ISC INTERNATIONAL SPORTS CONVENTION

THE MEETING PLACE FOR

THE BUSINESS OF SPORT

—

Unilever House, London

October 3, 2024

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ISC Brands and Sponsorship Summit

ISC

BRANDS AND SPONSORSHIP SUMMIT

Unilever

UNILEVER HOUSE, LONDON

3 October, 2024

Event Partners

Monterosa

HAWK-EYE INNOVATIONS

STATS PERFORM

ASPIRE ZONE

EAR TO THE GROUND

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.

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CELEBRATING 15 YEARS - 2009-2024

08.45 AM – 9.30 AM

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

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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

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11.45AM – 12.20AM

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

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

12.20 noon -1.45PM

Lunch and networking

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1.45PM – 2.30PM

Partnerships in women's sport – Panel

Willem Dinger, Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead

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

3.00PM – 3.30PM

Break and networking

2.30PM – 3.00PM

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

Komal Patel, Head of Gifting and Football at Unilever UK&I, Europe and ANZ

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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

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

Unilever representative TBC

Unilever representative TBC

4.30PM – 5.30PM

Drinks and networking

4.30PM

Closing speeches

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

Willem Dinger, Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead

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For more information to attend, please contact:

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Thank You!