

ISC INTERNATIONAL
SPORTS CONVENTION

CELEBRATING 15 YEARS | 2009-2024



SHOWGUIDE

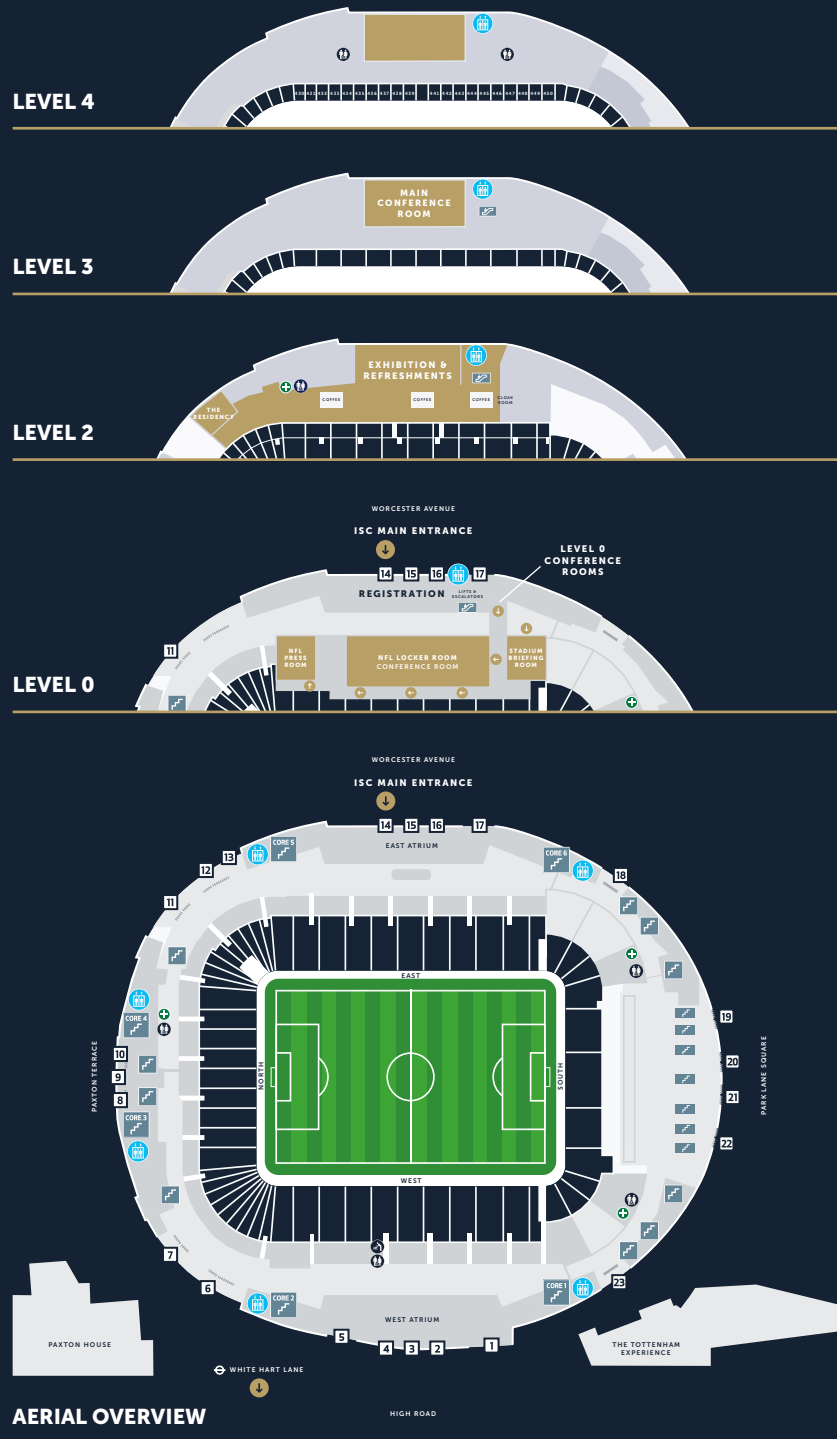
March 20-21, 2024 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR THE BUSINESS OF SPORT

EVENT PARTNERS AND SUPPORTERS



FINDING YOUR WAY



KEY INFORMATION

DAY ONE – WEDNESDAY 20 MARCH

START
8:30

LUNCH
12:30 – 14:00 (LEVEL 2)

DRINKS RECEPTION
17:30 – 19:00 (LEVEL 2)

DAY TWO – THURSDAY 21 MARCH

START
8:45

LUNCH
12:30 – 14:00 (LEVEL 2)

CLOSE
17:15

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

EVENT PARTNERS AND SUPPORTERS



ELEVATE YOUR BRAND WITH RECORD-BREAKING MOMENTS: CRAFTING THE EXTRAORDINARY

Guinness World Records isn't just about setting records; it's about creating experiences. Partnering with us opens a world of possibilities to:

- 1 Engage Fans:** Build a community that thrives on excitement and achievement.
- 2 Create Memorable Content:** From jaw-dropping stunts to heartwarming achievements, our records become your content goldmine.
- 3 Promote Products or Services:** Seamlessly integrate your brand into record attempts, turning products into legends.

TAILORED CAMPAIGNS

No two campaigns are the same. Guinness World Records works closely with sports brands and clubs to tailor experiences that align with their unique goals. Whether it's a stadium-wide challenge or a viral social media campaign, we ensure your brand takes centre stage in the record-breaking spotlight.

DO YOU HAVE WHAT IT TAKES TO BREAK A WORLD RECORD?

Join us at **Stand 16** and attempt the **"Longest Duration Coin Spin"** – your chance to etch your name in Guinness World Records history!

Secure your spot on the leaderboard and stand a chance to win **exclusive GWR merchandise**.

Seize the moment, break the record, and make history. With us!



SCAN ME

MAKE 2024 THE YEAR YOU BREAK A WORLD RECORD!

Prepare to take your brand to new heights! Connect with our committed account management team now or meet with us in person at the stand to delve into a realm of innovation, fan engagement, and unparalleled success.

Let's transform the extraordinary into your everyday reality, together.



**Our goal is to help you
achieve yours**

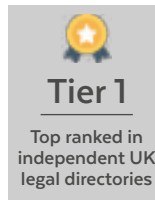
We have a dedicated Sports team who have a strong track record of providing specialist legal advice to the sector.

What makes us different is our commitment to providing expert, pro-active and commercially focussed advice, supporting our clients in achieving their goals.

Contact **Mark Loosemore, Partner.**
www.hughjames.com/services/sport
t: 02922 675549/07811 955737

HUGH | JAMES

Understanding law, understanding you



Who we are...

Hugh James is a full-service top 100 UK law firm with offices in London, Cardiff, Southampton, Plymouth and Manchester. With over 500 lawyers and 94 partners, we offer strength in depth across our network. For more than 25 years, our Sports team have been involved in high profile national work, providing services to individuals and sporting organisations, including Governing bodies, Associations, Sports clubs, Sports centre operators, Venue owners and Sports professionals.

What our clients say...

“ Hugh James have acted for us for more than 15 years and have been trusted advisers throughout. They are always knowledgeable, understand the sporting landscape and provide responsive and excellent service which is comparable in quality to city firms.
Robert Smith, General Secretary, British Boxing Board of Control

“ We have an excellent working relationship, and this has been so important in negotiating and finalising the various legalities with various stakeholders. We look forward to working with Mark & his team in delivering what will no doubt be a hugely successful Euros for Wales.
Nick Lewis - In-house Lawyer, Football Association of Wales

“ Incredibly knowledgeable about the complexity, intricacies and idiosyncrasies of the sport sector. The boutique nature allows for a great personal response and approach.
Legal 500 2024

“ The Hugh James [Sports] team is exceptional in both complex and sensitive matters.
Chambers & Partners UK 2024



1,000,000

One million items of kit donated since 1998



KitAid is a charity that finds a new home for your unwanted kit in areas of the developing world where football is loved, but participation is held back by a lack of access to kit and equipment.

Since 1998 KitAid has found a new home for more than 1,000,000 items of donated kit in Africa, South America, Asia and Eastern Europe. The late Graham Taylor was Patron of the charity until his untimely passing in January 2017.



KitAid is run entirely by volunteers and it operates on a small budget. It partners with many different charities all across the UK who meet the shipping expenses to get kit out to projects they are managing.

We can find a home for any type of kit or equipment, all that we ask is that it is clean and in a good state.

We take full team kits, individual items, boots, shin pads, balls, training bibs, rain jackets and we have even sent out goal posts. It doesn't have to be from Premier League clubs and it doesn't matter if there is a shirt sponsor.

“It's more than just a shirt...”



DREW BARRAND
CHIEF EXECUTIVE OFFICER - BRITISH SWIMMING

Drew is the Chief Executive of British Swimming since May 2023, having been appointed to provide strong strategic and business leadership to take the organisation forward, on the back of hugely successful performances at the Tokyo 2020 Games and a busy and impactful series of competitions in 2022. Drew has more than two decades of management experience in sport - having worked with governing bodies, brands, broadcasters and agencies - and having worked with key stakeholders such as Olympic Games Organising Committees, the Rugby World Cup and the English Football League (EFL), as well as sport-specific sponsors ASICS and EA Sports.



CHRIS BARRON
GENERAL MANAGER PERSONAL CARE UK&I & VP DEODORANTS EUROPE - UNILEVER

Chris started his career with L'Oréal on their management trainee scheme, before working in marketing in London, and then subsequently in the company's global headquarters in Paris.

He first joined Unilever in 2006 and has since then worked in London, Chicago and New Jersey. Since returning to the UK&I business over five years ago he has been working extensively on sports marketing for the Unilever brands in the UK with key partnerships in football with Sure Deodorants, rugby on Dove Men+Care, cricket on Lifebuoy, and with Lynx sponsoring Anthony Joshua.



CLAIRE BLOOMFIELD
HEAD OF WOMEN'S FOOTBALL - EUROPEAN CLUB ASSOCIATION (ECA)

Claire Bloomfield is the Head of Women's Football at the European Club Association. Since arriving at ECA in September 2020, Claire launched ECA's first-ever women's football strategy 'Be a Changemaker' and has been a driving force behind the transformation of the women's club competition landscape and governance reforms. She works closely with ECA's member clubs and key stakeholders across sporting, high performance, commercial and political matters. A former football journalist, Claire enjoyed a varied career in the media spanning more than a decade, which also included spells working with Chelsea Football Club and West Ham United. Claire is passionate about promoting gender equality and the empowerment of women and girls.



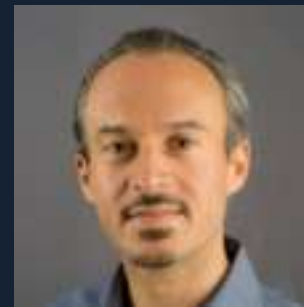
CLARE BRIEGAL
CEO - WORLD NETBALL

Clare Briegal is CEO of World Netball (the International Governing Body). As executive lead for the Federation since 2013, Clare has driven the development and implementation of the Federation's strategic plan, the rebrand of the Federation in 2021 and the development of its portfolio of events, including the Netball World Cup.

Clare was elected to the ARISF (Association of IOC Recognised International Sports Federations) Council for a 4-year term in 2021. She is a board member of Sport Liverpool, overseeing the delivery of Liverpool's major sports events and bidding for future events, and a member nominated Director of British Rowing.

Clare has an MBA from Manchester Business School and a commercial background in the chemical industry and consumer durables sector.

Clare rowed for Cambridge University and is a qualified and active multi-lane umpire.



FABIO CALAMOSCA
HEAD OF FAN STRATEGY AND PLANNING - FORMULA 1

Fabio Calamosca is Head of Fan Strategy and Planning at F1. He has worked for +15 years in strategy and planning roles. Fabio specializes in insights & analytics, including fan/customer engagement, brand tracking, comms strategy and performance analytics.



MARCO CASTELLANETA
HEAD OF DIGITAL MEDIA - JUVENTUS FOOTBALL CLUB

Marco is an Italian sport executive with extensive experience in multinational companies operating in different industries, including Food&Beverage and Broadcasting. He is currently leading the digital media ecosystem of Juventus (the #1 Italian brand on social media). Previously, he built, led and mentored the digital content teams of Red Bull, DAZN and AC Milan, transitioning traditional media strategies into the development of brand-new, innovative digital media approaches.



JAKUB ČAVOJ
INTEGRITY OFFICER - SLOVAK FOOTBALL ASSOCIATION VE
SPOLEČNOSTI SLOVAK FOOTBALL ASSOCIATION

He is an integrity officer of Slovak Football Association, dealing with anti-match-fixing and integrity since 2016. He graduated in Academy of Police forces in Bratislava with master thesis named Corruption in sport. In 2020 he graduated in UEFA Certificate in Football Management and also was part of UEFA Football Integrity Programme (UEFA FIP).

During last 6 years he personally made education seminars for around 9 000 players from U15 to top professionals in our country. Also in 2022 he prepared, organized and delivered in person prevention integrity sessions for almost 3000 FA members.

Since 2018 – 40 members of Slovak FA were sanctioned for breach of integrity regulations.

In 2020-2021 he was cooperating with CSCF Foundation for Sport Integrity on Erasmus + programmes focusing mainly on education and prevention of match-fixing for grassroots and women’s players. He is also representative and speaker of Slovakia in the fight against sport corruption on Council of Europe, OSN, UEFA and FIFA Conferences.

He is regular speaker about integrity and fight against sport corruption on conferences such as Sport and Law, Sport between paragraphs, Slovak Compliance Summit and he was participant of FIFA Compliance Summit 2018 and 2020.

In 2016 and 2017 with his colleagues did research in UEFA Research Grant with name Effectiveness of European countries laws and regulations dealing with match-fixing – where he did fact finding missions in 6 countries, survey and composed final report.

Mr. Čavoj, has also lectured at various universities Universities - University of Lausanne, Comenius university in Bratislava or Academy of Police forces in Bratislava.



KIRSTY BURROWS
HEAD OF THE SAFE SPORT UNIT - INTERNATIONAL OLYMPIC
COMMITTEE

Kirsty Burrows is head of the safe sport unit at the International Olympic Committee where she is leading the drive to strengthen safeguarding in sport from the local to the international level, and programmes related to the protection and promotion of mental health and well-being in and through sport. Kirsty is also academic director of the IOC Certificate: Safeguarding Officer in Sport, a member of the Council of Europe’s Pro Safe Sport+ pool of international experts, and a board member of the International Safeguards for Children in sport alongside working towards her PhD and being mum to a fast moving toddler.



POLLY CLARK
EUROPEAN TOUR SOLHEIM CUP EVENT DIRECTOR - LADIES
EUROPEAN TOUR

Polly Clark is currently a key member of the Ladies European Tour (LET) commercial team, carrying out the dual role of Partnerships Manager & European Solheim Cup Director.

Having joined the LET 14 year ago, Polly has held various roles during her time with the tour and is now responsible for managing a range of commercial partners as well as leading on all things relating to European editions of the Solheim Cup and Team Europe, including managing our relationship with the IMG agency. She oversaw the staging of the record breaking 2019 Solheim Cup in Gleneagles, and the more recent 2023 Solheim Cup at Finca Cortesin in Spain.

In 2022, Polly graduated from the R&A’s Women in Golf Leadership programme, where she took part in the programme’s first live assignment with the cohort tasked with putting the Ukrainian National team back on the tee.

Polly brought up in a golfing household. Playing from the age of 8 she represented her county for many years, as well as the University of Bath during her time there.

Polly is passionate about growing the exposure and opportunities in women’s sport.



NIALL COUPER
CEO - FAIR GAME

Niall Couper is the CEO of Fair Game, an organisation of professional football clubs campaigning to change the governance of football in England and Wales. Fair Game is supported by world-renowned experts and is developing long-term realistic solutions to the problems our national game faces.

Niall is also a directly-elected member of the Dons Trust, owners of AFC Wimbledon, and head of Media, PR and Supporter Communications for Amnesty International UK.

In 2019, his team was named the best in-house PR team in the UK at the illustrious PR Moment Awards, seeing off competition from the likes of Barclaycard and M&S.

A former sports journalist for the Independent, he has written two books, The Spirit of Wimbledon published in 2003, and This Is Our Time, published in 2012. The later was longlisted for the Sports Writers’ Association’s Sports Book of the Year.

Whether it's driving fan
engagement in top-
flight football...

Activating partnerships
in global motorsport...

Or enhancing first-party
data capture in
international cricket.

We power content
experiences for some
of the biggest names
in sport.

SAY HI

STAND 23

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learning more?**

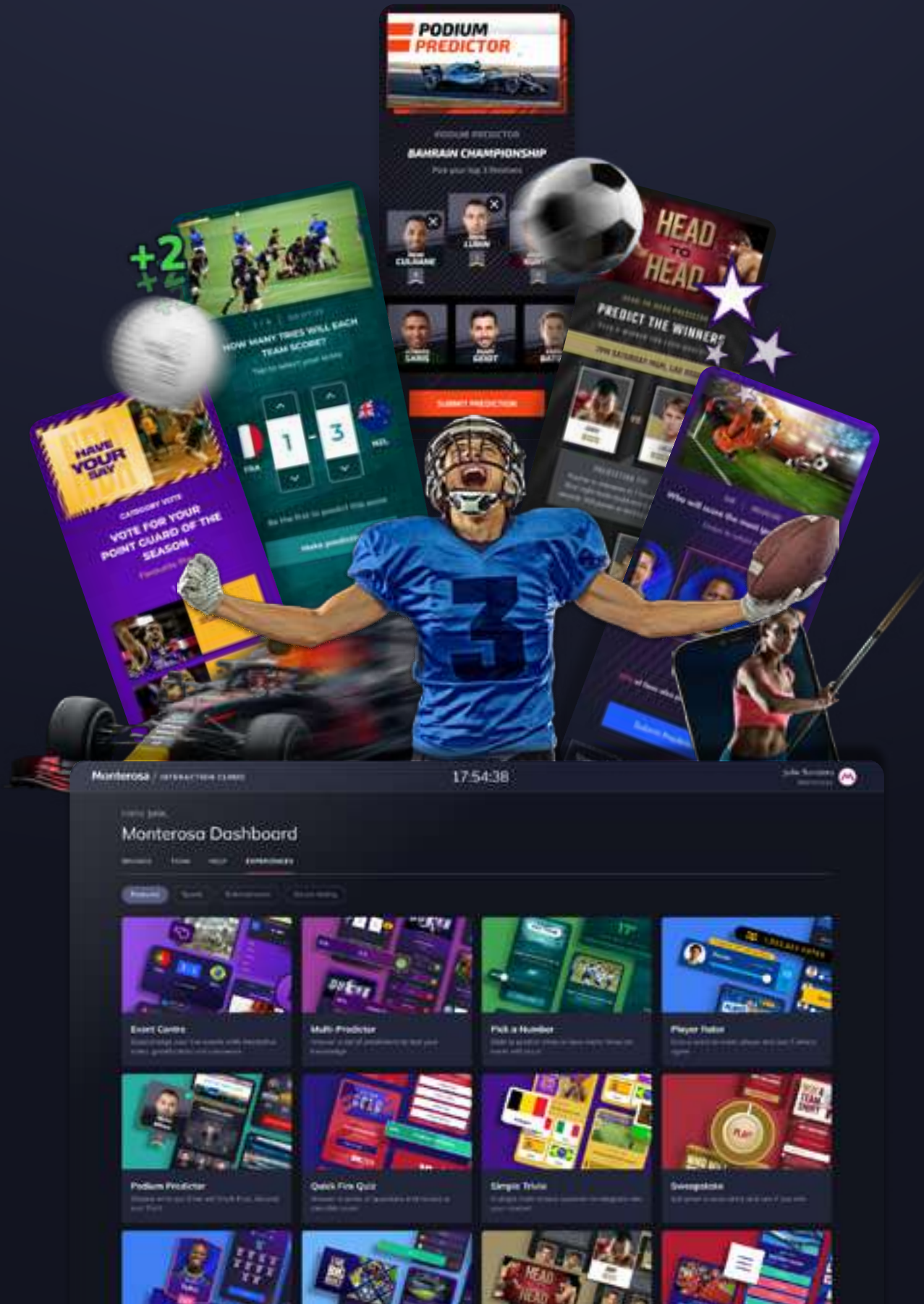
OR SCAN BELOW



One platform, continuous fan engagement

Activate your fan engagement and data strategy with *one simple subscription* to **Monterosa / Interaction Cloud.**

The award-winning way to gamify your digital products, fast.





UMA CRESSWELL
SENIOR INDEPENDENT DIRECTOR - EFL TRUST

Uma is of Indian heritage and was born in Uganda. She is a Non-Executive Director serving on a number of boards (in both the private and third sector) including the English Football League Trust.

She also holds the role of President Emeritus on the board of City Women Network and is only the second woman of colour to have led the network.

Prior to her NED portfolio career, Uma spent over 25 years within investment banking/financial services working across Europe, the Middle East, North America, Asia and Australasia.

A globally experienced business leader and strategic thinker, Uma leverages diverse corporate experience and commercial insight to drive forward ambitious development strategies and ensure accelerated growth. With a nuanced understanding of HR mechanics, she fosters highly effective and collaborative business cultures embedding diversity, inclusion, diligent governance, operational, reputational and conduct risk at the core of strategic practice. Confident and engaging, she brings bold decision-making and constructive challenge to the board, identifying new opportunities and addressing commercial challenges with an authentic entrepreneurial flair.

Uma has operated at C-Suite level dealing with regulatory reform, corporate governance, organisational design, EDI projects, talent acquisition/development, succession planning, HR transformation, and change management. She is a natural connector and uses her wealth of experience, personal background, cultural heritage, and life experiences to transform people and organisations around her.

As a migrant from Uganda, Uma is passionate about supporting organisations with a social conscience and a higher purpose committed to creating a culture that is inclusive, supportive and that cares about the health and wellbeing of its employees (personal, physical, career and financial wellbeing) and the clients and communities they serve.

Uma is CIPD accredited, an NLP Practitioner, a Mentor and a Strengthscope coach.

Away from the world of work, Uma's teenage daughter, husband and boy Cavapoo keep her very busy!

Uma is an ardent Leicester City season ticket holder and fluent in Hindi and Gujarati.



JON DUTTON
CHIEF EXECUTIVE - BRITISH CYCLING

Jon was appointed Chief Executive of British Cycling in April 2023.

Jon was formerly Chief Executive of the Rugby League World Cup 2021 (postponed until 2022) and was involved in the project since the inception in late 2015 having successfully led the bid for the tournament. The tournament, the biggest in the sports 127-year history, featured the men's, women's and wheelchair tournaments being run simultaneously for the first time and a significant social impact programme which tackled inequalities through providing opportunities in hard-to-reach communities.

Jon is a sports management graduate with over 28 years' experience in the sports industry. Previous roles have included PGA European Golf Tour, Manchester FA which involved a secondment to UEFA, Managing Director of a sports consultancy company, Chief Operating Officer for the Rugby League World Cup 2013, Director of Readiness for the Tour de France Grand Depart in 2014, Director of Projects & People for the Rugby Football League and International Federation Tournament Commissioner for the Rugby League World Cup 2017, held in Australia, New Zealand and Papua New Guinea.

Current board roles include UK Sport Major Events Panel, Director of the 2023 Cycling World Championships, a member of Global Institute of Sport Industry Advisory Board, also lecturer in various topics including leadership, futurology and diplomacy.

Jon was awarded an OBE for services to Rugby League in the 2023 Kings Birthday Honours list and was also awarded an Honorary Degree of Doctor of Civil Law by Northumbria University in July 2023.



HASSAN EL KAMAH
COMMERCIAL DIRECTOR - CONFEDERATION AFRICAINE DE FOOTBALL (CAF)

Hassan El Kamah is a sport marketer with over 15 years of experience in the sport industry. Currently he is the Commercial Director at the Confederation of African Football (CAF) overseeing TV rights, Sponsorships, and Marketing based in Cairo, Egypt. Hassan's educational background is in Economics, and is an alumni of the FIFA Master program, also holds a Sport Management Master's Degree from University of San Francisco, USA.



MARK EPPS
DIRECTOR, COMMUNICATIONS AND WEB3 - ATP TOUR

Mark leads Web3 for the ATP Tour, the global governing body of men's professional tennis. Following the success of LOVE, the ATP's generative art collaboration with Art Blocks, the team's focus is on harnessing the power of Web3 tech to engage and meaningfully connect tennis fans with the game.



NICOLAS EVANS
HEAD OF FOOTBALL RESEARCH & STANDARDS - FIFA

Nicolas Evans is the Head of Football Research & Standards within FIFA's Technology Innovation Sub-Division. He has been at the heart of standards creation, innovation management and the new data ecosystem at FIFA for more than a decade, leading research & validation efforts for new technologies. He is part of a multi-disciplinary team consisting of industry experts, engineers and data scientists that works with more than 150 stakeholders (industry, academia, football clubs/federation) on a daily basis.

The fastest growing area of Nicolas' work is in the data value chain in football. As data becomes omnipresent, his team is working on validating, standardising and providing guidance for its use to football stakeholders. This involves pre-empting the technology trends, ensuring regulatory compliance for data and technology use as well as dissipating knowledge in form of scientific publications and more digestible user guides.



GARETH FARRELLY
COMMERCIAL LITIGATOR AND SPORTS LAWYER, CO-FOUNDER - UEC

Gareth Farrelly is a former Premiership and international footballer. He played for Aston Villa FC, Everton FC and Bolton Wanderers FC. He also played for the Republic of Ireland.

He retired early from football due to a life-changing illness. Given his own negative experiences with Agents and Financial Advisers, he returned to university, trained and qualified as a lawyer. During his training contract he built a large class action representing sportspeople, as well as other HNW's in complex high value tax fraud litigation and associated negligence actions, as well as claims for restitution from mis-sold financial products.

He has also developed significant expertise in sports law, building on his extensive practical experience in the sporting industry. He has been involved in numerous transfers and disputes concerning current and former players. He was a Court of Arbitration for Sport Arbitrator and Premier League Judicial Panel Member. In addition, he was also a member of Sports Resolutions' Independent Panel of Arbitrators and Mediators.

He is a member of the Football Association's Judicial Panel and sits on both the Chairman's Panel and the Football Panel. He is the President of the MIP Alumni Association, a group of former international players who completed a Masters Programme with UEFA – <https://uefamip.com> He is the Co-Founder of Player4Player and the Union of European Clubs - <https://www.ueceurope.org/>



ANNIKA GRÄLLS
CHAIR - WOMEN'S LEAGUE FORUM

Second vice President of the Swedish Football Association and President of the association of women's two top leagues in Sweden (EFD). Other of her assignments are in the Advisory Marketing Committee, UEFA and the Election board for the Swedish Olympic Committee. She has written four books for the Swedish FA and National Sports Association;

- Grälls, A. Get the ball rolling, How to improve the work in the Board of Sports - Challenges and Opportunities, 2022 National Sports Association
- Alsarve, D. Get the ball rolling – How to lead sports equal and fair, 2022 (Educational Material) National Sports Association and Örebro University
- Ekman, T. Focus on Leadership and Organizations in women's football, 2005, Swedish FA Publisher
- Ekman, T. On the same Pitch (parents, football, stereotypes, and gender), 2008, Swedish FA Publisher



SARAH GREGORIUS
DIRECTOR, GLOBAL POLICY & STRATEGIC RELATIONS WOMEN'S FOOTBALL - FIFPRO

Sarah Gregorius is the Director of Global Policy and Strategic Relations for Women's Football at FIFPRO, a role she has held for two years after first joining the organisation in September 2019. FIFPRO is the global union for professional football players. In her role, Sarah guides the organisation's policy and strategic development in women's football, overseeing efforts to improve and accelerate the professional women's football industry and the working conditions for players in their club and national team environments.

Sarah played professional and international football for a decade before joining FIFPRO. In this time, she played 100 matches for the New Zealand Women's National Team, participating in three FIFA World Cups (2011, 2015, 2019) and two Olympic Games (2012, 2016). She played professional in Germany, England, and Japan. She was part of the Liverpool team that won the FA Women's Super League in 2013.

Whilst playing football, she completed a Masters of Philosophy in Social Anthropology, in addition to completing an undergraduate degree in Business Administration prior to playing professionally. She previously worked for the New Zealand Professional Footballers' Association, where she helped the organisation deliver the first collective agreement that covered both men's and women's senior international footballers under a singular umbrella.



TATJANA HAENNI
CHIEF SPORTING DIRECTOR - NATIONAL WOMEN'S SOCCER LEAGUE

Haenni was appointed in January 2023 by NWSL (National Women's Soccer League) as Chief Sporting Director, in her role she will collaborate with players, league officials, and stakeholders to implement sporting strategies that distinguish and sustain the NWSL as the world's premier women's professional soccer league. Additionally, Haenni will lead the development of procedures, policies, and programs to identify, attract, retain, and grow the world's best players, coaches, and referees.

Prior to her appointment at the NWSL, Haenni served as the Director of Women's Football at the Swiss Football Association where she was responsible for all women's soccer affairs, including the women's national teams of all age categories, development of talent and player pathways, organization and administration of elite leagues across all age groups, management of the competitive, commercial and financial growth of women's soccer in Switzerland and the creation of pathways for more women in football (coaches, referees, administrator, other roles).

Prior to her position at the Swiss FA, Haenni spent more than 18 years at FIFA, where she most recently served as deputy director Competitions and head of women's competition, overseeing all aspects of the FIFA Women's World Cup and devising strategies surrounding competition formats, tournament, and match policies and regulations, development programs and legacy initiatives.

Haenni began her sports business career at UEFA where she was responsible for all competitions and development projects on the women's football side, including the organization of the Women's European Championship.

A former member of the Swiss National Women's Football Team and a UEFA 'A' coaching license holder, Haenni served as both coach and president of FC Zurich Frauen, previously known as SV Seebach. She has also served as a football expert and coach educator for the Swiss Federation.

Haenni received her MBA in sports management at the University of Bayreuth in Germany.



**LEADING
INTERNATIONAL
EXPERTS**
IN SPORTS ADVISORY
AND PROFESSIONAL
SERVICES

Ankura is an independent global expert services and advisory firm that delivers end-to-end solutions to help clients at critical inflection points related to change, risk, disputes, finance, performance, distress, litigation and transformation.

Our dedicated sports advisory practice understands the relationship between **sport, business, and society**. The growing popularity of many sports alongside increased - and changing - commercial opportunities and societal expectations has created a dynamic environment in which **clubs, franchises, leagues, investors, sponsors, international federations** and other stakeholders require expert support from trusted advisors who specialise in **risk, integrity** and good **governance** in sport. **We can help.**

To find out more contact us: sportsadvisory@ankura.com

LEARN MORE





With 40 years of experience, **RAINBOW PRODUCTIONS** is a global leader in the manufacture of high quality, custom-made sports mascots and promotional costumes.

Sports mascots not only provide added entertainment at fixtures, they also boost sports marketing & merchandising campaigns and can head up Junior Supporters clubs helping to inspire the next generation of sporting fans.



Visit us on stand 33 to discuss the benefits of investing in a sports mascot.

Contact: Sarah Dennehy T: +44 (0)20 8254 5332 E: sarah@rainbowproductions.co.uk
Exciting news - our NEW website is now live! www.rainbowproductions.co.uk



WOLVERHAMPTON WANDERERS UNVEIL NEW LOOK MASCOTS

To kick-start the new season, Wolverhampton Wanderers FC unveiled their new look Wolfe and Wendy mascots!

As well as bringing the club's beloved mascot duo up to date, **RAINBOW PRODUCTIONS** also brought a third member of the team to life.

Junior fans were asked to name the newest wolf, with 'Wilfred' coming out on top.



The club commented "Wilfred seems to be the fans favourite so far and we think he's rather cute too! We have been so impressed with Rainbow Productions and have loved working with the team."

Fact 1:

From football and cricket to baseball and athletics, Rainbow have produced mascots for local teams, premiership clubs, international sporting associations and worldwide tournaments including the Olympic and Paralympic Games and every UEFA EURO mascot since 1996.

CARL THE WOMBAT JOINS THE HUNDRED

Ahead of The Hundred's return to our screens this summer, **RAINBOW PRODUCTIONS** teamed up with proud sponsors Compare the Market to bring to life their newest family member, Carl the Wombat!

Following the manufacture, Rainbow's talented events team were also enlisted to manage the appearances of Carl at all 32 matches of the fast-paced cricket tournament. In true 'Don't be Wombat' style, Carl entertained the crowds, posed for selfies, and even found himself leading the men's team out to bat at the final.



As an ambassador of one of the most recognisable UK brands, Carl did not go unmissed on the pitch and throughout the tournament built up collection of branded accessories such as a cricket bat, pads and gloves and a Stuart Broad style headband.

VCCP London commented "The Rainbow team have been absolutely fabulous! We love working with them and look forward to the next time."

NORWICH CITY FC UNVEIL NEW LOOK MASCOT

Norwich City Football Club's new and improved Captain Canary mascot has been launched to replace their 25-year-old former mascot.

The new Captain Canary is the face of the Junior Canaries brand and has been given a new design allowing him to be more energetic and active whilst engaging and appealing to younger fans.



"The new-look mascot is a great development for Captain Canary, building on his traditional look to create a more friendly, approachable, and cool version of Captain Canary, for our junior fans, whilst also providing more comfort and manoeuvrability for the mascot!"

Jake Gent, Junior Development and Memberships Manager, Norwich City Football Club

Fact 2:

Based in the UK, Rainbow sports mascots can be seen across Europe, Africa, the Middle East and beyond and count The Commonwealth Games, Hong Kong Rugby Sevens, African Cup of Nations and the Saudi Professional Football League amongst their clients.



FIONA HAROLD
COMMERCIAL DIRECTOR - LADIES EUROPEAN TOUR

Fiona is currently Commercial Director at the Ladies European Tour – a global professional golf tour involved in 30 tournaments in 20 countries across 5 continents, with €35m prize money attached. The LET is also responsible for staging European editions of the Solheim Cup. Her remit includes broadcast production, media rights, sponsorship, driving investment to improve player services and leading relationships with strategic agency partners.

Fiona’s background lies predominantly in football and she has held various roles agency, rights holder and brand side, including with IMG, Barclays, Sport England and The Football Association. She cut her teeth in the football division of IMG working for the SVP of Football before transferring to the sales and marketing team responsible for selling hospitality boxes and debentures at the new Wembley Stadium development project. Following this she joined The FA and managed sponsors associated with the England Teams and FA Cup. Whilst at Barclays, whose marquee sponsorship was the Premier League, Fiona led a team delivering high profile global event, hospitality and ticketing activations relating to the Premier League, PFA, FWA and LMA sponsorships, including pre-season tours to Asia and the US. At Sport England, she worked with a large number of national governing bodies to develop commercial assets.

Following a career break, retraining and setting up a female fitness and empowerment business, Fiona rejoined The FA and was a key member of the commercial team where she led relationships with headline partners and managed a team responsible for activation across key properties including the England Men’s and Women’s teams, The Men’s and Women’s FA Cup, Community Shield, Women’s Super League and several grassroots initiatives.

Fiona is a natural leader with a gregarious and approachable personality, enjoys developing individuals to maximise their potential and create high performing teams. Fiona has always loved playing and watching sport, is heavily involved at the grassroots level through her children and regards it as a privilege to work in the industry.



ABI IJASANMI
FORMER COO - CONFÉDÉRATION AFRICAINE DE FOOTBALL

Abiola (Abi) Ijasanmi (born 28 March 1971) is a British/Nigerian football administrator, lawyer and the former Chief Operating Officer (COO) of the Confederation of African Football (CAF). Appointed to this key role in May 2022, she was the first female to hold a Chief position at CAF in the organization’s history.

Holding the title of ‘the most powerful woman in African football’, Abi has been trusted in driving CAF President, Dr. Patrice Motsepe’s vision to make African Football globally competitive.

In her role as COO, Abi contributes a wealth of international legal experience in reform and good governance. To improve performance and standards across the continent, she spearheads the operational governance reforms process, developing and implementing a comprehensive compliance program and policies within the CAF.

Using the power of sport to drive social progress and economic development in Africa has long been a passion for Abi. With women having a significant part to play in African football reaching new heights, she leads CAF’s strategic efforts to promote and support women through increased diversity and gender equality in the decision-making structure of African Football, its leagues, teams, and committees and boards of member associations.

Prior to her appointment at CAF, Abi was a Director of Legal & Compliance Corporate Affairs and African Operations in the heavily regulated airport space, dividing her time between Ghana and the UK. She has a proven track record in senior management and operations in an international environment, working closely with many reputable global brands including American Express and one of CAF’s global partners, VISA.

Abi speaks both English and French and after living and working in Paris and New York as a young adult, worked as a sports agent, placing undrafted US basketball players into leagues all over the world. As one of just two female sports agents in Europe at the time, Abi identified a gap in the market for representing female players and the agency allowed her to set up a Women’s division.

Abi holds a Master’s in International Commercial Law (LLM) and is also a Barrister and member of the Honourable Society of Lincolns Inn (England).

She is a recognised advocate of the Sports Tourism industry as a key to economic development in Africa.



ROB JOHNSON
HEAD OF DIGITAL & CONTENT - THE HUNDRED

Rob heads up the Digital team behind ECB's award winning tournament The Hundred.

Launched in 2021, this innovative 100-ball competition has delivered significant audience growth, reaching families and female fans at scale.

With a current remit ranging from ticketing to TikTok, and most things in between, Rob has enjoyed a unique 20-year career in sport across a number of verticals including International Team Operations and Major Event Management.



RONAN JOYCE
DIRECTOR OF DIGITAL INNOVATION - MANCHESTER UNITED

Ronan oversees Manchester United's digital innovation work, encompassing web3, metaverse and emerging technologies. He led the Club's first steps into web3, including the record breaking first digital collectible launch (with +880,000 claims) and the sold-out industry leading PFP collection, 'The Devils'. He joined the Club from Meta, where for +7 years he ran the company's relationships with sports clubs and media – driving distribution and monetisation via Meta platforms (Facebook, Instagram, Quest etc.). Prior to that Ronan worked as a consultant across the sport, media, telco, auto and FMCG sectors.



JONNY KEOGH
UK SPORTS LEAD - YOUTUBE

Jonny leads sports partnership in the UK at YouTube, helping the likes of broadcasters, federations and publishers grow on the platform to reach their audience and business objectives.



DAVID KITSON
CHAIRMAN AND FORMER PROFESSIONAL FOOTBALL PLAYER - ARLESEY TOWN FOOTBALL CLUB

Dave Kitson is a former Premier League footballer for Reading and Stoke City.

He started his career at Cambridge United before joining Reading in 2003. He became player of the year and top scorer in 2004, 2005 and the club's record breaking 106 point title winning season in 2005/06.

Dave was twice included in the PFA team of the year and holds the record for most goals scored by one player at the Select Car Leasing Stadium.

He scored the first top flight goal in Reading's 150 year history when he netted in a 3-2 home win against Middlesbrough on the opening day of the 2006/07 Premier League season as the Royals went on to finish 8th, their highest ever finish in English football.

After five successful seasons with Reading, Dave moved to Stoke City for a club record £6m fee.

He spent the next two seasons in the Premier League, famously scoring against Manchester City in an incredible 3-2 win at the Britannia Stadium.

Dave also played for Portsmouth, Middlesbrough, Sheffield United and Oxford United in a career that saw him score more than 160 goals.

He remains one of only a handful of players to score in every professional division and in every professional domestic cup competition.

In 2019 Dave was inducted into the Reading FC Hall of Fame and, in 2022, he was inducted into the Cambridge United Hall of Fame.

In 2023 Dave founded CSRTS (City Status for Reading Through Sport), a not for profit organisation that as the name suggests, aims to secure City status for the town of Reading through sporting excellence. Its members include Sir John Madejski, Damian Green MP, Matt Roda MP and Sarah Humphries (Head of Sport, Reading University).

Dave is well known in Reading. His children are all schooled in Reading and he and his wife both work in teaching in Reading.



STACEY KNIGHT
COMMERCIAL AND MARKETING DIRECTOR - CSM LIVE

With over 22 years of multimedia experience delivering complex activations for some of the world's largest brands, Stacey is a multi-award winning director, non executive director and trustee, famed for her innovative and creative approach to multi-faceted UK and global campaigns.

Specialising in making brands, rightsholders and federations famous and creating unique, disruptive and utterly engaging solutions that merge cutting edge processes with traditional sustainable techniques.

Stacey has spearheaded CSM Lives environmental and regeneration projects, delivering tangible change across the organization and marketplace.



A FUTURE-FORWARD IDEA OF WHAT INDUSTRY EDUCATION CAN AND SHOULD BE

City Football Leadership Institute was created in 2022 to provide real life insights to students and professionals who want to know more about the business of football and sport. Those insights go far beyond the pitch and will get to the heart of sport as a continuously evolving global phenomenon and platform for creativity and entrepreneurs.

Alongside our partners at City Football Group, our variety of programmes offer bespoke, fast-track education, and unrivalled access for those aspiring to excel within the sport industry and beyond. It is important for those either looking to take their first steps into the industry or seasoned professionals to proactively develop the necessary skills, knowledge, and tools to effectively navigate their way through today's complex and rapidly changing sports business ecosystem.

Our portfolio of programmes include Masterclasses, Business of Football programme, and our Next Gen summer residential for 14-17 year olds, which takes students inside the world of Manchester City.

TO FIND OUT MORE, VISIT
www.cityfootball-leadership.com/



CONNECTING YOU WITH AUDIENCES WORLDWIDE.

Whether your goal is reach, engagement or monetisation, we put your brand in front of the right audience, on the right platforms, and in the right markets.



EARNED AND PAID DISTRIBUTION

- 130+ territories worldwide
- 1.2 billion audience
- 700+ broadcast channels
- 8,500+ digital sites
- 7.5 million influencers

WHY PARTNER WITH US

WE UNDERSTAND

- What content inspires and entertains
- What resonates with audiences
- That the content we create is only as good as the distribution plan behind it



STORYTELLING EXPERTISE

- End-to-end creative video production services
- 27 years of experience in authentic storytelling
- Impactful stories to highlight your key messages
- Local language content creation
- Global footprint of dedicated crews in every region

WE OFFER

- 27+ years' experience
- A passion for sports, news and entertainment
- Unmatched access to new audiences
- Original content with genuine authenticity
- Dedicated crews worldwide
- Content optimisation
- A unified strategy across all platforms
- Transparent reporting



REPORTING

- Measure campaign performance against agreed KPIs and ROI
- Identify granular usage data and engagement rates
- Track key metrics and media value achieved
- Provide market intelligence to enhance future campaigns

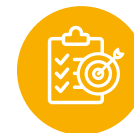
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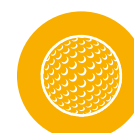
story10.com

info@story10.com

STORY10'S WORK WITH BRANDS IN SPORT



Story10's year-round support of DP World, a global leader in smart logistics, and title partner of the DP World Tour, extends beyond marquee events like the Ryder Cup and BMW PGA, ensuring activation across tournaments throughout the season.



Our most recent stories came from the DP World Tour Championship in Dubai, the climax of the 9-month long Tour season with a strong focus on sustainability and grassroots initiatives. Our crews produced stories highlighting the positive change DP World continues to drive, whilst maximising international exposure for the brand.

Story10's production and distribution included the following stories:

- Celebrating one year of the Tommy Fleetwood Academy, with scholarships awarded to neuro-diverse children in the area.
- Golf ball hunter Nicky Dorfel continued to lend his skills to the DP World Golf Ball Container initiative, which collects used golf balls at events across the Tour giving them a second life.
- Story10 facilitated an Influencer partnership with the Jazzy Golfer who amplified DP World's initiatives to new social audiences, through authentic, engaging messaging to her followers.

Story10's global distribution across broadcast, digital and social has helped push DP World's 'sustainability first' mentality to the masses, as well as amplifying their work around grassroots golf schemes.

DP World Tour Championship 2023

38+ Markets reached

62+ Media outlets engaged

\$526k Media value achieved



WHO WE WORK WITH



story10.com



info@story10.com



FIFA

SAILGP

VISA

**IWC
SCHAFFHAUSEN**

Red Bull

Mercedes-Benz



BRIGIT LEE
MERCURY/13

A tech executive currently with Sony PlayStation and formerly at Amazon and Best Buy. Lee has over two decades of experience working with both start-ups and large companies to forge global, strategic partnerships and to build out new, innovative business models.



FRANK LEENDERS
DIRECTOR GENERAL - FIBA MEDIA & MARKETING SERVICES SA

Frank Leenders (born in The Netherlands, 1968) has more than 25 years of experience in international sports marketing at the highest level.

He started his professional career with ISL Marketing during the FIFA World Cup 1990 and subsequently joined start-up company TEAM Marketing in 1992, where he was part of the launch and development of the UEFA Champions League - an international benchmark project - since its very first season (1992-93).

He moved to Rome to join pay Television Sky Italia in 2001, where he was Director of Sports Rights Acquisitions, responsible for the acquisition of all sports related Television rights.

In 2002 he returned to TEAM, where he became Managing Director and was appointed to the Board of Directors in 2005. Following his departure at the end of 2010, he co-founded the independent sports marketing firm Value-Experience.

In 2012, he supported the design and development of a dedicated media and marketing unit for FIBA, the international Basketball Federation in Geneva, Switzerland and is the Director General of this entity: FIBA Media and Marketing Services SA.

As a non-executive board member, Frank also supports and invests in several companies (start-up and scale-up), which operate at the intersection of sports, media and marketing.

Frank holds a degree in Economics from the University of St. Gallen (CH). He also earned an MBA degree from Bocconi University in Milano (I), where he now lectures and was elected Topic Leader Sport of the Alumni Association.



SARAH LEWIS OBE OLY
GLOBAL SPORTS LEADER

Sarah Lewis, OBE OLY is a highly respected international sports leader with an extensive network across the Olympic Movement and sport industry.

Sarah became an Olympian (OLY) in Alpine Skiing, representing Great Britain at the Calgary 1988 Games. From 1998 to 2020 she was Secretary General of the largest international winter sports federation, FIS (skiing and snowboarding).

Additionally she was appointed Secretary General of the Association of International Olympic Winter Sports Federation, a member of the IOC Programme Commission and Coordination Commissions for the Olympic Winter Games and Youth Olympic Games (2026, 2022, 2020, 2018) and served on the Steering Committee of the SportAccord International Federation Convention (2002-2020).

Subsequently she established Sarah Lewis Global Sports Leader GmbH in 2022 providing services to sport, business, and society.

In 2018 Sarah was awarded the Officer of the Most Excellent Order of the British Empire on the Queen's New Year Honours List for services to sport.



MARK LOOSEMORE
HUGH JAMES

Mark is a partner and commercial solicitor, who specialises in the sport and digital media sectors. He began his legal career in London with leading international firm Bird & Bird, in their sports team acting, for example, for The (English) Football Association as well as various other world-renowned clients. Mark went on to become Group Commercial Director of the Welsh Rugby Union for the opening of the Millennium Stadium and the hosting of Rugby World Cup. He was later the senior in-house lawyer for several years with leading digital sports content and media group, Perform Group (now DAZN). Prior to joining Hugh James in 2023, Mark was Senior Partner of his own boutique law firm, Loosemores, which he ran successfully for 7 years before it was acquired by Hugh James.

Mark now acts for a range of high-profile clients, many of whom are long-standing, including the Football Association of Wales, whom he recently advised on their successful UEFA EURO 2028 joint bid. Other notable sports clients include British national governing bodies, athlete trade unions, industry associations, sports marketing and management agencies, media rights holders, and individual elite sportspeople.

Mark is ranked as a Leading Individual lawyer for both Sport and Media & Entertainment in The Legal 500 directory again for 2024.



DAREK MACIOLEK
MANAGING DIRECTOR OF THE MARKETING, COMMUNICATIONS AND SOCIAL ENGAGEMENT AREA - BANK BNP PARIBAS

Dariusz Maciołek, Managing Director of the Marketing, Communications and Social Engagement Area at Bank BNP Paribas.

Since July 2018 he has served as Managing Director of the Communications and Marketing Area at Bank BNP Paribas. He was previously affiliated with Aviva Polska, where he was director of marketing and corporate communications. At Bank BNP Paribas he is responsible for creation of a strong brand, marketing support for specific business lines, and implementation of the bank's strategy. He is also responsible for marketing and communications strategy, development of social media, PR and internal communications, sponsorship, events, and marketing research.

Dariusz Maciołek is an experienced manager with over 19 years of experience in the area of marketing strategy, sponsorship, communications and social media in the finance sector (PZU, Rabobank, Provident) and energy (PGE).

He was named CMO of the Year by Media & Marketing Polska magazine and AD Marketer of the Year in the AD WO/MAN of the Year 2020 competition. In 2022 he received the Marketer of the Year award in the prestigious MP Power competition for the event industry. For campaigns at Bank BNP Paribas, he has received seven Cannes Lion awards, including Titanium and Grand Prix Glass.



GAVIN MARSHALL
CEO - BRISTOL SPORT GROUP

Gavin Marshall is CEO for the Bristol Sport group which includes Bristol City (men and women); Bristol Bears (men and women) and Bristol Flyers.

Marshall joined the sporting group as Group CFO in 2016 and was made Group CEO in the summer of 2022.

Marshall has long been an advocate for women's sport. Following the Covid pandemic Marshall was appointed Chair of Bristol City Women, alongside his position as a director for Bears Women. During his time as Chair of City Women he's witnessed their successful promotion back to the top-flight of the Women's Super League, alongside record crowd attendances. Marshall was also part of the successful tender team that helped Bears Women secure a place in the newly configured PWR league.

Marshall has driven the clubs "one-club" approach which has seen both women's rugby and football teams integrate their training bases into the respective Robins and Bears High Performance Centres. Bristol City Women are one of only two WSL clubs who share their home ground with the men's first team (at Ashton Gate Stadium). He was also part of the bid team to secure Ashton Gate Stadium as one of the host venues for the Women's World Cup in 2025.



HAROLD MAYNE-NICHOLLS
CEO - SANTIAGO PANAMERICAN / PARAPANAMERICAN GAMES

Harold Alfred Mayne-Nicholls Sécul (born July 27, 1961 in Antofagasta, Chile) is a Chilean football professional and journalist. He was president of the Chilean Football Federation and the National Association of Professional Football between 2007 and 2011, and served in various FIFA positions between 1993 and 2012.

From 2019 to 2021 he was vice president of Blanco y Negro, the entity in charge of the administration of Colo-Colo.

In June 2021 he became one of the investors of the Trasandino SADP club, which plays in the Second Professional Division of Chilean football.

On June 14, 2023, he took over as Executive Director of the Santiago 2023 Pan American and Parapan American Games, an event that was attended by more than 1.6 million spectators, being the largest in the history of Chile.



PROFESSOR LAURA MCALLISTER
CBE - FOOTBALL ASSOCIATION OF WALES AND UEFA EXECUTIVE COMMITTEE

Professor of Public Policy and the Governance of Wales at Cardiff University's Wales Governance Centre. Expert on devolution, Welsh politics and elections, and gender representation and the feminisation of politics. Author of many books and papers, and a commentator and keynote speaker on these areas.

Holds Honorary degrees and Fellowships from Universities of Bangor, Cardiff, Cardiff Metropolitan, South Wales, Swansea, University of Wales Trinity St. David's and Bridgend College.

Former member of Assembly Remuneration Board (2014-15), Independent Panel on AMs Pay and Support (2008-09), the Richard Commission on the Powers and Electoral Arrangements for the National Assembly for Wales (2002-04). Chair of Expert group on Local Government Diversity (2013-14); Chair of Assembly's Expert Panel on Electoral Reform (2017); co-chair of the Independent Commission on the Constitutional Future of Wales (2021-).

UEFA Vice-President and elected member of its Executive Committee. Deputy Chair of UEFA's Women's Football Committee.

Former Wales football international and national team captain with 24 caps, Chair of Sport Wales (between 2010-16. Until April 2016, Board Member of UK Sport, the Government's agency for Olympic and Paralympic sport, and former Director of the Football Association of Wales Trust. Chair of the Welsh Sports Hall of Fame.

Fellow of the Learned Society of Wales and the Royal Society of the Arts.

Inducted as a member of Gorsedd y Beirdd, Eisteddfod Genedlaethol Cymru Boduan, August 2023.

Awarded CBE in the Queen's Birthday Honours, 2016.



Protecting the Spirit of Sport

Clue helps sports organisations achieve better outcomes from investigations into corruption, match manipulation, doping, and safeguarding.

Meet our Head of Sport



Meet Phil Suddick, our Head of Sport and a former Clue user. With over thirty years in law enforcement, Phil specialised in complex anti-corruption investigations and locating high-risk fugitives.

As a sports integrity intelligence lead, he has been at the forefront of combatting corruption and match manipulation for an international sports organisation. Learn more and book a meeting today.

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“ We act as a bridge between UK Sport and UK Charities, offering charities a chance to fundraise by accessing top sporting prizes... and every penny they raise (100%) goes to them. **Sporting Chance Prize Draw** runs an annual Prize Draw (every March) so that UK Sport and UK Charities can work together. **Thank you** to Nigel and the team at International Sports Convention for inviting us to become their preferred not-for-profit partner. We're excited that the **Daily Telegraph** are working with us to promote Sporting Chance Prize Draw, helping our chosen charities to fundraise. ”

Simon Jacot, Founder
info@sportingchanceprizedraw.com

Prizes kindly donated by the sporting community, including Team GB

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TOM MCDONNELL
CEO - MONTEROSA

A reformed coder and proud leader of the awe-inspiring team at Monterosa, Tom's journey in tech began with a teenage stint as Lemmings tester and then a tea boy at a Liverpool animation outfit. Whilst at the BBC, he got lucky and met co-founders Simon and Igor; a trio of programmers who love mixing Games, Sports, TV and the internet – colliding worlds with new ideas flowing daily. An unhealthy amount of caffeine and Hobnobs later, and out popped Monterosa / Interaction Cloud - the leading real-time fan engagement platform. If you don't know what Hobnobs are, DM Tom and he might send you a pack



KAREN MOORHOUSE
CEO - INTERNATIONAL TENNIS INTEGRITY AGENCY

Karen is CEO of the International Tennis Integrity Agency. The ITIA is responsible for operating the anti-corruption and anti-doping programmes across professional tennis. Karen joined the ITIA in February 2023 after 14 years at the RFL where she was an Executive Director and Chief Regulatory Officer. Karen also served a Director on the Board of the Rugby League World Cup hosted in England in 2022. She remains a trustee of Rugby League Cares – an independent charity responsible for, amongst other things, delivering Rugby League's player welfare programme.



FIONA MORGAN
CHIEF PURPOSE OFFICER - SAILGP

Fiona joined the global purpose-driven sports entertainment league SailGP in 2020 with a mission to help make sustainability and inclusivity essential to the fabric of sport. Fiona is the mastermind of the SailGP Impact League - a world-first in sport which sees athletes race to win two podiums: one for sporting performance and one for the planet. The league champions authentic, committed, and impactful initiatives and rewards positive sustainability and social actions.

Fiona has an exceptional track record of shaping social impact strategy, promoting gender equality and campaigns for some of the world's most high-profile sports brands and talent. She was the driving force behind Sky's corporate and social purpose team, The Bigger Picture, and led the Sky Ocean Rescue consumer campaign, which reached an awareness of over 50 million people across Europe and resulted in behavioral change among its customers towards plastics. Fiona is proud to be an Ambassador for Meaningful Business, a member of the Social Impact Committee, member for the British Paralympic Association, an advisory board member at 17 Sport, and Non-Executive Board Member of the Manchester Originals - a team in the new Hundred tournament shaking up and growing the game of cricket. Fiona is also a judge for the Laureus Sport for Good index and a founding member of Sports Pro Media NEW ERA programme, which recognises, supports and advocates for gender equality and representation within the international sports industry.

Under Fiona's guidance, SailGP has won both the BBC Green Sport Ambition and Impact Award, as well as the Sports Industry Environmental Sustainability Award. Fiona was also shortlisted for Edie Sustainability Leader of the Year in 2023, for which she was highly commended.



JENNY MORRIS
DIRECTOR - CITY FOOTBALL LEADERSHIP INSTITUTE

Jenny's expertise in sport business comes from over 15 years of working within a range of high-profile organisations, including England Rugby, The FA, and The Rugby Football League. Jenny joined the City Football Leadership Institute in 2022, after 7 years as Director of Delivery for British Universities and College Sport (BUCS), where she was responsible for all direct and partnership-based delivery across 52 different sports. During her career, Jenny's experience within the industry has covered the full spectrum of sport administration, from health and physical activity to policy and governance reform, as well as high-performance elite sport, including major events such as London 2012 and the Rugby Union World Cup 2015.



JAMES OWENS
HEAD OF SPORT SYSTEM, GOVERNANCE, PEOPLE & ETHICS - SPORT WALES

With a 30 year career in sports management James' experience and expertise spans key areas, including facilities management, capital investment, grant systems, sports development and governance.

A notable highlight is their pivotal role in reshaping the investment approach for Sport Wales. Leading a transformative strategy involving 70 partners, they have redefined how resources are allocated, fostering a more efficient and impactful system focussed on addressing the inequalities in sport across Wales.

In addition to their strategic work, James has cultivated meaningful collaborations with numerous partners across Wales and the UK. This collaborative spirit has not only strengthened regional ties but has also contributed to the broader advancement of sports initiatives. The network James has built serves as a testament to their commitment in working together for the greater good.

Beyond financial and infrastructural achievement, James is a staunch advocate for sports governance and ethics. Their commitment to upholding the highest standards in the industry is evident in their influence on policies and practices that resonate within governance, leadership and behaviours.



MS. ELIF ÖZDEMİR
CEO, BOARD MEMBER, PRESIDENT - GSA, TURKISH NATIONAL OLYMPIC COMMITTEE, TURKISH ARCHERY FEDERATION, MEDITERRANEAN GAMES AND WOMEN IN SPORTS COMMISSION

Elif Özdemir successfully implemented green flag projects in the tourism industry, as well as working on projects involving power generation from waste. Having held negotiations with the officials of the Ministry of Environment and Urban Planning and the Ministry of Culture and Tourism for the improvement of environment and sustainable tourism, Özdemir continues to pursue efforts in this field.

A member of the Turkish Student Association at Columbia University during her undergraduate years, Elif Özdemir completed her internship in the media industry at CNN Turk. She is continuing her professional career as the vice chairman of Özaltın Holding (responsible board member for mining) and the CEO of Gloria Sports Arena, the first sports hotel of Turkey, owned by the Holding. Now, she is working with the Gloria Sports Arena sports science team and other renowned professionals in the field to create an athletes' incubation center and an artificial intelligence-based software that can help monitor athletes' performance, to aid them in achieving their best.

She is also entitled as the Member of the Board of Directors at Turkish National Olympics Committee (TMOK) and the Turkish Archery Federation. She is a member of the Young President Organization (YPO) and the Consultant of the President at World Federation of Consuls. She became a trustee of BIDEV, a foundation that supports education through the game of Basketball and is a member of the World Economic Forum Global Shapers Community; a network of young people driving dialogue, action and change.



TROJAN PAILLOT
SENIOR VICE PRESIDENT, SPORTS RIGHTS ACQUISITIONS AND SYNDICATION - WBD SPORTS EUROPE

Trojan Paillot has gained vast sports media industry experience after working for Eurosport – Discovery's leading multi-sport brand - for 17 years, progressing to the role of Senior Vice President, Sports Rights Acquisitions and Syndication.

He first joined the business as an intern in 2005 working within the rights sales team on sublicense requests across Eurosport's premium rights portfolio. Trojan subsequently expanded his role to encompass research and strategic monitoring of the sports rights market across Europe and Asia as well as developing and identifying new media rights acquisitions to support Eurosport's expanding digital rights portfolio.

In 2008, Trojan was promoted to the role of Senior Rights Acquisitions Manager for Eurosport and TF1 Group where he was responsible for prospecting, tender submission, negotiation, contract drafting and client coordination for major events including the UEFA Women's Euro 2009 and 2013.

Following Discovery's acquisition of Eurosport in 2014, Trojan progressed to Deputy Director of Rights Acquisitions and then Vice President of Rights Acquisitions and Syndications from 2019 – a role he has held since, which also encompasses a position on Discovery Sports' senior leadership team.

Harnessing his leadership and expertise in sports rights, Trojan now oversees management of Discovery Sports' rights acquisition and syndication department, producing more than 150 contracts per year across 75 markets globally. He also holds responsibilities for its sports research and intelligence team, which involves strategic monitoring of the global sports rights market.

Recent achievements include negotiating new long-term agreements with Tennis Australia and the Fédération Française de Tennis to solidify Discovery's reputation as the home of the Australian Open and Roland-Garros in Europe in addition to bringing even more exclusive FIS winter sports events into Discovery's portfolio across more than 50 markets across Europe, Asia, Africa and the Middle East ahead of its coverage for viewers in Europe of Olympic Winter Games Beijing 2022.



DR. CHRISTINA PHILIPPOU
PRINCIPAL LECTURER - UNIVERSITY OF PORTSMOUTH

Dr Christina Philippou is both a qualified accountant and a sport finance and forensic accounting lecturer. Her football finance research has been used by the UK government to support reforms in football governance, and she has been on government advisory panels on both men's and women's football. She wrote and leads the football finance courses for the Premier League's leadership learning and development education programs. Prior to her current role at the University of Portsmouth, Christina worked as a forensic accountant with a large accounting firm, undertaking fraud, insider trading, and bribery and corruption investigations, as well as disputes and compliance work. Christina is an independent non-executive Director of the RAF Football Association.

BRINGING BRANDS TO LIFE

One of our guiding principles is that sustainability must be at the forefront of our strategy and planning. We are committed to embracing our responsibility to the planet, and also seek to deliver social impact when creating unforgettable live experiences.

As part of our three-pronged approach to supporting sea, land, and wildlife conservation, we continue to invest in a number of high-impact, nature-based solutions partnerships. In 2022, we planted 18,000 trees in partnership with The Future Forest Company, and in 2023, we funded the planting of 10,000 seeds across the UK in partnership with Project Seagrass.

A further partnership with The Born Free Foundation was established in 2023, where we invested in the build of numerous beehive fences within Kenyan communities.

In addition to sustainability, we care deeply about social values and our community, that's why we are dedicated to supporting the Trussell Trust Network, Bromley Borough Foodbank and Foal Farm Animal Shelter, Kent.

In 2023, our teams donated 783.95 kg of food to the Bromley Borough Foodbank, helping over 14,000 people in need.

We are proud to put sustainability and social values at the heart of everything we do and every event we deliver.

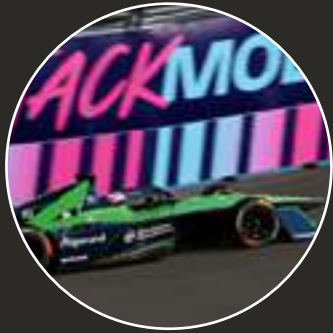


The **Ten Golden Rules** we follow to ensure that we minimise our environmental footprint are:

- 1. Planning:**
Plan, plan, plan, and plan again. Planning in sustainability from the start of an event ensures this becomes front and centre and is built into every phase: venue scoping through to substrate selection, packaging materials, number of deliveries, recycling and re-use post event.
- 2. Design development:**
Ensuring a clear artwork programme driven by larger batch productions will result in a more effective combination of deliveries, reduction on return visits to venues and reinforce the re-use of items across the event schedule.
- 3. Discourage:**
Remove PVC from as many materials as possible, including banners, mesh and self-adhesive vinyl.
- 4. Encourage:**
Use polyester wherever possible, as it is recyclable and reusable.
- 5. Reuse and Recycle:**
All hard materials to be reusable or recyclable. We no longer stock or print on foamex and have swapped this for Akyprint.
- 6. Promote the Rental Option:**
Use existing systems and structures wherever possible, creating a more circular economy and promoting reuse – while also offering cost savings.
- 7. Local Sourcing:**
Utilise local suppliers for identified elements, reducing transport costs and providing benefits to the hosting city and community.
- 8. Operational Responsibility:**
Specify electric plant, avoid generators and plan efficient vehicle movements.
- 9. Sustainable Logistics:**
Reduce or remove travel costs as much as is humanly possible, using remote, from plan or locally-manned surveys and installation crews where possible.
- 10. Smart De-rigging:**
Plan ahead, store and reuse where possible, recycling substrates where reuse is not possible. Employ strategic thinking regarding take down including transport and waste disposal.

By following these simple rules all aspects of live event branding and equipment can be delivered in the most environmentally efficient and effective matter.

WE ARE **CSM** live



Branding and Signage

Consulting, management, scoping, design, production, logistics and installation of look and feel, wayfinding and signage at major international sporting events.



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Design, fabrication, logistics and installation of bespoke structures, furniture and other 3D builds to a wide variety of brand activations and fan engagement opportunities throughout venues and host cities.



Live Event Production

End-to-end operational planning and implementation of live events, both physical and virtual.



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In the heart-pounding world of sports, where passion and competition intertwine, Guinness World Records takes centre stage. Partnering seamlessly with sports brands and clubs, we become the catalyst for unmatched brand exposure, drawing fans closer to extraordinary feats. Brace for boundless opportunities as we forge collaborations that challenge conventions. Whether you aim to break the indoor speed record or set the record for the most participants in a pickleball exhibition match, we can help identify a record that perfectly showcases your brand.

EXCELLENCE REDEFINED: BOOST YOUR CAMPAIGNS WITH GUINNESS WORLD RECORDS

Sports marketing is ever evolving, and standing out is crucial in making strategic choices for your campaigns. Choosing the right partner is key. Guinness World Records is more than a name; it signifies unmatched achievement, a testament to pushing boundaries.

Here's why working with us transforms the game:

- 1 Expertise:** With decades of experience, Guinness World Records excels in curating, verifying, and celebrating exceptional feats. Our team understands your brand, ensuring each record aligns seamlessly with your vision.
- 2 Authenticity:** Our brand thrives on authenticity. Partnering with us instantly boosts your brand's credibility. Our rigorous verification guarantees genuine achievements, resonating with authenticity-driven audiences.
- 3 Global Recognition:** Guinness World Records propels your brand onto a global stage, capturing diverse audiences and solidifying your position as a sports trailblazer.
- 4 Amplifying Your Message:** Collaborating ensures your brand story integrates with the record-breaking narrative, connecting with your audience on a deeper level.
- 5 Energising Fan Base:** We transform spectators into fervent supporters, elevating fan engagement through excitement and shared triumphs. Our collaboration creates an unbreakable connection between your brand and its audience.

Choose Guinness World Records to elevate your brand. Unleash the extraordinary, captivate your audience, and let the world witness your brand's legacy in the making.

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ALEX PHILLIPS
INDEPENDENT - ADMINISTRATOR WORLD FOOTBALL REMISSION FUND

Alex Phillips has spent 25 years working at the highest levels of football globally. He is currently an independent consultant, whose main role is as Administrator of the World Football Remission Fund – the \$201million that FIFA, CONMEBOL and Concacaf received back from the US Department of Justice after the 2015 corruption scandals.

Alex worked as an original team member of Deloitte Sport. He then spent 17 years at UEFA, fulfilling various roles, including Head of Strategic Affairs, as well as four years working for the Asian Football Confederation and UEFA, implementing dozens of projects across Asia. He is currently advising AFC on the AFC Academic Centre of Excellence (ACE).

Alex is a C-licence coach on the field, as well as holding the MESGO and the MBA (Football Industries) off the field. His last position at UEFA was as Head of Governance & Compliance, and he is currently involved in discussions on creating an international sports integrity entity.



SARAH POWELL
CHIEF EXECUTIVE - BRITISH GYMNASTICS

Sarah is an experienced leader with over 20years' experience of working in sport leadership and governance. Sarah joined British Gymnastics in October 2021 from Sport Wales where she had been the CEO since 2012 and the first woman to hold the position. Sport in Wales saw a period of significant success during her time at the helm, with increased Olympic and Paralympic success, record-breaking back-to-back Commonwealth

Games 2014 and 2018 and seeing more people participate and enjoy sport across Wales. Sarah has had numerous board roles, Ryder Cup Wales Limited Chair of the Women's Equality Network Wales, where she campaigned on Women's issues and led the call for a Wales free from gender discrimination. She is currently a Trustee of parkrun Global the international charity supporting the growth of parkrun to support a healthier and happier planet.

Sarah has a degree in Psychology and a PGCE teaching qualification. Sarah received an Honorary Doctor of Science from Swansea University in 2017 and is a Fellow of Cardiff University.

Alongside her professional career, Sarah played international hockey. She captained Wales winning over 70 senior caps, playing at the 1998 Kuala Lumpur Commonwealth Games before retiring from international competition. More recently, Sarah has caught 'the running bug' and has completed the London Marathon twice.



GAIA PRETNER
HEAD OF SUSTAINABILITY - EUROPEAN CLUB ASSOCIATION (ECA)

Gaia Pretner joined ECA in May 2023 as Head of Sustainability and is developing ECA's first sustainability strategy.

She is a sustainability management expert with experience in different sectors from major events, MNCs, Federations and trade associations. Before joining ECA she worked as Sustainable Procurement Manager for FIFA World Cup Qatar 2022 LLC, Sustainability and Circular Economy researcher and consultant for Bocconi University and as Sustainability expert for EXPO Milano 2015 and UNI.



DAVID PROPER
SENIOR EXECUTIVE VICE PRESIDENT OF MEDIA & INTERNATIONAL STRATEGY - NATIONAL HOCKEY LEAGUE, L.P.

David Proper serves as the Senior Executive Vice President of Media & International Strategy for the National Hockey League. In this capacity, he is charged with the development and execution of the NHL's international events and media strategies. Proper oversees the scheduling of games and all League TV rightsholder relationships including the NHL's comprehensive broadcast agreements with the Walt Disney Company and ESPN and WBD Sports in the U.S., Rogers Communications and TVA Sports in Canada and dozens of international broadcast partners around the world.

Most recently, Proper was instrumental in helping negotiate and secure the historic and innovative seven-year television, streaming and media rights deals with the Walt Disney Company and ESPN, and with WBD Sports, which began with the 2021-22 season and will continue through the 2027-28 season. He also leads the ongoing efforts to broaden the NHL's global reach, signing broadcast partnerships with the world's biggest entertainment providers, including international broadcast agreements covering more than 260 counties and territories that deliver live NHL games to more fans worldwide than ever before.

Proper and his team have leveraged the NHL's relationships with its international broadcast partners to deliver games live in primetime to fans in countries and territories across Europe. Now in its sixth season, NHL Saturday and NHL Sunday (previously NHL European Game of the Week) provides a destination viewing experience for loyal NHL fans across Europe.

Proper was instrumental in the return of the NHL Global Series, the initiative in which NHL teams travel abroad to play exhibition and regular-season games.



SIMON ROWE
VP GLOBAL SPORTS MARKETING - PENTLAND BRANDS LIMITED

Simon Rowe is Vice President of Sports Marketing at Pentland Brands, the renowned owner of world-class sports, outdoor, and lifestyle brands, including Speedo, Berghaus, ellesse, Canterbury of New Zealand, Mitre, and Endura.

With an impressive background in the sports industry, he previously held the position of Head of Global Sports Marketing for Speedo, Canterbury of New Zealand, and Mitre brands. In this role, he successfully established and maximized strategic partnerships for the brands, most notably with prestigious entities such as the British & Irish Lions, the FA Cup, and British Swimming.

He began his career as a sports agent in the French rugby industry, where he skilfully managed the careers of several elite rugby stars, including the renowned All Black player Chris Masoe. He later joined the Welsh Rugby Union, serving as the Group Sponsorship Manager. During his tenure, he played a pivotal role in overseeing new partnerships and activations during a period of success for Welsh Rugby, both on and off the field. His notable achievements include spearheading a groundbreaking commercial deal that resulted in the renaming of the iconic Millennium Stadium to the Principality Stadium.



JON RUSSELL
DIRECTOR - BETWAY GROUP

Jon joined Betway Group as Head of Trading in 2013 and was appointed to the Board of Directors in 2023. His career in the Gaming Industry began in the 1990s working as a Sports Spread Betting Trader in London and encompasses management roles with William Hill, Ladbrokes, and Victor Chandler. He was part of the leadership team that launched the first regulated corporate sports betting operation in South Africa and headed Sportingbet's groundbreaking in running football product for 10 years prior to joining Betway. In 2017 he was elected to the Board of Directors of the International Betting Integrity Association and subsequently appointed Non-Executive Chair in 2019 where he continues to serve, helping to establish IBIA as the pre-eminent industry advocate for Sports and Sports Betting Integrity.



KATIE SADLEIR
CHIEF EXECUTIVE OFFICER - COMMONWEALTH GAMES FEDERATION

Katie Sadleir is the Commonwealth Games Federation (CGF) Chief Executive Officer. She joined the CGF from World Rugby, where she was General Manager of Women's Rugby.

A Commonwealth Games medallist and an Olympian, Katie has a wealth of experience as both an athlete and sports administrator.

She represented New Zealand in synchronised swimming at the Los Angeles 1984 Olympic Games and the Edinburgh 1986 Commonwealth Games, winning bronze in the later event. She served as the Assistant Chef de Mission New Zealand at the Victoria 1994 Commonwealth Games and has attended six editions of the Games.

Katie led the establishment of the New Zealand Academy of Sport network in the late 1990s before becoming General Manager of Sport and Recreation New Zealand (now Sport New Zealand) from 2000-2006.

She has held directorships and senior leadership positions with a number of organisations including High-Performance Sport New Zealand and the New Zealand Swimming Federation.



LIAM SCULLY
CHIEF EXECUTIVE OFFICER - LINCOLN CITY

Liam Scully has more than 20 years of experience working in football and communities, having started his career via an apprenticeship and working his way up to become Chief Executive of Lincoln City.

He is responsible for the day-to-day running of the Imps on behalf of the fans, directors and investors, including heading up a seven-man senior management team, and more than 150 employees. He joined Lincoln City in the summer of 2017 as they returned to the EFL, helping guide the club to a further promotion to League One where they reached the 2020-21 play-off final.

Prior to joining Lincoln, Liam spent 16 years in various roles at Doncaster Rovers and the wider Club Doncaster group - starting as an apprentice funded by the Professional Footballers Association (PFA) and graduating to a spell as Foundation chief executive then chief operating officer of Club Doncaster.

That rise through the ranks culminated in Liam being inducted into the National Apprenticeship Hall of Fame in 2007. The Hall of Fame recognises outstanding achievement in enterprise and business from those who started off their working life through an apprenticeship scheme.

Liam also holds voluntary offices including chair of the English Football League Trust (EFLT), director of Lincolnshire County FA, trustee of Lincoln City Foundation, along with ambassador roles at the Asian Sports Foundation and XP Free School Trust. He has underpinned his public and private sector service with high-quality education and training: with a postgraduate certificate in strategic leadership (University of Chester), Diploma in Leadership and Management (ILM), along with being a graduate of the Kennedy Senior Leaders training programme.



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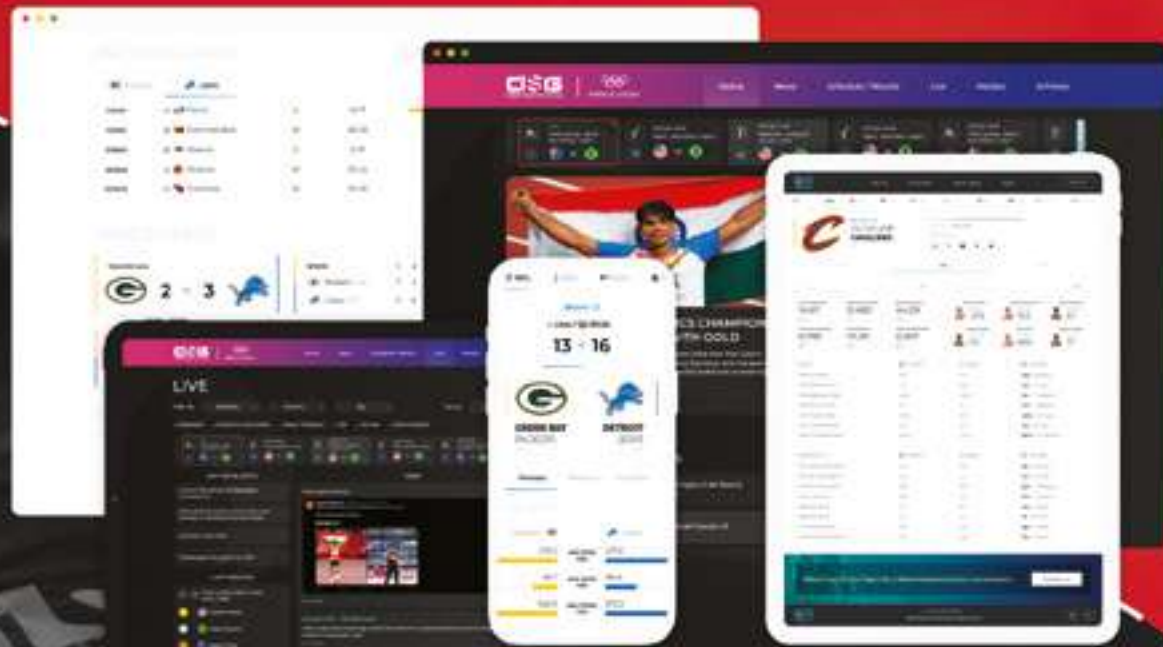
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THERESA SEEGERER
TEAM LEAD PARTNERSHIP SALES, FC BAYERN MÜNCHEN

Theresa has a proven track record in partnership sales and business development within the sports industry across multiple markets. Currently working as the Team Lead Partnership Sales at FC Bayern München, Theresa leads the sales team responsible for increasing sponsorship sales through the acquisition of new partners and by marketing new products and rights.

Prior to her role at FC Bayern München, Theresa held positions at Manchester City and Tottenham Hotspur where she demonstrated her expertise in partnership sales, business development across various disciplines including media & digital rights, commercial projects, and international tours & friendlies.

With a strong foundation in partnership sales and a passion for leveraging sports as a platform for positive change, Theresa was also involved as an Advisory Board Member at Football for Peace, a global movement fostering peace through sports.



TARIK SHAMEL
HEAD OF INTEGRITY - THE FOOTBALL ASSOCIATION (THE FA)

Tarik is the Head of Integrity at The Football Association. He is responsible for overseeing all integrity matters concerning on and off-field misconduct in English professional football including on-field disciplinary matters, crowd misconduct, betting, match-fixing, anti-doping, discrimination, public comment, financial misconduct, and intermediary breaches.

Tarik is a practicing solicitor and joined The FA in 2004. Since then, he has played an integral role in the development of The FA's policies and practices and leads on integrity policy in football stakeholder forums.

Aside from being The FA's Integrity Officer, he is also a UEFA Match Delegate and mentor. Tarik is a disciplinary panel member for other sports and regularly sits on Independent Tribunals for the WPBSA.



AFFY SHEIKH
HEAD OF STARLIZARD INTEGRITY SERVICES - STARLIZARD INTEGRITY SERVICES

As Head of Starlizard Integrity Services, Affy Sheikh is responsible for managing the business's strategic and operational activities, as well as forging and maintaining relationships with fellow stakeholders in the sports integrity arena – particularly the sports governing bodies with whom Starlizard closely work in the fight against match-fixing. With his deep understanding of sport and sports betting, Affy directs Starlizard's specialist integrity resources, data analytics and intelligence-led approach towards identifying areas of concern. Prior to joining Starlizard in 2011, Affy served for twelve years in UK Government, Law Enforcement and the Civil Service, including diplomatic service overseas.



PAUL STEWART
FOUNDER AND CEO - PAUL STEWART

Paul Stewart is a former Premiership and international footballer who played for some of the biggest clubs in the country including Man City, Spurs and Liverpool. All this whilst harbouring a dark secret, Paul suffered horrific abuse as a child by a youth football coach, which led him to an adult life of drink drugs and suicidal thoughts, Paul's Story was featured in BBC1's "Football Darkest Secret"

Paul talks openly and honestly about the impact the abuse had on his life, and now works within football for the EFL and Premiership educating and helping academy players and staff to cope with the pressures that football brings, his story is one of the most powerful stories you will hear, but it will bring hope as he still manage to succeed despite his experience.



EMMA SYKES
SENIOR WOMENS FOOTBALL DEVELOPEMENT MANAGER - UEFA

Emma Sykes has been working in European football for over 10 years and is currently Head of Women's Football Development.

Specialising in football development, Emma leads development projects and stakeholder relations across Europe with the aim to increase participation and professionalisation in the women's game. This includes UEFA's first women's football strategy TimeforAction, funding programmes to UEFA member associations, UEFA's first girls only grassroots programme (UEFA PlayMakers inspired by Disney), research to develop the business case for women's football and numerous other projects that support professional women's football and competition development.

Emma has also contributed to the onsite delivery of UEFA Euro 2016, UEFA Champions League and UEFA Europa League.

Emma is a current participant of the MESGO programme (Executive Masters in Sports Governance) and holds a BSc in Geography and LLB in Law.



VINCENT VEN
HEAD OF ANTI-MATCH-FIXING - UEFA

Vincent Ven is a Swiss/Hong Kongese sports lawyer who has undertaken several roles within football governing bodies since 2012. From 2017 to 2020 he held the position of Head of Integrity at FIFA and in August 2020, Vincent joined UEFA as Head of Anti-Match-Fixing.

His and his unit's core responsibilities and activities are to promote and preserve the integrity of European football matches and competitions. More specifically, Vincent's role is to develop UEFA's anti-match-fixing strategy through preventive measures, integrity related investigations and the establishment of integrity programs in coordination with various stakeholders such as the 55 UEFA National Associations, international organisations and law enforcement agencies.

Besides, Vincent has been elected as a member of Tennis Europe Ethics Commission in 2023.



LUIS VILLAS-BOAS PIRES
HEAD OF AGENTS - FIFA

A Portuguese qualified lawyer with 20 years of experience in different areas of law (corporate, capital markets, commercial, sports) in Lisbon and London. Graduated in law from the Universidade Católica Portuguesa with a FIFA Master in International (MA) Management, Law and the Humanities of Sport.

He is currently Head of Agents at FIFA, having commenced in the role in October 2019. Previously, Luís was working as senior legal counsel at the ethics department of FIFA, where he handled more than 100 ethics cases (from preliminary investigation to formal proceedings). Before joining FIFA, he worked with a CAS arbitrator, handling different cases related to sports law.

Presently, Luís leads the agents department that manages the procedures relating to disputes involving Football Agents decided by the Agents Chamber of the Football Tribunal and the licence applications to become and remain a FIFA-licensed Football Agent.



GRAINNE WAFER
GLOBAL DIRECTOR FOR BEER, BAILEYS AND SMIRNOFF - DIAGEO

Gráinne Wafer is the Global Director for Beer, Baileys and Smirnoff at Diageo and responsible for some of its most iconic brands including Guinness, brewed in more than 50 countries and enjoyed by millions of consumers in 150 countries.

Gráinne is also joint lead of Diageo’s progressive marketing programme globally and has been a vocal advocate for inclusivity and diversity across the advertising and marketing industries. She is the Diageo representative for the UNstereotype Alliance, Creative Equals and WFA D&I Taskforce amongst key industry partnerships.

Gráinne has spent over twenty years with Diageo working on a wide variety of brands, with local, European & global roles spanning communications, brand marketing, innovation and commercialisation. Most recently Grainne was Global Brand Director on Baileys and Roe & Co, delivering a complete brand transformation on Baileys globally, and overseeing the development and opening of the new Roe & Co distillery and visitor centre as well as market expansion to the US and Australia.



JASON WEBBER
SENIOR EQUALITY, DIVERSITY, INCLUSION & SUSTAINABILITY
MANAGER - FOOTBALL ASSOCIATION OF WALES (FAW)

Jason is an expert and leader in Equality, Diversity, Inclusion & Integrity who currently works at the Football Association of Wales as an Equality, Diversity, Inclusion & Integrity Manager. He has been integral in advancing the FAW’s EDI and Integrity programmes towards being a global leader in sport and has extensive experience in educating and advising a wide range of stakeholders for more than a decade. Jason is passionate about sharing his knowledge and experience with others and is committed to making football and sport inclusive and equal for everyone.



ROBBY YUNG
CEO OF INVESTMENTS - ANIMOCA BRANDS

Robby is CEO of Animoca Brands – a leader in Web3 gaming and investing, and the company behind Sandbox. Robby’s career has focused on the TMT industries, from the early days of analogue mobile and web 1.0 to traditional ad-supported media and free-to-play games.

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58 industry sectors represented in the awards shortlist

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10 sponsorship trends explained in detail in the **ESA Sponsorship Trends Report**



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Along with a rich sports infrastructure, the complex includes **Sports Medicine and Athletic Performance Center**, which in turn provides basic and specific health care services, various therapies and a wide range of analyzes and tests.

Being the **largest** sports performance centre in **Europe**, in 2023 Gloria Sports Arena got an official status of Turkish NOC approved **Olympic Training Center**

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The NHL Leads With AI To Power Digital Media Access

The National Hockey League's (NHL's) Live Social Contributor (LSC) Program brings the excitement of every NHL hockey game to life for passionate fans globally.

LSCs are mobile-first correspondents stationed at each arena who capture the rinkside and behind-the-scenes "all-access" content not picked up by broadcast cameras – and captured specifically for digital and social channels. These photos and videos are then delivered to the NHL for publishing.

The NHL knew hockey fans wanted to devour all these immersive moments instantly.

The League's leading-edge social media staff aimed to boost the LSC content delivery speed and access for its 32 Clubs, along with athletes and broadcasters. Fans on social and digital platforms would get more premium content in real time to engage more deeply with their favorite Players and teams. The NHL's Social Media team had four key goals:

- Increase fan engagement
- Enhance Player brands and each Club's owned social channels
- Expand LSC content access for Clubs, athletes and partners
- Organize large volumes of LSC content from many sources simultaneously

The Greenfly platform now manages the real-time automated analysis and tagging of large volumes of digital videos and photos using state-of-the-art AI technology to identify NHL Players and teams in the context of specific types of scenes.

Greenfly was already powering the NHL's LSC content capture and collection workflows, enabling the creators to seamlessly capture digital media from their cameras or mobile phones and sync them through the Greenfly's mobile app. At every event, Greenfly automatically sorts and organizes hundreds of incoming assets into curated galleries immediately accessible by Clubs, Players and broadcasters.

Greenfly has brought advanced AI analysis and tagging capabilities to this workflow at the upload stage. Greenfly's +AI Vision analyzes the contents of every LSC-captured video and photo and identifies the subject(s) – such as Players, using their team kit and jersey number.

AI Vision recognizes athletes even where facial recognition is not possible, such as when helmets or other elements obscure a Player's face. It does this with high confidence for accuracy and the subject(s)' prominence in the frame. Each video and photo asset is tagged automatically with descriptive keywords.

The NHL was the first Greenfly customer to use customizable scene detection to identify the context of a specific scene in a photo or video. It pinpoints and tags prominent elements such as arrivals, a save, a goal, or game-winning celebration.

- 500+ average LSC assets organized every NHL Game Day and Night
- +1605% more photos and videos downloaded by NHL Players and prospects*
- +83% more photos and videos shot by NHL LSCs in fans' social feeds*



Photo courtesy of the NHL

Greenfly's speed and precision have transformed NHL's LSC content workflow into a true real-time content feed. It lets the League, Clubs, and broadcast partners share this digital arena content with fans before the Players leave the ice.

Detailed tagging allows the NHL's Social Media team to find content more easily and publish it in a timely way. The NHL's busy staffers can now focus on creating even more innovative content to engage passionate NHL hockey enthusiasts worldwide.

Learn more about how Greenfly streamlines short-form digital media orchestration for sports organizations worldwide.

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“Greenfly... makes it possible to route thousands of photos and videos shot by LSCs across 32 arenas directly to the athletes, Clubs, and broadcast partners who want to publish them in real-time.

Heidi Browning
Chief Marketing Officer, NHL





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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

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