



HOST PARTNER



Unilever

# BRANDS AND SPONSORSHIP SUMMIT

October 3, 2024 | Unilever House, London



## EVENT PARTNERS



## SPEAKERS



**ADAM LEVENTHAL**  
ISC Host and Moderator  
International Sports Convention



**NIGEL FLETCHER**  
Chief Executive  
International Sports Convention



**CHRIS BARRON**  
General Manager Unilever Personal  
Care UK&I & Unilever VP Deodorants  
Europe  
Unilever



**KATHRYN SWALLOW**  
Unilever Rexona Global Brand Lead &  
Deodorant Category Head  
Unilever



**NURIA HERNANDEZ CRESPO**  
Chief Marketing Officer Personal Care  
Unilever



**WILLEM DINGER**  
Unilever Global Head of Sport &  
Entertainment Partnerships  
Unilever



**THOMAS MULDER**  
Senior Global Sponsorship Manager  
The HEINEKEN Company



**FIONA COLE**  
Fractional CMO / Marketing and Brand  
Consultancy  
Mission



**LISELI SITALI**  
Director, Football and Music  
Partnerships  
Expedia Group



**GUILLAUME SABRAN**  
Head of Sponsorship & Licensing  
UEFA



**JONATHAN DRAKES**  
Director, Brand & Strategy  
McLaren Racing



**DANIELLE LEE**  
Director Brand & Marketing  
Metro Bank (UK)



**OWEN LAVERTY**  
Chief Innovation Officer  
Ear to the Ground



**SIMON LUFF**  
Managing Partner – Head of Strategy  
Ear to the Ground

## PROGRAMME

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
08:45 – 09:30	Registration, Networking – Coffee/Tea		
09:30 – 09:45	Welcome and Introductions	Adam Leventhal, Host and Moderator Nigel Fletcher, Chief Executive Chris Barron, General Manager Unilever Personal Care UK&I & Unilever VP Deodorants Europe	International Sports Convention International Sports Convention Unilever
09:45 – 10:20	Keynote	Liseli Sitali, Director, Football and Music Partnerships	Expedia Group
10:20 – 10:55	How McLaren keeps pole position both on the track and with its fanbase	Jonathan Drake, Director, Brand & Strategy	McLaren Racing
10:55 – 11:25 BREAK AND NETWORKING			
11:25 – 11:50	Metro Bank and women and girls' sports and their partnerships with the ECB	Danielle Lee, Director Brand & Marketing	Metro Bank (UK)
11:50 – 12:30	Unilever and Sports partnerships – UEFA European Championships – The Unilever Wash Up	Willem Dinger, Unilever Global Head of Sport & Entertainment Partnerships Komal Patel, Head of Gifting and Football Guillaume Sabran, Head of Sponsorship & Licensing	Unilever Unilever UK&I, Europe and ANZ UEFA
12:30 – 13:35 LUNCH AND NETWORKING			
13:35 – 14:25	Partnerships in women's sport – Panel	Nuria Hernandez Crespo, Chief Marketing Officer Personal Care Kathryn Swallow, Unilever Rexona Global Brand Lead & Deodorant Category Head Thomas Mulders, Senior Global Sponsorship Manager Fiona Cole, Fractional CMO / Marketing and Brand Consultancy (Formerly Global Head of Brand and Partnerships at Xylem)	Unilever Unilever The HEINEKEN Company Mission
14:25 – 15:10	Uncover the secrets of Fan Attraction – A brand perspective – The Fan Index	Owen Laverty, Chief Innovation Officer Simon Luff, Managing Partner – Head of Strategy	Ear to the Ground Ear to the Ground
15:10 – 15:45 BREAK AND NETWORKING			
15:45 – 16:30	Igniting passion through creative sports fan engagement strategies – Panel	Britt Hadris, Senior Marketing Manager, Global Sports and Partnerships Liseli Sitali, Director, Football and Music Partnerships Benjamin Curtis, Global Brand VP – Magnum & Category Lead – Luxury Ice Cream	PepsiCo Expedia Group Unilever
16:30	Closing Note	Chris Barron, General Manager Unilever Personal Care UK&I & Unilever VP Deodorants Europe	Unilever
16:30 – 17:45 DRINKS AND NETWORKING			



## UPCOMING EVENTS

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### **MANCHESTER SUMMIT 2024**

November 14, 2024 | Etihad Stadium



### **INTERNATIONAL SPORTS CONVENTION**

March 19-20, 2025 | Tottenham Hotspur Stadium

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