

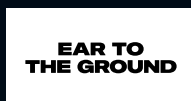
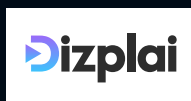
PROGRAMME

March 19-20, 2025 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



EVENT PARTNERS AND SUPPORTERS





KEY INFORMATION

DAY ONE – WEDNESDAY 19 MARCH

START
8:30 – Gourmet Breakfast

BREAK
11:00 – Luxury Snacks

LUNCH
12:00 – 14:00

DRINKS RECEPTION
17:00 – 19:00

DAY TWO – THURSDAY 20 MARCH

START
8:30 – Gourmet Breakfast

BREAK
11:00 – Luxury Snacks

LUNCH
12:30 – 13:45


DRINKS RECEPTION
15:30 – 16:30

CLOSE
16:30



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CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:20	Sports Partnerships and Brand Purpose	Nadia Kokni, SVP Global Marketing & Comms – Hugo Boss	
		David McGuinness, Vice President of Global Growth and Business Development – Food Hub	
		Tom Whiteside, Head of Group Sponsorship – Aviva	
		Mel Baroni, Head of Sport Partnerships – Virgin Media O2	
11:30 – 12:00	Unilever and Global Football Partnerships	Chris Barron, General Manager Personal Care UK&I / VP Deodorants Europe – Unilever	
14:00 – 14:50	How Brands can turn customers into Fans	Ellie Cross, Senior Marketing Manager – Starling Bank	
		Katie Gritt, Head of Marketing – Panini	
		Willem Dinger, Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead – Unilever	
		Josh McCarthy, Brand Director - Jameson + Rum, Tequila & Enterprise Brands – Pernod Ricard	
15:30 – 16:10	Brand partnerships in women's sport	Erica Kerner, MD, Global Head of Brand Partnerships, Sponsorships & Events – Standard Chartered	
		Emily Heath, Global Brand Director, Rexona/Sure – Unilever	
		Britt Hadris, Senior Marketing Manager, Global Sports and Partnerships – Pepsico	
		Michael Inpong, Chief Marketing Officer – Valeo Foods	

PANEL



CHRISTINA
MACFARLANE
CNN Anchor



ERICA KERNER



EMILY HEATH



BRITT HADRIS



MICHAEL INPONG

16:15 – 17:00	Brand partnerships with iconic cities	Speaker TBC
		Speaker TBC
		Speaker TBC
		Speaker TBC

CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:15 – 10:00	The importance of creativity in driving your sponsorship. Choosing the right Talent and Athletes in the power of storytelling	Matt Riches, Head of Sports Marketing – Lucozade/ Suntory Beverage & Food GB&I	
		Speaker TBC – Diageo	
		Speaker TBC	
11:15 – 12:00	Brands and Culture. How Equality, Diversity and Inclusion is core to Brand activation	Simon Luff, Managing Partner – Head of Strategy – Ear To The Ground	
		Jamie Dapaah, Diversity and Inclusion Manager – Fulham FC	
		Speaker TBC – Diageo	
		Speaker TBC – Merky FC	
		Speaker TBC	

CONFERENCE PROGRAMME

BROADCAST/MEDIA/STREAMING DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:20	Women's Sport Broadcasting – A new era for sport	Hannah Brown, Co-CEO Women's Sport – DAZN Media	
		Alex Teasdale, Executive Director Women's Rugby – England Rugby	
		Alex Jay-Jelski, Director of Sport – BBC	
		Sarah Gregorius, Senior Director, Sporting – NWSL	
10:30 – 11:10	The Fast Opportunity in Sport – Opportunities and Challenges	Benny Bonsu, Director of Daily Content – Olympics.com & Olympic Channel	
		Dan Barker, Managing Director, Content strategies & Distribution – NASCAR	
		Laura Lopez, Partnerships Manager – Rakuten TV	
		Speaker TBC	TBC
11:30 – 12:10	Monetising Content Platforms	Elena Novokreshchenova, Global CEO Freemium – DAZN Media	
		Andrew Ryan, Managing Director – FIBA Media	
		Anna Chanduvi, Chief Commercial and Customer Officer – The Jockey Club	
		Dan Rossomondo, Chief Commercial Officer – Moto GP	
14:00 – 14:40	Building and Growing AI led content strategies	Nick Stroudley, Digital Director – Formula E	
		Esteban Gonzalez, 3x3 social media + digital content manager – FIBA	
		Speaker TBC	TBC
15:30 – 16:10	Gamification: Building, growing, and sustaining new audiences and fans	Oriol Boix, Head of Digital Products & Membership – FC Barcelona	
		Chris Archer, Head of Marketing & Product – Premier League	
		Sanjay Shivaram, Strategy and Media Programme Director – Formula E	
		Nicholas Layton, Product Manager – Dizplai	

PANEL BY



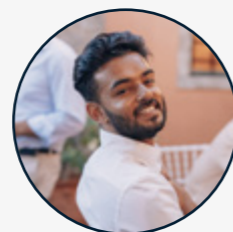
ADAM LEVENTHAL
ISC Moderator



ORIOLO BOIX



CHRIS ARCHER



SANJAY SHIVARAM



NICHOLAS LAYTON

CONFERENCE PROGRAMME

BROADCAST/MEDIA/STREAMING DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	SPEAKER	
10:30 – 11:10	Approaching OTT strategies – How to get started and deliver	David Guinan, Chief Digital Officer – The Cowboy Channel	
		Anna Hoenika, Digital Specialist – Eintracht Frankfurt	
		Speaker TBC	TBC
		Speaker TBC	TBC
11:40 – 12:10	Virtual advertising solutions to enable sports rights holders to maximize the commercial potential of sponsorship inventory in live sports	Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC

CONFERENCE PROGRAMME

FAN ENGAGEMENT DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	NAME – POSITION	
09:20 – 10:00	Why mainstream media keeps getting Youtube wrong	Mark Goldbridge, Youtuber – The United Stand/That's Football Ed Abis, CEO – Dizplai	
10:15 – 11:00	Strategies and engagement in growing sustained loyalty in Football worldwide – local, national and international	Keegan Pierce, Director of International Relations – La Liga	
		Greg Marshall, Head of Supporter Engagement & Supporter Liaison Officer – Rangers Football Club	
		Speaker TBC	TBC
11:30 – 12:10	How are Businesses using data and analytics to improve the fan experience?	Matt Roberts, Vice President Business Intelligence – Formula E	
		Hannes Glaeser, Head of Digital, Customer Experience & Data Analytics – RB Leipzig	
		Speaker TBC	TBC
14:00 – 14:40	Fan Engagement – An International perspective. Think Global, Act Local	Henry Hodgson, General Manager – NFL	
		Sharon Fuller, Vice President, Head of Content, Social and Communications, Europe, and Middle East – NBA	
		Speaker TBC	TBC
14:50 – 15:30	Soundtrack of the next generation of fans; how to leverage music to connect to a younger audience	Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC

CONFERENCE PROGRAMME

SPORTS INTEGRITY DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:10 – 09:40	The balance between performance, The playing calendar and well-being – An International perspective	Alexander Bielefeld, Director Global Policy and Strategic relation men's Football – FIFPRO	
09:40 – 10:20	Governance of Football Associations – strengthening over 200 member associations – A FIFA Perspective	Rolf Tanner, Head of Member Associations – FIFA	
10:30 – 10:35	Football Associations and Integrity – Introduction and setting the scene	Affy Sheikh, Head of Starlizard Integrity Services	
10:35 – 11:15	Football Integrity – The Football Associations – threats, opportunities, and challenges	Tarik Shamel, Chief Regulatory Officer – The Football Association	
		Tomos Morris, Disciplinary & Integrity Executive – Football Association of Wales	
		Affy Sheikh, Head of Starlizard Integrity Services	
11:30 – 12:10	The prevention and fight against sports manipulation	Speaker TBC	TBC
		Speaker TBC	TBC
		Christine Casteels, Senior Policy Advisor – Belgian Federal Judicial Police	
14:00 – 14:40	Safeguarding and Child Protection	Stefano Barone, Adviser – Global Initiative against Transnational Organized Crime (GI-TOC)	
		Corentin Segalen, Coordinator of the National Platform against sports manipulation – ANJ (Autorité Nationale des Jeux)	
		Nick Oliver, Intelligence Manager (Betting Integrity), Sports Betting Intelligence Unit – Gambling Commission	
14:00 – 14:40	Safeguarding and Child Protection	Marie-Laure Lemineur – Head of Safeguarding and Child Protection – FIFA	
14:40 – 14:45	Safeguarding in Sport – Minimising risk – A safeguarding perspective. Setting the scene	Mark Loosemore, Partner – Hugh James	
14:45 – 15:30	Safeguarding in Sport – Minimising risk – A safeguarding perspective. Setting the scene	Sara Tomaszewski, Partner – Hugh James	
		Gary Bye, Safeguarding Manager – ITF (International Tennis Federation)	
		Sarah Füsseck, Director Sports Integrity – International Ski and Snowboard Federation	
16:00 – 16:50	International Sports Federations – panel – Sports Integrity	Speaker TBC	TBC
		Gillian Sanders, Integrity Manager – World Sailing	
		Benjamin Schindler, Senior Legal Affairs Manager – FIBA	
		Ian Smith, Commissioner – Esports Integrity Commission (ESIC)	

CONFERENCE PROGRAMME

SPORTS INTEGRITY DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:15	Building a diverse future for football – Challenges and opportunities off the pitch	Des Tomlinson, FSR Manager – Football Association of Ireland	
		Tina Enestrom, Project Manager – Danish Football Association	
		Jason Webber, Senior Equality, Diversity, Inclusion & Sustainability Manager – Football Association of Wales	
		Sarah Gregorius, Senior Director, Sporting – NWSL	
		Samuel Okafor, CEO – Kick it Out	
10:20 – 11:00	Governance and Integrity challenges and opportunities in cricket worldwide	Speaker TBC – International Cricket Council	
11:15 – 12:00	Doping, Match-fixing and more – How Tennis is serving up an Integrity Blueprint	Karen Moorhouse, Chief Executive – International Tennis Integrity Agency (ITIA)	




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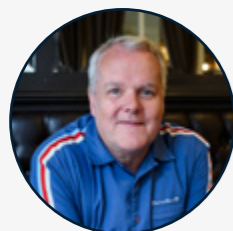


ANDREW JAMES
ISC Host and Moderator
International Sports Convention

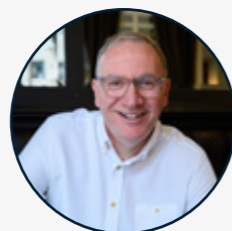


KAREN MOORHOUSE
Chief Executive
International Tennis Integrity Agency (ITIA)

12:00 – 12:35	The importance of data in building out integrity intelligence	Matias Cooper, Integrity Partnerships Manager – Stats Perform	
14:00 – 14:45	Transparency, Integrity and Change	Li Li Leung, President + Chief Executive – USA Gymnastics	
14:45 – 15:30	Price of Football – Finance, Football governance, regulation, and transparency.	Kevin Day and Kieran Maguire, Co-Hosts – The Price of Football	



KEVIN DAY
Host
The Price of Football



KIERAN MAGUIRE
Co-Host
The Price of Football

CONFERENCE SUPPORTERS

HUGHJAMES



STATS PERFORM



CONFERENCE PROGRAMME

SPORT EVENTS AND SPORTS TOURISM DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:15 – 10:05	Mass Participation, Mass Tourism	Rebecca Richardson, CEO – Running Industry Alliance	
		Seifelden Fawzy, Co-Founder/COO – The Tri-Factory	
		Sotiris Kyranakos, CEO/General Manager – Greek Athletics Federation/Athens Marathon	
		Jakob Larsen, Head of Product Research & Development – World Athletics	
14:45 – 15:30	Programming Beyond the Games	Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC

SPORT EVENTS AND SPORTS TOURISM DAY 2 – MARCH 20, 2025


TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:15	Growth of Women's Sports	Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC
		Speaker TBC	TBC
16:10 – 17:00	Legal trends and diplomatic challenges that impact the ability to bring players and spectators across the globe to events	Ashley Ehlert, Legal Director/Deputy Director General – International Ice Hockey Federation IIHF	
		Steve Smith, Partner – Bryan Cave Leighton Paisner	
		Marc Trottier, Partner – Bryan Cave Leighton Paisner	
		Travis Murphy, Founder – Jetr Global	

CONFERENCE PROGRAMME

SPORT AND SUSTAINABILITY DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER
16:10 – 17:00		Stacey Knight, Senior Vice-President – Wasserman Live 
		Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen 
		Rikka Rakic, Head of Strategy, Sustainability and Governance – International Biathlon Union (IBU) 
		Filippo Veglio, Head of Social & Environmental Sustainability – UEFA 

PRIVATE EQUITY AND GLOBAL INVESTMENT IN SPORT DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	SPEAKER
14:45 – 15:30		Daniel Roberts, Editor in Chief – Front Office Sports 
		David Castleblanco, Partner – RedBird Capital Partners 
		Speaker TBC TBC
		Speaker TBC TBC

CONFERENCE PROGRAMME



ISC DRINKS RECEPTION: HAPPY HOUR & FAREWELL – HEINEKEN BEER DAY 2 – MARCH 20, 2025 | 15:30 – 16:30



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