ISC INTERNATIONAL SPORTS CONVENTION

PROGRAMME

March 19-20, 2025 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR
THE BUSINESS OF SPORT

EVENT PARTNERS AND SUPPORTERS

ASPIRE ZONE | Dizplai | EAR TO THE GROUND | GLORIA SPORTS ARENA | HUGH JAMES

starlizard integrity services | STATS PERFORM | TEAMS EUROPE | uniqFEED | WASSERMAN LIVE

ISC INTERNATIONAL SPORTS CONVENTION
19-20 MARCH 2025 | LONDON

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

ISC INTERNATIONAL SPORTS CONVENTION 19-20 MARCH 2025 | LONDON

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
		Simon Luff, Managing Partner – Head of Strategy – Ear To The Ground
11:15 – 12:00	Brands and Culture. How Equality, Diversity and Inclusion is core to Brand activation	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

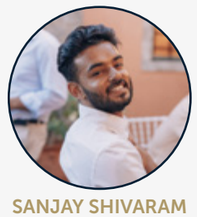
TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:20	Women's Sport Broadcasting – A new era for sport	Hannah Brown, Co-CEO Women's Sport – DAZN Media	DAZN
		Alex Teasdale, Executive Director Women's Rugby – England Rugby	England Rugby
		Alex Jay-Jelski, Director of Sport – BBC	BBC
		Sarah Gregorius, Senior Director,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

PANEL BY

ADAM LEVENTHAL
ISC Moderator

ORIOL BOIX

CHRIS ARCHER



SANJAY SHIVARAM

NICHOLAS LAYTON

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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
		Speaker 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
		Speaker 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
		Speaker TBC
14:50 – 15:30	Soundtrack of the next generation of fans; how to leverage music to connect to a younger audience	Speaker TBC
		Speaker TBC
		Speaker TBC
		Speaker 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
		Speaker TBC
		Speaker TBC
11:30 – 12:10	The prevention and fight against sports manipulation	Christine Casteels, Senior Policy Advisor – Belgian Federal Judicial Police
		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 Fussek, Director Sports Integrity – International Ski and Snowboard Federation
		Speaker TBC
16:00 – 16:50	International Sports Federations – panel – Sports Integrity	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

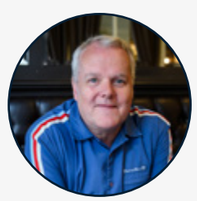
TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:15	Building a diverse future for football – Challenges and opportunities off the pitch	Des Tomlinson, FSR Manager – Football Association of Ireland	
		Tina Enestrom, Project Manager – Danish Football Association	
		Jason Webber, Senior Equality, Diversity, Inclusion & 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)	

EVENT HOSTED BY

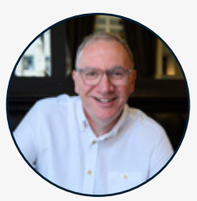
ANDREW JAMES
ISC Host and Moderator
International Sports Convention

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

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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

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HEINEKEN

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

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