



BRANDS AND SPONSORSHIP SUMMIT

October 3, 2024 | Unilever House, London

HOST PARTNER



EVENT PARTNERS



OVERVIEW

This specialized event explores the latest trends and innovations in the intersection of sports, brands, and sponsorship through presentations and panels throughout the day. Attendees can engage in meaningful conversations, gain insights into successful campaigns, and connect with industry leaders.

08:45am – 9:30am

Registration, Networking – Coffee/Tea

9:30am

Welcome and Introductions

- Adam Leventhal – ISC Host and moderator
- Nigel Fletcher – Chief Executive, International Sports Convention
- Chris Barron – Unilever, General Manager Personal Care UK&I /// VP Deodorants Europe

9:45am – 10:20am

Global Football Partnerships – How Xylem mobilise the energy of people, technology and business to take positive action on water challenges, through the power and reach of football, at global scale.

- Fiona Cole, Global Head of Brand and Partnerships, Xylem

10:20am – 10:50am

Presentation by major brand

10:50am – 11:45am

Break and networking

11:45am – 12:20pm

Metro Bank and women and girls' sports and their partnerships with the ECB

- Danielle Lee, Director Brand & Marketing at Metro Bank (UK)

12:20pm – 1:45pm

Lunch and networking

1:45pm – 2:30pm

Partnerships in women's sport – Panel

- Nuria Hernandez Crespo, Chief Marketing Officer Personal Care, Unilever
- Katheryn Swallow, Head of Unilever Deodorants Worldwide
- Thomas Mulders, Senior Global Sponsorship Manager, The HEINEKEN Company
- Owen Laverty, Chief Innovation Officer at Ear to the Ground

2.30pm – 3.00pm

Unilever and Sports partnerships – UEFA European Championships – The Unilever Wash Up

- Willem Dinger Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead, Unilever (Moderator)
- Komal Patel, Head of Gifting and Football at Unilever UK&I, Europe and ANZ
- Guillaume Sabran, Head of Sponsorship & Licensing, UEFA

3.00pm – 3.30pm

Break and networking

3.30pm – 4.30pm

The key capabilities needed to successfully execute Sports Partnerships and how to build them - Panel

- Chris Mallaband, Former Global Learning Director – Agile, HR Function and strategic projects, Unilever (Moderator)
- Nuria Hernandez Crespo, Chief Marketing Officer Personal Care, Unilever
- Chris Barron, General Manager Personal Care UK&I and VP Deodorants Europe, Unilever
- Willem Dinger Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead, Unilever

4:30pm

Closing note

- Chris Barron – Unilever, General Manager Personal Care UK&I and VP Deodorants Europe

4:30pm – 5:30pm

Drinks and networking



GET IN TOUCH

To discuss your involvement at
ISC Events, contact us by email using
events@internationalsportsconvention.com

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