overview of anti-match-fixing at UEFA ROOM STADIUM BRIEFING ROOM	Vincent Ven, Head of Anti-Match-Fixing	UEFA
11:25 – 11:30	Football Associations panel discussion on Integrity – Introduction and setting the scene ROOM STADIUM BRIEFING ROOM	Affy Sheikh, Head of Starlizard Integrity Services	Starlizard Integrity Services
11:30 – 12:30	Football Associations panel discussion on Integrity ROOM STADIUM BRIEFING ROOM	Abi Ijasanmi, Former COO	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
		Tatjana Haenni, Chief Sporting Director	National Women's Soccer League
		Mark Loosemore, Partner	Hugh James
14:15 – 14:25	Corporate Governance in Sport – Introduction – Opportunity, Challenges and Problems ROOM STADIUM BRIEFING ROOM		
14:25 – 15:15	Corporate Governance in Sport ROOM STADIUM BRIEFING ROOM	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
		Drew Barrand, Chief Executive	British Swimming
15:30 – 16:00	International Olympic Committee (IOC) and Safeguarding, a Global Approach and strategy ROOM MAIN STAGE	Kirsty Burrows, Head of the Safe Sport Unit	International Olympic Committee: Safeguarding and Mental Health
16:15 – 17:15	Safeguarding in Sport – Truth, reality and responsibility for all ROOM MAIN STAGE	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
14:00 – 14:50	Growth, Development, Commercialisation and Challenges in Women’s Football ROOM MAIN STAGE	Sarah Gregorius, Director, Global Policy & Strategic Relations Women’s Football	FIFPro
		Emma Sykes, Head of Women’s Football Development	UEFA
		Annika Grälls, Chair	Women’s League Forum
		Professor Laura McAllister, CBE	Football Association of Wales and UEFA Executive Committee
		Claire Bloomfield, Head of Women’s Football	European Club Association (ECA)
14:50 – 15:00	International Sports Awards Ceremony ROOM MAIN STAGE		



WOMEN IN FOOTBALL PANEL PARTICIPANTS



CONFERENCE PROGRAMME

ISC DRINKS RECEPTION
DAY 1 – MARCH 20, 2024 | 17:30 – 19:00 (LEVEL 2)



DAY 2

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? ROOM MAIN STAGE	Nicolas Evans, Head of Football Research and Standards	FIFA
10:15 – 11:00	Commercial and Marketing Innovation in Sport – International Sports Federations ROOM MAIN STAGE	Marco Castellaneta, Head of Digital Media Hassan Elkamah, Commercial Director Rob Johnson, Head of Digital and Content Tom Scott, Chief Executive & Founder	Juventus Football Club Confederation of African Football (CAF) The Hundred (England and Wales Cricket Board) Trippant

CONFERENCE PROGRAMME

SPORTS EVENTS AND HOST CITIES
DAY 2 – MARCH 21, 2024

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
11:20 – 12:10	Maximising Host City and Host Country Benefits – A Sports Federations Perspective ROOM NFL LOCKER ROOM	Clare Briegal, CEO	World Netball
		Polly Clark, European Tour Solheim Cup Event Director	Ladies European Tour
		Harold Mayne-Nicholls, CEO	Santiago Panamerican / Parapanamerican Games

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 ROOM THE RESIDENCY	Gareth Farrelly, Commercial Litigator and Sports Lawyer, Co-Founder	UEC
10:30 – 11:20	The Independent Regulator for English Football and Financial Sustainability ROOM THE RESIDENCY	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 ROOM THE RESIDENCY	Karen Moorhouse, CEO	International Tennis Integrity Agency
14:50 – 15:30	Role of Betting in Sport ROOM NFL LOCKER ROOM	Jon Russell, Non-Executive Chairman & Director	International Betting Integrity Association & Betway Group
15:45 – 16:30	Independent Integrity Agency for Sport ROOM NFL LOCKER ROOM	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
		Darren Bailey, Co-Founder	Sport 360 Consulting

UPCOMING EVENTS

ISC Brands and Sponsorship Summit	26 September 2024	London
ISC Women’s Business of Sport Luncheon	13 November 2024	Manchester
ISC Women’s Football Business Summit	14 November 2024	Manchester
ISC Women’s Football Business Awards	14 November 2024	Manchester
ISC Fan Engagement Summit	14 November 2024	Manchester
ISC International Sports Awards	25 November 2024 – Application Deadline	
ISC Football Integrity Summit	Nov/Dec 2024	TBD
ISC Women’s Sport Business Summit	30 January 2025	London
ISC USA Soccer Summit	12 June 2025	New York City

IISC

IISC INTERNATIONAL
SPORTS CONVENTION
20-21 MARCH 2024 | LONDON

CELEBRATING 15 YEARS
2009-2024



EVENT PARTNERS AND SUPPORTERS

