

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 – 10:10	Strategies and Executions that drive results in Sponsorship and Brand partnership	Jonny Algeo, Managing Director – Two Circles	
		Donna Soane, Director of Global Sponsorship – Orange	
		TBC – EA Sports	
10:30 – 11:20	Sports Partnerships and Brand Purpose	Erica Kerner, MD, Global Head of Brand Partnerships, Sponsorships & Events – Standard Chartered	
		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 / SVP Deodorants Europe – Unilever	
14:00 – 14:40	How Brands can turn customers into Fans	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	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 UK	
		Laura Lopez, Partnerships Manager – Rakuten TV	

PANEL



CHRISTINA
MACFARLANE
CNN Anchor





EMILY HEATH



BRITT HADRIS



MICHAEL INPONG

16:20 – 17:00	Paris Saint-Germain x Snipes: How to create global impact with a community first partnership	Simon Bus, Head of Entertainment & Communications – Snipes	
		Richard Adelsberg, Chief Executive – Ear to the Ground	
		TBC, TBC – Paris Saint Germain	

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	
		Paddy Carberry, Guinness Global Marketing Manager – Diageo	
		Mike Rich, Head of Ad-Sales and Brand Partnerships – Warner Brothers Discovery, UK&I	
		Owen Laverty, Chief Innovation Officer – Ear to the Ground	
10:30 – 11:10	Sustainability strategies in Brand Partnerships	Sam Shave, Managing Partner – Think Beyond	
11:40 – 12:10	Virtual advertising in focus: insights from three key perspectives	Howard Champion, CEO OMM & CSO – Skyview Innovations	
		Lee Goldwater, Executive Vice President Commercial – SPORTFIVE UK	
		Roger Hall, CEO – unqiFEED	
14:00 – 14:40	Brands and Culture. How Equality, Diversity and Inclusion is core to Brand activation	Jamie Dapaah, Diversity and Inclusion Manager – Fulham FC	
		Sian Deegan, Guinness Head of Society – Diageo	
		Speaker TBC – Merky FC	

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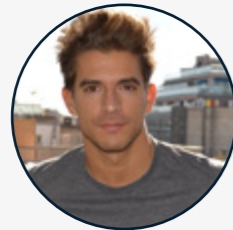
BROADCAST/MEDIA/STREAMING DAY 1 – MARCH 19, 2025

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	
		Alex Teasdale, Executive Director Women's Rugby – England Rugby	
		Alex Kay-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	
		Speaker TBC	TBC
11:30 – 12:10	Monetising Content Platforms	Pete Parmenter, Executive Vice-President Business Development – DAZN	
		Andrew Ryan, Managing Director – FIBA Media	
		Anna Chanduvi, Chief Commercial and Customer Officer – The Jockey Club	
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	
		Akash Langi, Senior Product Manager – Stats Perform	
		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 & Business Development Director – Formula E	
		Nicholas Layton, Product Manager – Dizplai	

PANEL BY



ADAM LEVENTHAL
ISC Moderator



ORIOL 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	Chris Carpenter, Executive Producer – Sail GP	
		Anna Hoenika, Teamlead Digital Products & Innovation – Eintracht Frankfurt	
		Finn Taylor, Chief Executive Officer – Volleyball World	

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	Robbie Lyle, Founder & Group CEO at GFN (Global Fan Network) - AFTV & DR Sports Ed Abis, CEO – Dizplai	 
10:20 – 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	
		Stefan Gunnarsson, Commercial Director – Football Association of Iceland (KSI)	
		Kamel Badawy, Business and Intelligence Director – Aspire Zone Foundation Greg Davies, CEO & Co-Founder – Wavze	 
11:40 – 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	
		Maurizio Canton, Vice President EMEA – LAVA.ai Speaker TBC	 TBC
14:00 – 14:40	Fan Engagement – An International perspective. Think Global, Act Local	Henry Hodgson, General Manager – NFL UK & Ireland	
		Sharon Fuller, Vice President, Head of Content, Social and Communications, Europe, and Middle East – NBA	
		Edward Jones, Senior Director, International Content – PGA Tour	
		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 Marielle van den Breemen, Integrity Manager – KNVB	 
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	
		Sara Tomaszewski, Partner – Hugh James	
14:45 – 15:30	Safeguarding in Sport – Minimising risk – A safeguarding perspective	Gary Bye, Safeguarding Manager – ITF (International Tennis Federation)	
		Sarah Fussek, Director Sports Integrity – International Ski and Snowboard Federation	
		Mark Gannon, CEO – UK Coaching	
		Lisa Carter, Head of Safeguarding – Wolverhampton Wanderers Football Club	
16:00 – 16:50	International Sports Federations – panel – Sports Integrity	Benjamin Schindler, Senior Legal Affairs Manager – FIBA	
		Ian Smith, Commissioner – Esports Integrity Commission (ESIC)	
		Dame Tracey Crouch, Managing Director – Hanover Communications (Sports Department)	
		Chris Haward, Director – Cricket Regulator	
		Tom Dolling Data Integrity Analyst – Starlizard Integrity Services	

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	Independent Regulator for English Football	Martyn Henderson, Interim Chief Operating Officer at the Independent Regulator for Football (Shadow) – DCMS 
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

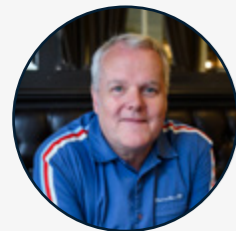


ANDREW JAMES
ISC Host and Moderator
International Sports Convention

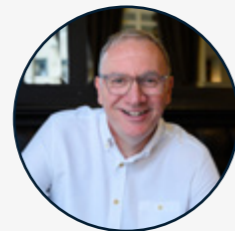


KAREN MOORHOUSE
Chief Executive
International Tennis Integrity Agency (ITIA)

12:00 – 12:35	The importance of data in building out integrity intelligence	Matias Cooper, Integrity Partnerships Manager – Stats Perform 
14:00 – 14:45	Private Equity and Global Investment in Sport	Daniel Roberts, Editor in Chief – Front Office Sports 
		David Castleblanco, Partner – RedBird Capital Partners 
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

HUGH JAMES



CONFERENCE PROGRAMME

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

TIME	SUBJECT – ROOM	SPEAKER
09:15 – 10:05	Programming Beyond the Games	Matt Traub, Managing Editor – SportsTravel Magazine and TEAMS Europe 
		Kim Pedersen, Sport Director – International Ice Hockey Federation (IIHF) 
		Sarah Fussek, Director Sports Integrity – International Ski and Snowboard Federation 
15:20 – 15:40	The Year-Round Sports Performance and events destination	Görkem DÖNMEK, General Manager – Gloria Sports Arena 
16:10 – 17:00	Mass Participation, Mass Tourism	Jason Gewirtz, Vice President, Sports Division – Northstar Meetings Group; Executive Editor/Publisher – SportsTravel 
		Rebecca Richardson, CEO – Running Industry Alliance 
		Sotiris Kyranakos, CEO/General Manager – Greek Athletics Federation/Athens Marathon 
		Jakob Larsen, Head of Product Research & Development – World Athletics 
		Paulo Leite, Chairman – Triton World Series 

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

TIME	SUBJECT – ROOM	SPEAKER
09:30 – 10:15	Growth of Women's Sports	Tammy Parlour, Chief Executive – Women's Sport Trust (WST) 
		Theresa McCann, Chief Commercial Officer – Ladies European Tour 
		Sarah Massey, Managing Director - Women's Rugby World Cup England 2025 
		Fiona Morgan, Chief Purpose Officer – Sail GP 
14:00 – 14:30	Sports Events – Opportunities in the Canary Islands	Leticia González, Fairs & Events Department – Canary Islands Tourist Board 
14:45 – 15:30	Legal trends and diplomatic challenges that impact the ability to bring players and spectators across the globe to events	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
14:50 – 15:10	Creating sustainable events and venues	Gary Mapstone, Senior Energy Manager – ClearVUE.Business 
		Craig Boath, Head of Sustainability – Carnoustie Golf Links 
		Tarang Panchal, Head of Procurement and Sustainability – Watford Football Club 
16:20 – 17:00		Giles Stanford, Senior Vice President, Global Events – Wasserman Live 
		Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen 
		Riikka 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	Private Equity and Global Investment in Sport	Daniel Roberts, Editor in Chief – Front Office Sports 
		David Castleblanco, Partner – RedBird Capital Partners 
		Henry Baldwin, Group COO – Anthony Joshua Boxing 
		Elis Wyn Jones, Managing Director, Global Banking & Markets – Goldman Sachs 

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



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EVENT PARTNERS AND SUPPORTERS

