

# PROGRAMME

March 19-20, 2025 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR  
THE BUSINESS OF SPORT



## EVENT PARTNERS AND SUPPORTERS







Dear Sports Colleagues,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – LONDON 2025**. The meeting place for the Business of Sport.

It's been 16 years since the concept of ISC was born in Zurich, Switzerland.

We strongly believe that having everyone connected to the Business of Sport under one roof is the key driver to providing value to all attendees. Creating a diverse range of networking and content opportunities is essential so everyone can maximise their time, investment and experience at **ISC LONDON 2025**.

We keep evolving and ensuring that more meaningful conversations and networking occurs. This year we have a drinks reception at the end of both days.

Our focus on the customer journey and hospitality throughout ISC is what drives us, and we have again incorporated some fun elements. You can become a world record holder by "attempting" the challenge at the Guinness World Records stand. You may see our Mascot – Victor(y) the Bear – please give him a high five or fist pump. It is another way of "B2B Fan Engagement!". Some of our partners on Level 2 have some excellent prize competitions. Keep an eye out on the details through our push notifications via the ISC Mobile app.

I would like to thank all our speakers who have committed their valuable time and expertise to discuss and debate some of the key developments, opportunities and challenges in the Business of Sport. Thank you also to YOU – all our partners, exhibitors and delegates in the continued faith you show in ISC.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving but most importantly, it is your feedback that will drive how we develop the ISC 2026 agenda, networking events and programming. Some exciting new developments have already commenced.

I look forward to hopefully meeting you all in the next two days and hope that you enjoy the networking and content experience here in London for the **INTERNATIONAL SPORTS CONVENTION 2025**.

Yours in Sport,

Nigel Fletcher  
Chief Executive

**#ISCLONDON**



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# KEY INFORMATION

## DAY ONE – WEDNESDAY 19 MARCH

START  
8:00

LUNCH  
12:00 – 14:00 (LEVEL 2)


DRINKS RECEPTION  
17:00 – 19:00 (LEVEL 2)

CLOSE  
19:00

ADDITIONAL  
NETWORKING  
All day

COFFEE BAR  
All day

JOIN THE CONVERSATION  
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Follow us on X  
 @IsCBiz

## DAY TWO – THURSDAY 20 MARCH

START  
8:30

LUNCH  
12:00 – 14:00 (LEVEL 2)

LUNCH SPONSOR



DRINKS RECEPTION  
15:30 – 16:30 (LEVEL 2)

DRINKS SPONSOR



CLOSE  
16:30

ADDITIONAL  
NETWORKING  
All day

COFFEE BAR  
All day

# FINDING YOUR WAY

## LEVEL 0

WORCESTER AVENUE

ISC MAIN ENTRANCE

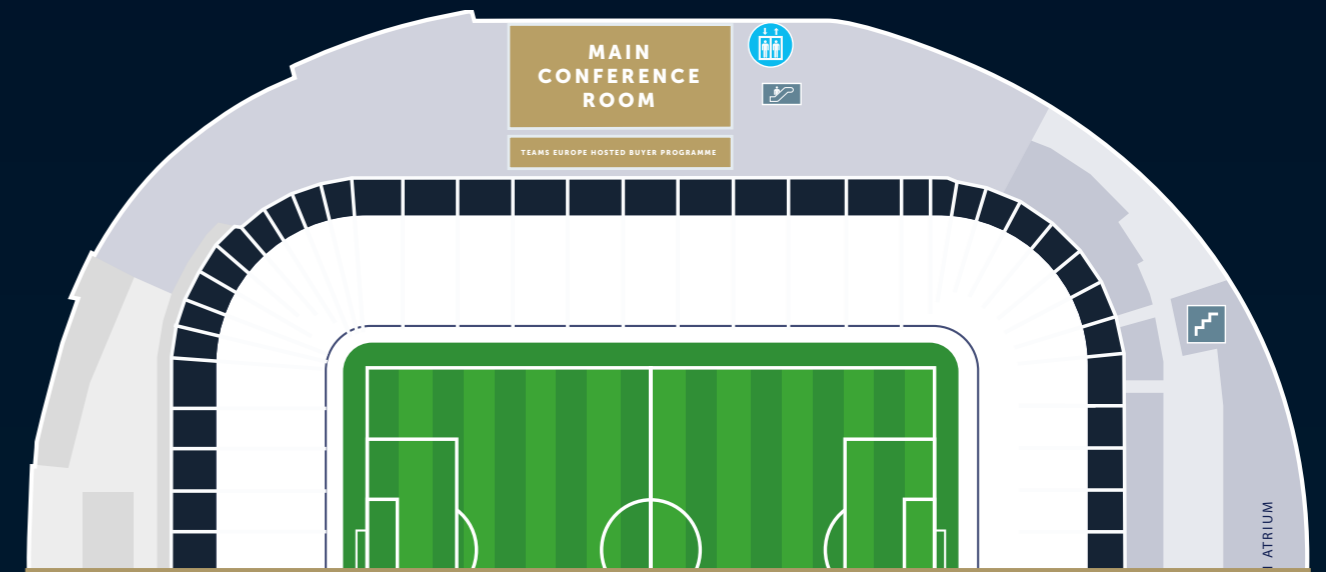
LEVEL 0 CONFERENCE ROOMS



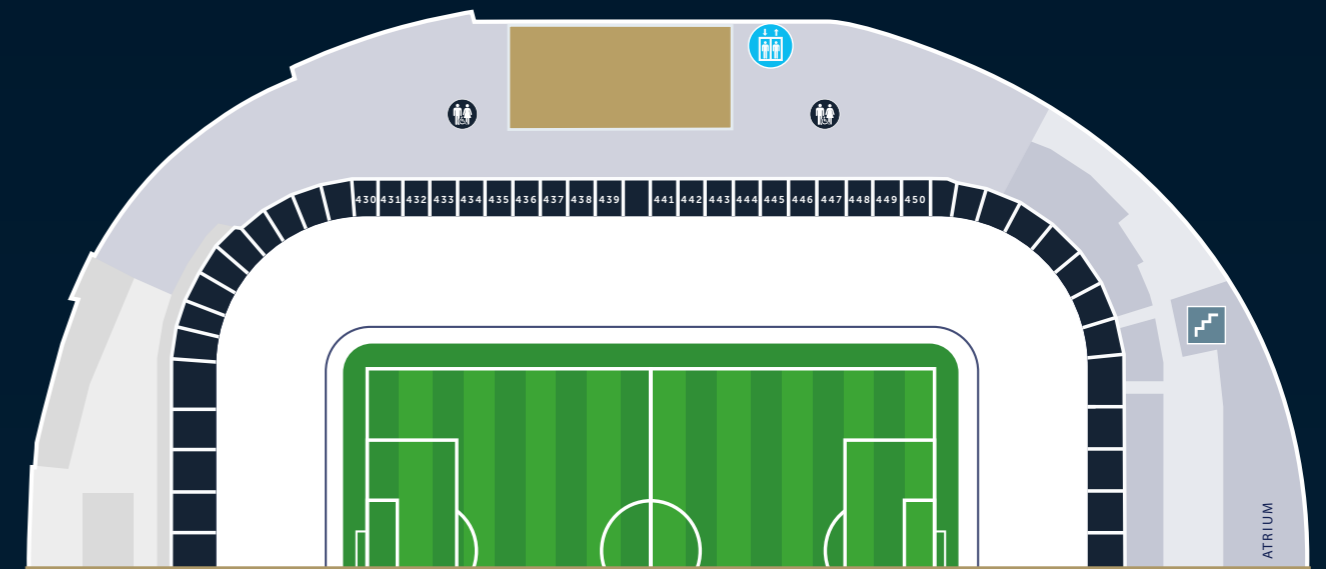
## LEVEL 2



## LEVEL 3



## LEVEL 4



**LEVEL OVERVIEW**

- |                |   |   |   |
|----------------|---|---|---|
| <b>LEVEL 0</b> | • Stadium Briefing Room<br>• Help Desk    | • NFL Locker Room<br>• Mobile App Desk                | • Registration Desk   |
| <b>LEVEL 2</b> | • Cloakroom<br>• Exhibition               | • The Residency<br>• All Food + Beverage<br>• Toilets | • Lunch (12:00 – 14:00)<br>• Drinks Reception<br>(Day 1 – 17:00 – 19:00)<br>(Day 2 – 15:30 – 16:30) |
| <b>LEVEL 3</b> | • Main Stage Conference                   | • Teams Europe Hosted Buyer Programme                 |   |
| <b>LEVEL 4</b> | • Private Thought Leadership Round Tables | • Hospitality Boxes                                   | • Toilets   |



**AERIAL OVERVIEW**

# UPCOMING EVENTS

**ISC** INTERNATIONAL SPORTS AWARDS **30 | UNDER THIRTY**

Application Deadline – 26 May 2025

**ISC** Brands and Sponsorship Summit

25 September 2025, Unilever House London

**ISC** Women's Sport Business Awards and Celebration Day

29 September 2025, London

**ISC** Women's Sport Business Summit

30 September 2025, London

**ISC** Golf Day

9 October 2025, The Oxfordshire

**ISC** INTERNATIONAL SPORTS AWARDS

Application Deadline – 1 November 2025

**ISC** Fan Engagement Summit

13 November 2025, London

**ISC** Sports and Sustainability Summit

5 February 2026, London

# DAY ONE OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
8:00	GATES OPEN + BREAKFAST			
9:15		<p><b>The balance between performance, The playing calendar and well being – An International perspective</b> Michael Leahy, Manager, Strategy &amp; Industry Intelligence, Men's Football and Player IQ – FIFPRO</p>	<p><b>Sport as a Platform: Impactful Partnerships, Brand Growth &amp; Engaging the Next Generation</b> Jonny Algeo, Managing Director – Two Circles + Donna Soane, Director of Global Sponsorship – Orange + Willem Dinger, Global Head of Sport &amp; Entertainment Partnerships &amp; Personal Care Media Lead – Unilever + James Salmon, Senior Marketing Director – EA Sports</p>	<p><b>Programming Beyond the Games</b> Matt Traub, Managing Editor – SportsTravel Magazine and TEAMS Europe + Sarah Fussek, Director Sports Integrity – International Ski and Snowboard Federation + Thomas Willdrige, Vice President, Global Head of Pricing strategy for the Olympic &amp; Paralympic Games – On Location + Lorenzo Cavallari, Senior Manager, Business Strategy &amp; Hosting – Volleyball World</p>
9:30	<p><b>Women's Sport Broadcasting – A new era for sport</b> 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</p>			
9:45		<p><b>Governance of Football associations – strengthening over 200 member associations – A FIFA Perspective</b> Rolf Tanner, Head of Member Associations – FIFA</p>		
10:00				
10:15		<p><b>Football Associations and Integrity – Introduction and setting the scene</b> Affy Sheikh, Head of Starlizard Integrity Services</p>		<p><b>Sports Partnerships and Brand Purpose</b> Erica Kerner, MD, Global Head of Brand Partnerships, Sponsorships &amp; 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</p>
10:30				
10:45		<p><b>Football Integrity – The Football Associations – threats, opportunities, and challenges</b> Tarik Shamel, Chief Regulatory Officer – The Football Association + Tomos Morris, Disciplinary &amp; Integrity Executive – Football Association of Wales + Affy Sheikh, Head of Starlizard Integrity Services + Marielle van den Breemen, Integrity Manager – KNVB</p>		
11:00				
11:15		<p><b>The prevention and fight against sports manipulation</b> 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</p>	<p><b>High Performance Training in the Canary Islands to become an Olympic medallist</b> Leticia González, Fairs &amp; Events Department – Canary Islands Tourist Board</p>	<p><b>Unilever and Global Football Partnerships</b> Chris Barron, General Manager Personal Care UK&amp;I / SVP Deodorants Europe – Unilever</p>
11:30	<p><b>Monetising Content Platforms</b> Pete Parmenter, Executive Vice-President Business Development – DAZN + Andrew Ryan, Managing Director – FIBA Media + Anna Chanduvi, Chief Commercial and Customer Officer – The Jockey Club + Dan Barker, Managing Director, Content strategies &amp; Distribution – NASCAR</p>			
11:45				
12:00				
12:15				
12:30				
12:30	LUNCH 12:00 – 14:00 – LEVEL 2			

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
12:45			<p><b>FairGame General Meeting</b> The future of English Football (Closed event, Members only)</p>	
13:00				
13:15				<p><b>How Brands can turn customers into Fans</b> Katie Gritt, Head of Marketing – Panini + Judd Goldstein, Global Commercial Lead, Fan Engagement – Genius Sports + Josh McCarthy, Brand Director – Jameson + Rum, Tequila &amp; Enterprise Brands – Pernod Ricard</p>
13:30				
13:45			<p><b>Safeguarding and Child Protection</b> Marie-Laure Lemineur, Head of Safeguarding and Child Protection – FIFA</p>	
14:00	<p><b>Building and Growing AI led content strategies</b> Esteban Gonzalez, 3x3 social media + digital content manager – FIBA + Akash Langi, Senior Product Manager – Stats Perform</p>			
14:15			<p><b>Safeguarding in Sport – Minimising risk – A safeguarding perspective. Setting the scene</b> Mark Loosemore, Partner – Hugh James</p>	<p><b>This session starts with the ISC International Sports Awards 2024 winners ceremony</b></p>
14:30				
14:45	<p><b>Creating sustainable events and venues</b> 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</p>		<p><b>Safeguarding in Sport – Minimising risk – A safeguarding perspective</b> Sara Tomaszewski, Partner – Hugh James + 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</p>	
15:00				
15:15			<p><b>The Year-Round Sports performance and events destination</b> Görkem Dönmez, General Manager – Gloria Sports Arena</p>	<p><b>Brand partnerships in women's sport</b> Emily Heath, Global Brand Director, Rexona/Sure – Unilever + Michael Inpong, Chief Marketing Officer – Valeo Foods UK + Laura Lopez, Partnerships Manager – Rakuten TV + Sarah Lewis OLY OBE, Chair – GB Olympians Association</p>
15:30	<p><b>Gamification: Building, growing, and sustaining new audiences and fans</b> Oriol Boix, Head of Digital Products &amp; Membership – FC Barcelona + Sanjay Shivaram, Strategy &amp; Business Development Director – Formula E + Nicholas Layton, Product Manager – Dizplai</p>			
15:45			<p><b>Sport and Sustainability – Now and the Future. Best practice, Challenges and Opportunities</b> Simon Bus, Head of Entertainment &amp; Communications – Snipes + Richard Adelsberg, Chief Executive – Ear to the Ground</p>	<p><b>Sport and Sustainability – Now and the Future. Best practice, Challenges and Opportunities</b> Giles Stanford, Senior Vice President, Global Events – Wasserman Live + Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen + Riikka Rakic, Alumni from AISTS The International Academy of Sport Management, Head of Strategy, Sustainability and Governance – International Biathlon Union (IBU) + Filippo Veglio, Head of Social &amp; Environmental Sustainability – UEFA</p>
16:00				
16:15	<p><b>Mass Participation, Mass Tourism</b> 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 &amp; Development – World Athletics + Paulo Leite, Chairman – Triton World Series</p>	<p><b>International Sports Federations – panel – Sports Integrity</b> 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</p>		
16:30				
16:45				
17:00				
17:15	DRINKS RECEPTION – 17:00 UNTIL 19:00 – LEVEL 2			
19:00	GATES CLOSED			

# DAY TWO OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
8:30	GATES OPEN + BREAKFAST			
9:15	<p><b>The importance of creativity in driving your sponsorship. Choosing the right Talent and Athletes in the power of storytelling</b></p> <p>Matt Riches, Head of Sports Marketing – Lucozade/ Suntory Beverage &amp; Food GB&amp;I + Nick Payman, Head of Guinness, GB – Diageo + Emmanuel Mendibure, Vice President - International Ad Sales - Brands and Events Partnerships – Warner Bros. Discovery + Owen Laverty, Chief Innovation Officer – Ear to the Ground</p>	<p><b>Building a diverse future for football – Challenges and opportunities off the pitch</b></p> <p>Des Tomlinson, Social and Environmental Sustainability Manager – Football Association of Ireland + Tina Enestrom, Project Manager – Danish Football Association + Jason Webber, Senior Equality, Diversity, Inclusion &amp; Sustainability Manager – Football Association of Wales + Sarah Gregorius, Senior Director, Sporting – NWSL + Samuel Okafor, CEO – Kick it Out</p>	<p><b>Why mainstream media keeps getting Youtube wrong</b></p> <p>Robbie Lyle, Founder &amp; Group CEO at GFN (Global Fan Network) - AFTV &amp; DR Sports + Ed Abis, CEO – Dizplai</p>	<p><b>Growth of Women's Sports</b></p> <p>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 – SailGP</p>
9:30				
9:45				
10:00				
10:15				<p><b>Strategies and engagement in growing sustained loyalty in Football worldwide – local, national and international</b></p> <p>Keegan Pierce, Director of International Relations – La Liga + Greg Marshall, Head of Supporter Engagement &amp; Supporter Liaison Officer – Rangers Football Club + Stefan Gunnarsson, Commercial Director – Football Association of Iceland (KSI) + Kamel Badawy, Chief of Data and Strategic Alliance – Aspire Zone Foundation + Greg Davies, CEO &amp; Co-Founder – Wavze</p>
10:30	<p><b>Redefining Commercial Partnerships in Sport</b></p> <p>Sam Shave, Managing Partner – Think Beyond + Danielle Lee, Director Brand &amp; Marketing – Metro Bank (UK) + Richard Ames, Head of Commercial Acquisitions – The FA + Maggie Murphy, Former CEO – Lewes Football Club and women's sport consultant</p>	<p><b>Independent Regulator for English Football</b></p> <p>Martyn Henderson, Interim Chief Operating Officer at the Independent Regulator for Football (Shadow) – DCMS</p>	<p><b>Approaching OTT strategies – How to get started and deliver</b></p> <p>Chris Carpenter, Executive Producer – SailGP + Anna Hoenika, Teamlead Digital Products &amp; Innovation – Eintracht Frankfurt + Finn Taylor, Chief Executive Officer – Volleyball World</p>	
10:45				
11:00				
11:15		<p><b>Doping, Match-fixing and more – How Tennis is serving up an Integrity Blueprint</b></p> <p>Karen Moorhouse, Chief Executive – International Tennis Integrity Agency (ITIA)</p>		
11:30	<p><b>How are Businesses using data and analytics to improve the fan experience?</b></p> <p>Matt Roberts, Vice President Business Intelligence – Formula E + Hannes Glaeser, Head of Digital, Customer Experience &amp; Data Analytics – RB Leipzig + Wen Miao, CEO and Co-Founder – LAVA.ai</p>			
11:45				
12:00				
12:15				
12:30	LUNCH 12:00 – 14:00 – LEVEL 2 (SPONSORED BY GENIUS SPORTS)			

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
12:45	<p><b>Private Equity and Global Investment in Sport</b></p> <p>Daniel Roberts, Editor in Chief – Front Office Sports + David Castleblanco, Partner – RedBird Capital Partners + Henry Baldwin, Group COO – Anthony Joshua Boxing, 258 Group + Elis Wyn Jones, Managing Director, Global Banking &amp; Markets – Goldman Sachs + Christine Jiang, Investor – Monarch Collective</p>		<p><b>Legal trends and diplomatic challenges that impact the ability to bring players and spectators across the globe to events</b></p> <p>Steve Smith, Partner – Bryan Cave Leighton Paisner + Marc Trotter, Partner – Bryan Cave Leighton Paisner + Travis Murphy, Founder – Jetr Global</p>	<p><b>Brands and Culture. How Equality, Diversity and Inclusion is core to Brand activation</b></p> <p>Jamie Dapaah, Diversity and Inclusion Manager – Fulham FC + Sian Deegan, Guinness Head of Society – Diageo + Cris Cicirello, Senior Vice President, Brands &amp; Properties – Wasserman Live + Tobi Ogundipe, CEO – DIVERSE</p>
13:00				
13:15				
13:30				
13:45				
14:00				
14:15				
14:30				
14:45				
15:00				
15:15			<p><b>ISC 30 Under THIRTY Award ceremony</b></p>	<p><b>Fan Engagement – An International perspective. Think Global, Act Local</b></p> <p>Henry Hodgson, General Manager – NFL UK &amp; Ireland + Sharon Fuller, Vice President, Head of Content, Social and Communications, Europe, and Middle East – NBA + Edward Jones, Senior Director, International Content – PGA Tour + Benny Bonsu, Director of Daily Content – Olympics.com &amp; Olympic Channel</p>
15:30				
15:45	DRINKS RECEPTION – 15:30 UNTIL 16:30 – LEVEL 2 (SPONSORED BY BCLP)			
16:30	GATES CLOSED			



# IISC INTERNATIONAL SPORTS AWARDS

## 2024 WINNERS

<p>★ ★ ★</p> <p><b>FAN ENGAGEMENT AWARD – COMPANY</b> FANHUB: LOYALTY REWARDED</p> 	<p>★ ★ ★</p> <p><b>FAN ENGAGEMENT AWARD – GOVERNING BODY</b> USA SWIMMING</p> 	<p>★ ★ ★</p> <p><b>FAN ENGAGEMENT AWARD – CLUB</b> BROOKLYN NETS IN PARIS</p> 	<p>★ ★ ★</p> <p><b>SPORTS TECH COMPANY AWARD</b> IMMERSIVE REALITY AT BUNDESLIGA'S SUPERCUP 2024: LIVE STREAMING IN 10K RESOLUTION ON APPLE VISION PRO</p> 	<p>★ ★ ★</p> <p><b>SPORTS MEDIA AWARD</b> JUVENTUS CREATOR LAB</p> 	<p>★ ★ ★</p> <p><b>SPORTS SPONSORSHIP/PARTNERSHIPS AWARD</b> UEFA X ERC: GET TRAINED, SAVE LIVES! TRAINING FOOTBALL FANS CPR SKILLS</p> 
<p>★ ★ ★</p> <p><b>FAN ENGAGEMENT AWARD – COMPANY (WOMEN'S FOOTBALL BUSINESS AWARDS)</b> SHE'S A BALLER (SAB) CHAMPIONING THE WOMEN'S GAME</p> 	<p>★ ★ ★</p> <p><b>FAN ENGAGEMENT AWARD – CLUB (WOMEN'S FOOTBALL BUSINESS AWARDS)</b> ACCELERATING THE GROWTH OF WOMEN'S TEAMS' AUDIENCES WITH LEWES FC</p> 	<p>★ ★ ★</p> <p><b>DIVERSITY AND INCLUSION AWARD</b> TNT SPORTS – SIGN UP: INTO FOOTBALL</p> 	<p>★ ★ ★</p> <p><b>SPORTS EDUCATION AWARD</b> ANKURA CONSULTING: THE BUSINESS BEHIND SPORT PODCAST</p> 	<p>★ ★ ★</p> <p><b>SPORTS AGENCY OF THE YEAR</b> EAR TO THE GROUND</p> 	<p>★ ★ ★</p> <p><b>SPORTS INTEGRITY AWARD</b> INTERNATIONAL TESTING AGENCY</p> 
<p>★ ★ ★</p> <p><b>SOCIAL IMPACT AWARD</b> PIXELLOT, HOGAK AND THE FIFA HOMELESS WORLD CUP – DRIVING SOCIAL CHANGE THROUGH AI-ENHANCED GLOBAL BROADCASTS</p> 	<p>★ ★ ★</p> <p><b>INNOVATION AWARD</b> WE ARE SWEET X PTO: LIVE DATA</p> 	<p>★ ★ ★</p> <p><b>SPORTS STREAMING PLATFORM AWARD</b> MAX – WARNER BROS. DISCOVERY'S ENHANCED STREAMING SERVICE</p> 	<p>★ ★ ★</p> <p><b>SOCIAL MEDIA AWARD</b> RISING BALLERS</p> 	<p>★ ★ ★</p> <p><b>WOMEN'S SPORT BUSINESS AWARD</b> THE ONE AND ONLY UCI WOMEN'S WORLD TOUR RACE IN THE MIDDLE EAST</p> 	<p>★ ★ ★</p> <p><b>SPORTS SUSTAINABILITY AWARD</b> THE RED WAY BY LIVERPOOL FOOTBALL CLUB</p> 



# ISC INTERNATIONAL SPORTS AWARDS

ISC INTERNATIONAL SPORTS AWARDS CEREMONY  
WEDNESDAY MARCH 19TH | 13:45

18 Winners will be presented with their Trophy.



# ISC Women's Sport Business Week

29 September - 3 October 2025





## CONFERENCE PROGRAMME

### BRANDS AND SPONSORSHIP DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:10	Sport as a Platform: Impactful Partnerships, Brand Growth & Engaging the Next Generation <b>ROOM THE RESIDENCY</b>	Jonny Algeo, Managing Director – Two Circles	
		Donna Soane, Director of Global Sponsorship – Orange	
		Willem Dinger, Global Head of Sport & Entertainment Partnerships & Personal Care Media Lead – Unilever	
		James Salmon, Senior Marketing Director – EA Sports	
10:30 – 11:20	Sports Partnerships and Brand Purpose <b>ROOM MAIN STAGE</b>	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 <b>ROOM MAIN STAGE</b>	Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe – Unilever	
13:45 – 15:00	How Brands can turn customers into Fans <b>ROOM MAIN STAGE</b>	Katie Gritt, Head of Marketing – Panini	
		Judd Goldstein, Global Commercial Lead, Fan Engagement – Genius Sports	
		Josh McCarthy, Brand Director - Jameson + Rum, Tequila & Enterprise Brands – Pernod Ricard	
<i>This session will start with the ISC International Sports Awards and after the ceremony the panel will commence.</i>			
15:30 – 16:10	Brand partnerships in women's sport <b>ROOM MAIN STAGE</b>	Emily Heath, Global Brand Director, Rexona/Sure – Unilever	
		Michael Inpong, Chief Marketing Officer – Valeo Foods UK	
		Laura Lopez, Partnerships Manager – Rakuten TV	
		Sarah Lewis OLY OBE, Chair – GB Olympians Association	
16:20 – 17:00	Paris Saint-Germain x Snipes: How to create global impact with a community first partnership <b>ROOM THE RESIDENCY</b>	Simon Bus, Head of Entertainment & Communications – Snipes	
		Richard Adelsberg, Chief Executive – Ear to the Ground	

## 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 <b>ROOM NFL LOCKER ROOM</b>	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	
11:30 – 12:10	Monetising Content Platforms <b>ROOM NFL LOCKER ROOM</b>	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 <b>ROOM NFL LOCKER ROOM</b>	Dan Barker, Managing Director, Content strategies & Distribution – NASCAR	
		Esteban Gonzalez, 3x3 social media + digital content manager – FIBA	
15:30 – 16:10	Gamification: Building, growing, and sustaining new audiences and fans <b>ROOM NFL LOCKER ROOM</b>	Akash Langi, Senior Product Manager – Stats Perform	
		Oriol Boix, Head of Digital Products & Membership – FC Barcelona	
		Sanjay Shivaram, Strategy & Business Development Director – Formula E	
		Nicholas Layton, Product Manager – Dizplai	



## 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 <b>ROOM STADIUM BRIEFING ROOM</b>	Michael Leahy, Manager, Strategy & Industry Intelligence, Men's Football and Player IQ – FIFPRO	
09:40 – 10:20	Governance of Football Associations – strengthening over 200 member associations – A FIFA Perspective <b>ROOM STADIUM BRIEFING ROOM</b>	Rolf Tanner, Head of Member Associations – FIFA	
10:30 – 10:35	Football Associations and Integrity – Introduction and setting the scene <b>ROOM STADIUM BRIEFING ROOM</b>	Affy Sheikh, Head of Starlizard Integrity Services	
10:35 – 11:15	Football Integrity – The Football Associations – threats, opportunities, and challenges <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	Mark Loosemore, Partner – Hugh James	

### SPORTS INTEGRITY DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER	
14:45 – 15:30	Safeguarding in Sport – Minimising risk – A safeguarding perspective <b>ROOM STADIUM BRIEFING ROOM</b>	Sara Tomaszewski, Partner – Hugh James 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 <b>ROOM STADIUM BRIEFING ROOM</b>	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	    

### FAIRGAME GENERAL MEETING - CLOSED EVENT DAY 1 – MARCH 19, 2025 | MEMBERS ONLY

TIME	SUBJECT – ROOM	SPEAKER
12:45 – 15:00	The future of English Football (Closed event, Members only) <b>ROOM THE RESIDENCY</b>	

### TEAMS EUROPE HOSTED BUYER PROGRAMME LEVEL 3, DAY 1 & 2 | INVITE ONLY, CLOSED EVENT





## CONFERENCE PROGRAMME

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

TIME	SUBJECT – ROOM	SPEAKER
09:15 – 10:05	Programming Beyond the Games <b>ROOM MAIN STAGE</b>	Matt Traub, Managing Editor – SportsTravel Magazine and TEAMS Europe Sarah Fussek, Director Sports Integrity – International Ski and Snowboard Federation Thomas Willdrige, Vice President, Global Head of Pricing strategy for the Olympic & Paralympic Games – On Location Lorenzo Cavallari, Senior Manager, Business Strategy & Hosting – Volleyball World
11:30 – 12:00	High Performance Training in the Canary Islands to become an Olympic medallist <b>ROOM THE RESIDENCY</b>	Leticia González, Fairs & Events Department – Canary Islands Tourist Board
15:20 – 15:40	The Year-Round Sports Performance and events destination <b>ROOM THE RESIDENCY</b>	Görkem Dönmez, General Manager – Gloria Sports Arena
16:10 – 17:00	Mass Participation, Mass Tourism <b>ROOM NFL LOCKER ROOM</b>	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 AND SUSTAINABILITY DAY 1 – MARCH 19, 2025

TIME	SUBJECT – ROOM	SPEAKER
14:50 – 15:10	Creating sustainable events and venues <b>ROOM NFL LOCKER ROOM</b>	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	Sport and Sustainability – Now and the Future. Best practice, Challenges and Opportunities <b>ROOM MAIN STAGE</b>	Giles Stanford, Senior Vice President, Global Events – Wasserman Live Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen Riikka Rakic, Alumni from AISTS The International Academy of Sport Management, Head of Strategy, Sustainability and Governance – International Biathlon Union (IBU) Filippo Veglio, Head of Social & Environmental Sustainability – UEFA

## CONFERENCE PROGRAMME

### DAY 2

### 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 <b>ROOM NFL LOCKER ROOM</b>	Matt Riches, Head of Sports Marketing – Lucozade/ Suntory Beverage & Food GB&I Nick Payman, Head of Guinness, GB – Diageo Emmanuel Mendibure, Vice President - International Ad Sales - Brands and Events Partnerships – Warner Bros. Discovery Owen Laverty, Chief Innovation Officer – Ear to the Ground
10:30 – 11:10	Redefining Commercial Partnerships in Sport <b>ROOM NFL LOCKER ROOM</b>	Sam Shave, Managing Partner – Think Beyond Danielle Lee, Director Brand & Marketing – Metro Bank (UK) Richard Ames, Head of Commercial Acquisitions – The FA Maggie Murphy, Former CEO – Lewes Football Club and women's sport consultant
11:40 – 12:10	Virtual advertising in focus: insights from three key perspectives <b>ROOM MAIN STAGE</b>	Howard Champion, CEO OMM & CSO – Skyview Innovations Lee Goldwater, Executive Vice President Commercial – SPORTFIVE UK Roger Hall, CEO – unqiFEED
13:45 – 14:40	Brands and Culture. How Equality, Diversity and Inclusion is core to Brand activation <b>ROOM MAIN STAGE</b>	Jamie Dapaah, Diversity and Inclusion Manager – Fulham FC Sian Deegan, Guinness Head of Society – Diageo Cris Cicirello, Senior Vice President, Brands & Properties – Wasserman Live Tobi Ogundipe, CEO – DIVERSE
13:45	ISC 30 Under THIRTY Award ceremony <b>ROOM MAIN STAGE</b>	



# 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 <b>ROOM THE RESIDENCY</b>	Chris Carpenter, Executive Producer – SailGP Anna Hoenika, Teamlead Digital Products & Innovation – Eintracht Frankfurt Finn Taylor, Chief Executive Officer – Volleyball World

## FAN ENGAGEMENT DAY 2 – MARCH 20, 2025

TIME	SUBJECT – ROOM	NAME – POSITION
09:20 – 10:00	Why mainstream media keeps getting Youtube wrong <b>ROOM THE RESIDENCY</b>	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 <b>ROOM MAIN STAGE</b>	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, Chief of Data and Strategic Alliance – 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? <b>ROOM NFL LOCKER ROOM</b>	Matt Roberts, Vice President Business Intelligence – Formula E Hannes Glaeser, Head of Digital, Customer Experience & Data Analytics – RB Leipzig Wen Miao, CEO and Co-Founder – LAVA.ai
14:50 – 15:30	Fan Engagement – An International perspective. Think Global, Act Local <b>ROOM MAIN STAGE</b>	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 Benny Bonsu, Director of Daily Content – Olympics.com & Olympic Channel

PANEL BY



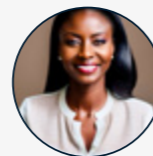
HENRY HODGSON



SHARON FULLER



EDWARD JONES



BENNY BONSU

# 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 <b>ROOM STADIUM BRIEFING ROOM</b>	Des Tomlinson, Social and Environmental Sustainability 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 <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	Karen Moorhouse, Chief Executive – International Tennis Integrity Agency (ITIA)
<b>EVENT HOSTED BY</b>		
	<b>ANDREW JAMES</b> ISC Host and Moderator International Sports Convention	 <b>KAREN MOORHOUSE</b> Chief Executive International Tennis Integrity Agency (ITIA)
12:00 – 12:35	The importance of data in building out integrity intelligence <b>ROOM STADIUM BRIEFING ROOM</b>	Matias Cooper, Integrity Partnerships Manager – Stats Perform
13:30 – 14:30	Private Equity and Global Investment in Sport <b>ROOM NFL LOCKER ROOM</b>	Daniel Roberts, Editor in Chief – Front Office Sports David Castleblanco, Partner – RedBird Capital Partners Henry Baldwin, Group COO – Anthony Joshua Boxing, 258 Group Elis Wyn Jones, Managing Director, Global Banking & Markets – Goldman Sachs Christine Jiang, Investor – Monarch Collective
14:45 – 15:30	Price of Football – Finance, Football governance, regulation, and transparency <b>ROOM NFL LOCKER ROOM</b>	Kevin Day and Kieran Maguire, Co-Hosts – The Price of Football

CONFERENCE SUPPORTERS





## CONFERENCE PROGRAMME

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

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:15	Growth of Women's Sports <b>ROOM MAIN STAGE</b>	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 – SailGP	
14:45 – 15:30	Legal trends and diplomatic challenges that impact the ability to bring players and spectators across the globe to events <b>ROOM THE RESIDENCY</b>	Steve Smith, Partner – Bryan Cave Leighton Paisner	
		Marc Trottier, Partner – Bryan Cave Leighton Paisner	
		Travis Murphy, Founder – Jetr Global	

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

TIME	SUBJECT – ROOM	SPEAKER	
13:30 – 14:30	Private Equity and Global Investment in Sport <b>ROOM NFL LOCKER ROOM</b>	Daniel Roberts, Editor in Chief – Front Office Sports	
		David Castleblanco, Partner – RedBird Capital Partners	
		Henry Baldwin, Group COO – Anthony Joshua Boxing, 258 Group	
		Elis Wyn Jones, Managing Director, Global Banking & Markets – Goldman Sachs	
		Christine Jiang, Investor – Monarch Collective	

### ISC DRINKS RECEPTION: HAPPY HOUR & FAREWELL – SPONSORED BY **BCLP**. DAY 2 – MARCH 20, 2025 | 15:30 – 16:30



# BRANDS AND SPONSORSHIP SUMMIT

September 25, 2025 | Unilever House, London



# IISC

**IISC INTERNATIONAL  
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## EVENT PARTNERS AND SUPPORTERS

