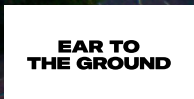




MANCHESTER SUMMIT 2024

November 14, 2024 | Etihad Stadium, Manchester

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



WOMEN'S FOOTBALL BUSINESS AND FAN ENGAGEMENT

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
09:15 – 10:00	Registration + Networking		
10:00 – 10:40	How FIFPRO develop research and the importance of player-centric research to produce player-centric policy?	Dr. Alex Culvin, Director of Policy and Strategic Relations for Women & Football	FIFPRO
10:40 – 11:30	Growth, Development and challenges of women's professional football	Su Cumming, Head of Women's Football Zoe Johnson, Managing Director (Women's & Girls') Victoire Cogevena Reynal, Co-CEO and Co-Founder Mario Malavé, Co-CEO and Co-Founder	Newcastle United Football Club Brighton & Hove Albion Football Club Mercury/13 Mercury/13
11:30 – 12:10	Break		
12:10 – 13:00	Growing, protecting and nurturing the women's game – a player perspective	Marie-Christine Bouchier, Head of Women's Football Victoria Williams, Player Services Executive	The PFA The PFA
13:00 – 14:00	Lunch and Networking		
14:00 – 14:25	Driving continuous engagement with experiences	Holly Tyler, Marketing Director	Monterosa
14:25 – 15:00	The Fan Engagement Index – Presented by Ear to the Ground Agency	Owen Laverty, Chief Innovation Officer Simon Luff, Managing Partner – Head of Strategy	Ear to the Ground Ear to the Ground
15:00 – 15:10	Break		
15:10 – 15:35	Unlocking new revenue streams. Access rich, first-party fan behaviour data. Engaging and rewarding fans directly.	Gareth Lippiatt, Founder + CEO	FanHub
15:35 – 16:00	Soundtrack of the next generation of fans; how to leverage music to connect to a new audience	Greg Davies, CEO	Wavze Music
16:00 – 17:00	Drinks and Networking		

FOOTBALL INTEGRITY

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
09:15 – 10:00	Registration + Networking		
10:00 – 10:50	UEFA role, responsibilities, and challenges in European Football on Anti-Doping, UEFA	Thomas Rossier, Anti-Doping coordinator	UEFA
10:50 – 11:30	Football Governance and Professional clubs – The changing landscape in Europe	Gareth Farrelly, Chief Executive	Union of European Clubs (UEC)
11:30 – 12:10	Break		
12:10 – 13:00	Football Integrity – Threats, Opportunities and Key Issues	Thomas Dolling, Data Integrity Analyst	Starlizard Consulting Ltd
		Tom Astley, Betting Integrity Investigator	The Football Association
		Corinne Lannie, Head of Risk and Operational Support	The Irish Football Association
13:00 – 14:00	Lunch and Networking		
14:00 – 14:50	Performance Analysis and its growing importance in integrity cases	Matias Cooper, Integrity Partnerships Manager	Stats Perform
15:00 – 16:00	The Independent Regulator for English Football	Mark Loosemore, Partner & Head of Sport	Hugh James
		Niall Couper, CEO	Fair Game UK
		Simon Gauge, Co-Chair	Rochdale AFC
16:00 – 17:00	Drinks and Networking		



GET IN TOUCH

To discuss your involvement at
ISC Events, contact us by email using
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