



# SHOWGUIDE

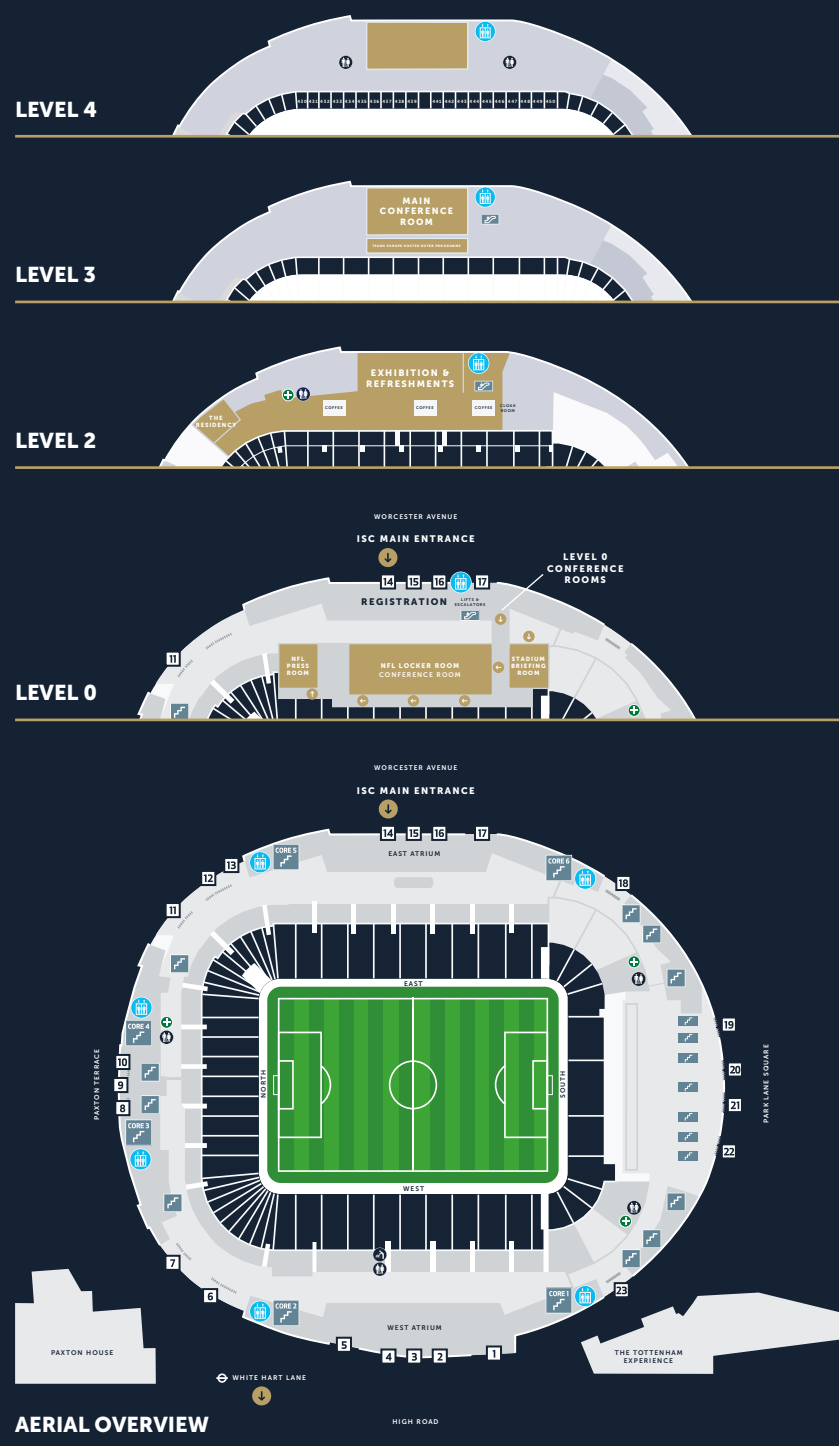
March 19-20, 2025 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR THE BUSINESS OF SPORT

## EVENT PARTNERS AND SUPPORTERS



# FINDING YOUR WAY



# 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

## 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

**JOIN THE CONVERSATION**

#ISCLONDON

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## EVENT PARTNERS AND SUPPORTERS



HOST PARTNER



# BRANDS AND SPONSORSHIP SUMMIT

September 25, 2025 | Unilever House, London





ISC

# Women's Sport Business Week

29 September – 3 October 2025





## DELIVERING WORLD-CLASS EVENTS IN WORLD-CLASS FACILITIES

## ABOUT AZF

Aspire Zone Foundation (AZF) is a premier sports organization located in Doha, Qatar. Established in 2003, AZF aims to foster sports development and promote a healthy lifestyle within Qatar and internationally. The Foundation manages a sprawling 250-hectare complex known as Aspire Zone, which includes state-of-the-art sports facilities and venues. Aspire Zone stands out as the world's most integrated sports city, featuring convenient on-site accommodation, including hotels and spa facilities. Situated at the core of the action, AZF not only supports Qatar's sporting aspirations but also contributes significantly to the global development of sports.

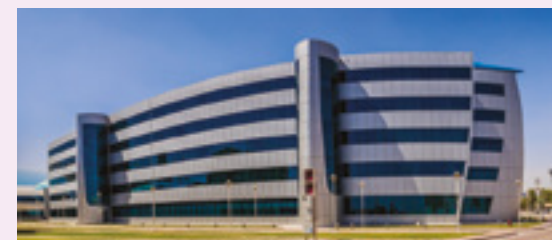
AZF is a government-backed entity that reports directly

to the Emir of Qatar. Its overarching mission is to position Qatar as a global leader in sports excellence, aligning with the broader Qatar National Vision 2030. As an organization, AZF is strategically targeted to deliver outstanding sports medicine services to athletes to maximize their potential, develop top athletes to represent Qatar in global sporting fixtures, maximize the use of technology in sports, foster high-quality academic sporting education programs, and commercialize its sports facilities and management services.

As Qatar continues to pursue its National Vision 2030, Aspire Zone Foundation remains an essential component of the nation's sports strategy, driving progress and cultivating a culture of excellence.

## DEVELOPING CHAMPIONS IN SPORTS AND LIFE

AZF has **four business** units that each provides unparalleled expertise in their respective space.



## ASPIRE ACADEMY 01

Founded in 2004, Aspire Academy is dedicated to identifying and nurturing young Qatari athletes. The academy offers a holistic education that combines rigorous academic training with elite sports coaching. Aspire Academy has produced numerous successful athletes in various sports, including football, athletics, and squash.

### Key Features:

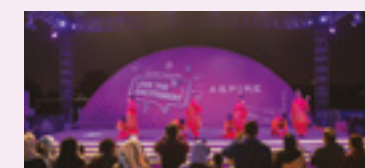
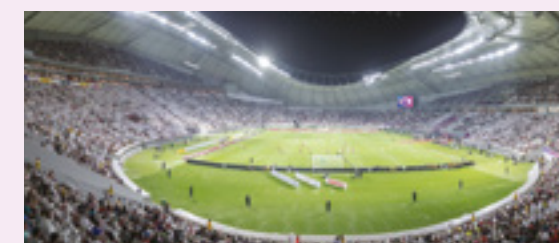
- Football Development
- Sports Science
- Sporting Development
- Education & Student Care
- Football Performance & Science

## ASPIRE LOGISTICS 02

Established in 2006, Aspire Logistics manages the facilities and events within Aspire Zone. The organization is responsible for venue operations, event planning, and technological support. Aspire Logistics plays a pivotal role in hosting local, regional, and international sporting events, thereby enhancing Qatar's reputation as a global sports hub.

### Key Features:

- Elite Training Camps
- Venues & Events Management
- Sports Service Management





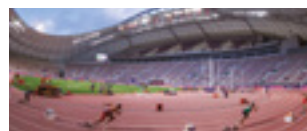


## ASPETAR 03

Aspetar, inaugurated in 2007, is a specialized orthopedic and sports medicine hospital. It is the first of its kind in the Middle East and has gained international acclaim for its expertise in sports medicine. Aspetar provides comprehensive medical services, including injury treatment, rehabilitation, and performance enhancement. The hospital is also a hub for innovative sports medicine research and has received multiple international accreditations.

### Key Features:

- Sports Medicine
- Sports Orthopaedic Surgery
- Sports Rehabilitation
- Clinical Education
- Programmes & Centres of Excellence
- Research & Support Sciences

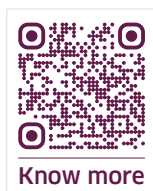


## SPORTS FACILITY MANAGEMENT (SFM) 04

In support of the FIFA World Cup Qatar 2022™, SFM was established in 2019 with a scope that spans across the country to manage Aspire owned sports venues and training sites. SFM's core remit has been to manage, operate and deliver high-quality sports facilities in Qatar, with a keen focus on efficiency.

### Key Features:

- Facility Management & Operations
- Sports Turf & Landscaping



Know more

## TRAINING CAMPS

AZF takes pride in being the world's most comprehensive elite training camp destination. With 50+ international teams and 10+ sports and disciplines, along with customised camps for every sport, training at AZF.

AZF also features the world's largest indoor multi-purpose hall with 13 sports halls and venues, 14,500 seat capacity, accredited indoor athletics track, FIFA standard indoor football pitch, Olympic swimming and diving pools and a gymnastics hall. Aspire Dome remains at 20-23 C°, 365 days a year. The Aquatic facilities was host to FINA World Cup and Championships.

The training sites at Al Elga, Al Ersaal, Al Sailiya and Qatar University for the teams competing during the FIFA World Cup Qatar 2022™ are part of the elite training facilities of AZF.

### Key Features:

- FIFA-compliant floodlit natural grass pitches, ancillary team facilities, team parking and spectator areas for public training sessions.
- The field of play in the training sites resembles the pitches at FIFA World Cup Qatar 2022™ stadiums with same type and quality of playing surface, profile, irrigation and drainage system.
- The extensive infrastructure at each site also includes dressing rooms, a press conference area, a catering and lounge area, information technology and communications networks and broadcast and media facilities.

## FOOTBALL PERFORMANCE CENTRE

The newest addition to Aspire Zone, the Football Performance centre contains the ultimate in sports science and data analysis technology to enhance and boost performance. Populated with leading experts from across the globe, the centre is guaranteed to increase athlete potential and deliver results.





**ED ABIS**  
CEO – DIZPLAI

Ed Abis is a media and content leader with over two decades of experience in leadership roles from Nike, to Perform to ITV. Now CEO of Dizplai, Ed leads a team working for the biggest IP in sports, entertainment and the creator economy. Developing products at the intersection of tech and strategy, Dizplai's work focuses on creating new ways for audiences to engage that satisfy the changing audience habits of today and tomorrow.



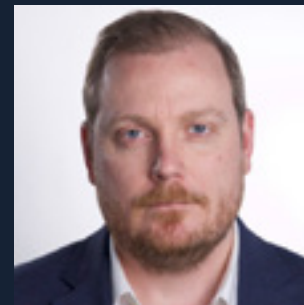
**KAMEL BADAWY**  
CHIEF OF DATA AND STRATEGIC ALLIANCE – ASPIRE ZONE  
FOUNDATION

Kamel Badawy is a distinguished business leader with over 18 years of extensive experience across various domains, including sports operations management, strategic partnerships, sponsorship, events management, and commercialization. Currently serving as the Chief of Data and Strategic Alliance at Aspire Zone Foundation, Kamel exemplifies dynamic leadership and unparalleled expertise in driving business success. With a solid background in marketing, business intelligence, procurement, and supply chain management, Kamel brings invaluable commercial acumen to his role. His remarkable contributions have helped position Aspire Zone Foundation as one of the premier sports destinations globally. Kamel Badawy is a visionary leader, driving innovation and excellence in the sports industry.



**HENRY BALDWIN**  
GROUP COO – ANTHONY JOSHUA BOXING

Henry is the Managing Director of the 258 Group, the private office of heavyweight boxer Anthony Joshua. The 258 Group was established to support the ecosystem around Anthony, with key pillars including real estate, investments, athlete management, and philanthropy. With a background in commercial sports, Henry has worked alongside Anthony for over seven years. In recent years, Henry has supported Anthony in establishing and expanding his private office. In addition to overseeing the Group, he leads 258 Ventures, the private equity arm of the office, which operates with a multi-stage investment mandate.



**DAN BARKER**  
MANAGING DIRECTOR OF CONTENT STRATEGY AND DISTRIBUTION –  
NASCAR

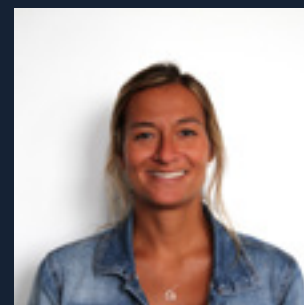
Dan Barker is a veteran sports media executive, currently serving as the Managing Director of Content Strategy and Distribution at NASCAR. Prior to his 6 years at NASCAR, Barker has served in leadership roles at DAZN, Perform Media and Sporting News. Starting his career in Quality Assurance and product, Barker has since moved into content management, strategy, and distribution and has most recently launched The NASCAR Channel on FAST platforms.



**STEFANO BARONE**  
ADVISER – GLOBAL INITIATIVE AGAINST TRANSNATIONAL  
ORGANIZED CRIME (GI-TOC)

Stefano Barone is an investigative professional with over 15 years of expertise in financial crime and compliance. As a Chief Investigator with the Guardia di Finanza, he led high-profile cases in VAT fraud, money laundering, and corruption, achieving significant asset recoveries. At the World Customs Organization, he spearheaded Project Tentacle, an AML/CTF initiative enhancing global cooperation against economic crime.

Currently part of the GITOC expert network, Stefano focuses on AML, CFT, and organized crime. Previously at FIFA, he investigated misconduct and helped establish the first Integrity Task Force for the Qatar 2022 World Cup



**MEL BARONI**  
HEAD OF SPORT PARTNERSHIPS – VIRGIN MEDIA O2

Mel has worked in the sport brand and partnerships business for over 13 years. Cutting her teeth at M&C Saatchi Sport & Entertainment, Mel worked on globally renowned clients such as Reebok, Barclays and Kia. She has since gone on to work for rights holders and brands, including the FA and DAZN. Most recently Mel has joined O2 to lead its England Rugby partnership and its campaign for the 2025 Women's Rugby World Cup.



**CHRIS BARRON**  
GENERAL MANAGER PERSONAL CARE UK&I – UNILEVER

Chris started his career with L'Oréal on their management trainee scheme, before working in marketing in London, and then subsequently in the company's global headquarters in Paris.

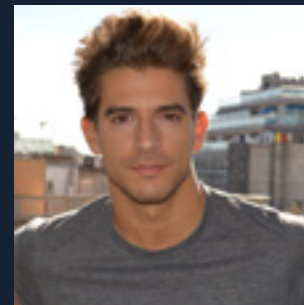
He first joined Unilever in 2006 and has since then worked in London, Chicago and New Jersey. Since returning to the UK&I business over seven years ago he has been working extensively on sports marketing for the Unilever brands in the UK with key partnerships in football with FIFA and UEFA, rugby on Dove Men+Care, cricket on Lifebuoy, and with Radox on the London Marathon.

**ALEXANDER BIELEFELD**  
DIRECTOR GLOBAL POLICY & STRATEGIC RELATIONS – FIFPRO

Alexander Bielefeld is Director Global Policy & Strategy (Men's football) at FIFPRO – Football Players Worldwide. Alexander has been working for a decade on matters affecting the world of work of players and has represented player's collective interests at the highest levels of international professional football. In his current role he represented professional players in international employment negotiations on matters including workload, peak performance, health and safety, financial regulations, human rights, technology and data as well as other strategic labour rights matters. He also coordinates relations with international player unions and public institutions such as the ILO, European Commission and others. Most recently Alexander was one of the lead negotiators of the Global Labour Agreement and the Charter of Player data Rights in professional football. Alexander previously worked as a consultant for Burson-Marsteller and holds degrees in international (sports) politics and management from College of Europe, CDES Limoges and INSEAD amongst others.

**CRAIG BOATH**  
HEAD OF SUSTAINABILITY – CARNOUSTIE GOLF LINK

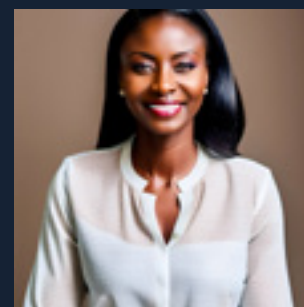
Craig Boath is the Head of Sustainability at Carnoustie Golf Links. Throughout his tenure, Craig has been instrumental in hosting multiple major tournaments, including three Open Championships, two Senior Opens, and one Women's British Open. His commitment to sustainability has been evident through various initiatives, such as the development of habitats to support native bumblebees, which earned Carnoustie the Operation Pollinator Award in 2016. Under his leadership, the Links have undertaken significant eco-regeneration projects including the planting of 1,000 trees to enhance local biodiversity and the ongoing conservation efforts for the small blue butterfly. Craig's efforts have not only enhanced the ecological value of Carnoustie Golf Links but have also garnered recognition, including the Climate Action Award at the 2021 IAGTO Sustainability Awards, as well as the inaugural Sustainability Award at The Golf Course Awards 2024.

**ORIO BOIX**  
HEAD OF DIGITAL PRODUCTS & MEMBERSHIP – FC BARCELONA

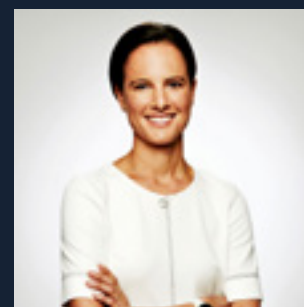
Oriol Boix is Head of Digital Products & Membership at FC Barcelona. Within his responsibilities, he and his team are in charge of defining the vision and objectives of the FC Barcelona Official Website and Apps, in which integrating the Membership program, increasing revenue for all the business units, and activating Commercial opportunities play a big role.

Oriol also oversees any other digital products within the organization, making sure that the digital ecosystem is consistent and well integrated.

Being a product passionate, Oriol has 10 years of experience in the field. He has a degree in Telecommunications Engineering from UPC and a post-graduate degree in Marketing from UCLA.

**BENNY BONSU**  
DIRECTOR OF DAILY CONTENT – OLYMPICS.COM & OLYMPIC CHANNEL

Benny Bonsu is a pioneering leader in the sports industry, currently serving as the Director of Content at Olympic Channel Services, a division of the International Olympic Committee (Olympics.com). Renowned for her groundbreaking work, Benny previously led the Women's Sports Editorial team at GiveMeSportW, where she launched the first women's-only sports platform, significantly boosting the visibility of women's sports in the UK and globally. In the same year, she made history as the UK's first female sports editor and the first woman of colour to hold this role.

**HANNAH BROWN**  
CO-CEO WOMEN'S SPORT – DAZN

Hannah Brown has 20 years of experience in finance, sports media, pay TV, corporate ventures and business transformation. This includes 10 years at Sky and Sky Sports in finance, sports rights and sports ventures investing. Hannah worked in the US for three years for a family office fund and an OTT pay TV startup. From 2020 to 2023, Hannah served as chief of staff at Formula E. In 2020, Hannah and Esmeralda Negron co-founded ata football, a streaming platform and community for women's football fans. Hannah served as an advisor to the business. ata football was acquired by DAZN in 2023, with Hannah joining DAZN to lead the growth and commercialisation of its global women's football portfolio. Hannah is a qualified accountant.



## YOUR ONE-STOP SPORTING SOLUTION

SportCirqls is a SaaS company connecting communities by linking businesses, families, and organizations to navigate daily challenges. Our platform enables individuals, athletes, and professionals to self-promote in a secure environment while supporting schools, clubs, universities, and sports organizations with admin solutions.

Through digital branding, we help organizations fundraise efficiently and connect with businesses, fostering strong community ties and empowering youth through sports.

<https://sportcirqls.com>

## SPORTCIRQLS FEATURES

### Organisation Features

- Manage Multiple Teams
- Managing Multiple Sporting Codes
- Event Management
- Fundraising Solutions
- Financial Reporting
- Player Profiles and Contact Lists
- Sign Up and Registration Forms
- Personalised Calendar
- Calendar Linking
- Involvement Tracking of Members
- Dynamic Environment
- Constant New Features
- Administrative solutions
- Fan Zone

### Athlete Features

- Build and Develop Your Career
- Get Noticed by Scouts and Recruiters
- Find Team Members or your Coach
- Check out the Competition
- Connect to Schools, Colleges or Universities
- Personilised Social Media
- Digital Player Career Profile
- Player Career Statistics
- Post Multi-media Content
- Messaging
- Community Involvement
- Engage with Your Community
- Attract Sponsorship
- Friend Zone



## GENETIC BRAIN PROFILING

Get the best out of your Athletes

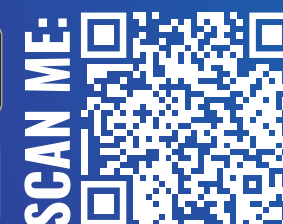


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## DOWNLOAD OUR APP





# FIVE REASONS FOR CHOOSING THE CANARY ISLANDS AS YOUR SPORTS DESTINATION

The Canary Islands are a one-of-a-kind destination for professional sports camps. With a perfect year-round climate and world-class training facilities, it's no surprise that many of the world's top athletes choose the archipelago for their pre-season preparations. In addition, the Canary Islands host major international sporting events such as Ironman Lanzarote, Transvulcania, Transgrancanaria, Gran Canaria Wind&Waves, Tenerife Bluetrail, and Frontón King, to name just a few.



## #1 HIGH-PERFORMANCE SPORTS CENTRES

The Canary Islands are home to over thirty high-performance sports centres specialising in professional training and sports medicine. These facilities offer tailored nutrition plans and highly qualified medical services to ensure athletes maintain peak physical condition. Thanks to their exceptional quality and specialised infrastructure, the islands can accommodate more than 3,000 elite athletes at any one time.



## #2 MAJOR COMPETITIONS

The Canary Islands host numerous high-level sporting events, many of which are part of international circuits. Notable events include the Transgrancanaria (which forms part of the Spartan Trail World Championship), the Windsurf and Kitesurf World Championship at Sotavento Beach in Fuerteventura, the Lanzarote Ironman, the Gran Canaria Marathon and the iconic Transvulcania in La Palma.



## #3 PUT PERFORMANCE TO THE TEST WITH ALTITUDE TRAINING

Due to their volcanic origin, the topography of the islands allows a rapid ascent from sea level to altitudes above 1,800 metres, which is ideal for improving athletes' physical performance. Settings like the Teide National Park, in Tenerife, and Roque de los Muchachos in La Palma, offer the possibility of using hypoxic training methods, resulting in better performance in competitions.



## #4 BEST CLIMATE IN THE WORLD

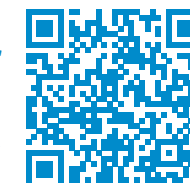
The Canary Islands offer the possibility of outdoor training with pleasant temperatures year-round: an average of 23°C in summer and 19°C in winter. This makes them an ideal destination for training at any time of year, especially in winter, when predictable temperature, humidity and sunshine conditions enhance athletic performance.



## #5 DIVERSITY OF TERRAINS AND LANDSCAPES

The islands offer a wide variety of landscapes, types of terrain and microclimates to choose from, providing the best training conditions at any given time: trails, 1,500 km of coastline, paths penetrating unspoilt natural landscapes and more. This combination enables the body to be exposed to highly varied conditions, pushing performance to the limit and ensuring training plans are fully adjustable.

Discover  
more  
information  
here:







**GARY BYE**  
SAFEGUARDING & PLAYER CARE MANAGER – INTERNATIONAL TENNIS  
FEDERATION

During a long career as a law enforcement professional, Gary was involved operationally in several national and international investigations to protect children from abuse and exploitation perpetrated by the use of the Internet and technology.

After leaving, he then turned his fulltime attention to sport. A passion for sports coaching, particularly football, has allowed him to work internationally with children and young people in diverse sporting environments at all levels, from participation and inclusion projects to supporting elite level performance development.

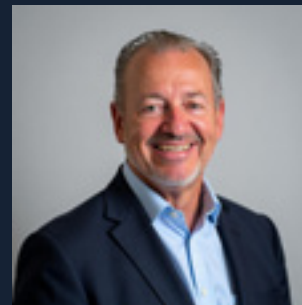
Now with over ten years' experience of developing and implementing safeguarding in football and tennis, Gary currently leads the Safeguarding and Player Care Team at the International Tennis Federation, focussing on combining safeguarding and player care as separate disciplines, but intrinsically linked.

In the ever-changing landscape of safeguarding in sport, Gary has combined his extensive sports knowledge and experience to develop systems that provide safe and inclusive environments, recognise risk and prevent harm to all participants across sport.



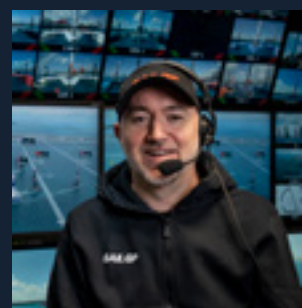
**HOWARD CAMPION**  
CEO OMM & CSO – SKYVIEW INNOVATIONS

Howard's passion for technology and his commitment to delivering exceptional results have solidified his reputation as one of the foremost experts in the sports technology industry. With extensive experience in both LED and Virtual Replacement Technologies, Howard has become a trusted advisor to some of the world's most prestigious sports organizations, including the NFL, UEFA, World Rugby, and the Premier League. OMM, now part of Skyview Innovations – a global leader in Spatial & Immersive Experiences – has been at the forefront of Smart stadium technology for over three decades. The company has consistently set new industry standards by combining technical expertise with cutting-edge 3D motion graphics creativity, offering comprehensive production, deployment, and management of in-venue operations for the world's highest-profile sporting events.



**MAURIZIO CANTON**  
VP EMEA – LAVA

Maurizio Canton is a seasoned leader with extensive experience driving business success across Europe, the Middle East, and Africa. With a proven track record of executing strategic initiatives and achieving key business objectives, Maurizio is commercially and technically skilled, consistently focused on delivering excellence and driving performance improvements and profits for companies and clients. Prior to being named Vice President of EMEA for LAVA, Maurizio was Vice President of Customer Success at TIBCO and Chief Technology Officer for EMEA. He has also cultivated and owned direct customer relationships with some of the world's leading organizations, including Air France/KLM, Campari, Lufthansa, Edison, Cox Automotive, PKI, Deutsche Bank, and UniCredit. Maurizio's expertise and insight have made him a sought-after voice in his field, and his leadership continues to drive innovation and success at LAVA.

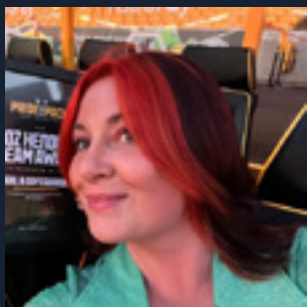


**CHRIS CARPENTER**  
EXECUTIVE PRODUCER – SAILGP

Chris Carpenter is a highly accomplished and award-winning Executive Producer and Live Broadcast Director, with a proven track record of delivering world-class sports broadcasts to global audiences. With extensive experience in both live event coverage and non-live content creation, he has played a pivotal role in shaping the future of sports broadcasting through cutting-edge technology, compelling storytelling, and strategic partnerships.

As Executive Producer of SailGP, Chris leads a team of approximately 100 professionals across live event locations and the London studio, overseeing all creative, technical, operational, and commercial aspects of the broadcast. His remit is to elevate SailGP's broadcast offering to become the benchmark for sports entertainment—delivering an immersive, high-energy viewing experience that showcases the innovation and thrill of high-speed sailing.

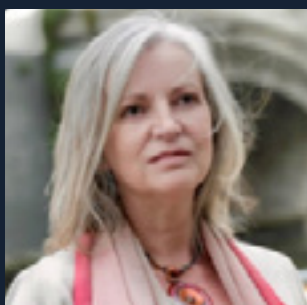
Chris is passionate about the evolution of sports media and continues to push the boundaries of technology, engagement, and storytelling, ensuring that every broadcast captivates audiences and sets new industry standards. His previous experience encompasses some of the world's most prestigious sporting events, including Olympic Games, America's Cup, E1 Series, Extreme E, Formula E, World Rugby Sevens, and The Ocean Race.



**LISA CARTER**  
HEAD OF SAFEGUARDING – WOLVERHAMPTON WANDERERS  
FOOTBALL CLUB

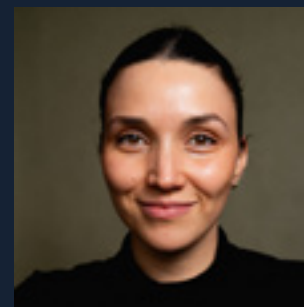
As a Head of Safeguarding at Wolves FC she has over 5 years of experience in developing and implementing comprehensive safeguarding strategies for various aspects of the club. She ensures compliance with safeguarding regulations and guidelines, conducting regular audits and assessments to maintain a safe and secure environment for all participants. She also collaborates with internal stakeholders and external partners to enhance safeguarding policies and procedures, promoting a culture of safety and accountability throughout the organisation. In addition to her current role, she is a member of the Inclusion & Diversity Panel at Rugby Football Union and a Trustee for The Good Shephard, a charity in Wolverhampton supporting people in crisis.

She holds a master's degree in Safeguarding Children and Young People from Newman University Birmingham, a BSC honours Sociology from Kingston University, and a Post grad diploma in Youth and Community Work JNC from the University of Birmingham.



**CHRISTINE CASTEELS**  
SENIOR POLICY ADVISOR SENIOR ADVISOR SPORTS FRAUD TEAM  
– BELGIAN FEDERAL JUDICIAL POLICE/DJSOC/DIOPS

Christine Casteels, experienced law enforcement policy advisor and project coordinator with a career of more than 30 years in the Belgian Judicial Police, in recent years in the Serious Organised Crime Unit using critical thinking, communication, and problem-solving skills. She has specialised in the areas of sports fraud, art crime and cyber-related phenomena. She has been part of the Sports Fraud Team since the signing of the Macolin Convention in 2016 and is a member of the Belgian national platform against the manipulation of sports competitions of which she holds the secretariat. She is in her second term as an elected member of the Bureau of the Group of Copenhagen at the Council of Europe and as such supports various initiatives and projects within the Macolin Convention, to raise awareness of possible threats to sports. She is also a guest lecturer on sports fraud in the Post Graduate Sports Management program at the VUB and the Belgian Olympic Academy (BOA).



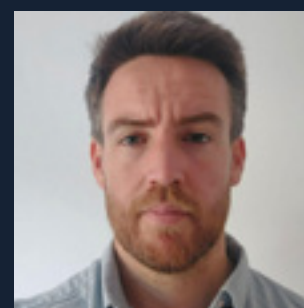
**ANNA CHANDUVI**  
CHIEF CUSTOMER & COMMERCIAL OFFICER – THE JOCKEY CLUB

Anna Chanduvi leads the Customer and Commercial teams at The Jockey Club, overseeing marketing, sales, business development, digital, and partnerships.

Recognized as a Forbes "30 Under 30" honoree in 2021 and named among the "30 Under 30 Next Generation Leaders in Sport" by the Sports Industry Group in 2019, Anna has built a career at the intersection of sports, media, and technology.

Before joining The Jockey Club, she led Sports and Entertainment Media Partnerships at Meta, helping broadcasters and digital publishers across Northern Europe maximize their commercial potential on Facebook and Instagram. Prior to Meta, she managed global content strategy and rights acquisition for beIN Sports.

Beyond her corporate work, Anna is committed to advancing gender equality in sports. She founded a social-first production company dedicated to championing women in sports and an NGO focused on equity in the industry. She also serves as a Non-Executive Director on the board of Watford Women's FC.



**MATIAS COOPER**  
INTEGRITY PARTNERSHIPS MANAGER – STATS PERFORM

Matias is Stats Perform's Integrity Partnerships Manager, responsible for building and developing relationships with Integrity stakeholders across the globe, acting as the liaison between them and Stats Perform's Integrity team, which has some of the most advanced tools and expertise in the Integrity world. Prior to this role, Matias spent over a decade working in analysis, compliance, and integrity positions at leading companies in the betting industry.



**DAME TRACEY CROUCH**  
MANAGING DIRECTOR – HANOVER COMMUNICATIONS (SPORT  
DEPARTMENT)

Dame Tracey is a former UK Sports Minister with extensive experience in policy development, strategic advice, crisis communications and media relations.

She has worked for, with and at the highest levels of Government, and has retained friends and contacts across all sides of politics. Tracey has represented the country at several international events, challenging and changing global policy and communications in sports.





# ClearVUE

Measure Energy | Visualise Data | Reduce Costs

## The Next Generation Sports Energy Management

Make data-driven decisions and measure your success



### Optimise Stadium & Facility Energy Use

Gain real-time visibility into energy consumption across stadiums, training grounds, and facilities. Cut waste, lower costs, and hit sustainability goals with ease.



### Intelligent Alerts for Smarter Operations

Instant alerts detect unusual energy spikes in floodlights, HVAC, and any other critical equipment. Cut waste and optimise efficiency. Fully SECR-compliant.



### Cut Costs & Drive Sustainability

Sports venues using ClearVUE.Zero save an average of **14.5%** on energy, slashing carbon emissions while reducing overheads. Take the lead in sustainability.

### THE CLEARVUE IMPACT



WATFORD FC

**30%**  
Savings  
Identified

ClearVUE.Zero has been pivotal in our pursuit of creating an environmentally sustainable club by allowing us to understand energy usage across all sites.

**Tarang Panchal**  
Head of Procurement & Sustainability

”



CARNOUSTIE GOLF LINKS

**8%**  
Savings  
Identified

Within four months, ClearVUE.Business has already identified over **8% of consumption reduction opportunities** via their dedicated energy manager service.

**Craig Boath**  
Head of Sustainability

”



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# SPORTING CHANCE PRIZE DRAW

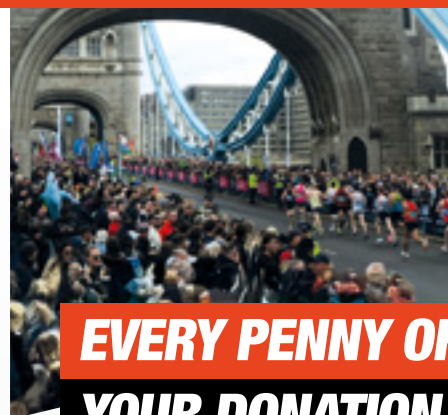
EVERY  
PENNY RAISED  
GOES TO CHARITY

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RETURNING  
13<sup>TH</sup> - 27<sup>TH</sup> JUNE  
2025

£10 COULD WIN YOU  
AN AMAZING SPORTING PRIZE



EVERY PENNY OF  
YOUR DONATION (100%)  
GOES TO UK CHARITIES

“ We act as a bridge between UK Sport and UK Charities, offering charities a chance to fundraise by accessing top sporting prizes... and every penny they raise (100%) goes to them.

Sporting Chance Prize Draw will run three Prize Draws in 2025, so that UK Sport and UK Charities can work together.

Thank you to Nigel and the team at International Sports Convention for inviting us to continue as their not-for-profit partner ”

Simon Jacot, Founder  
info@sportingchanceprizedraw.com

Supporting 30+ UK charities in 2025



Prizes kindly donated by the sporting community, including Team GB



Scan the QR code to view June 2025 prizes

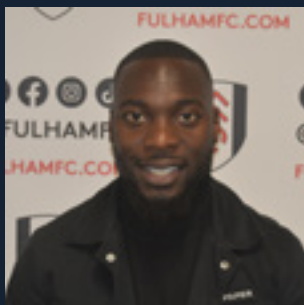
@sportingchanceprizedraw @SportingDraw @sportingchanceprizedraw Sporting Chance Prize Draw

**sportingchanceprizedraw.com**



Company Number: 07664618





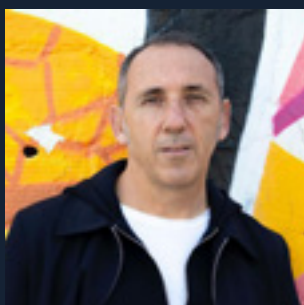
**JAMIE DAPAAH**  
DIVERSITY AND INCLUSION MANAGER – FULHAM FC

Jamie Dapaah is a dedicated advocate for diversity, inclusion, and equality, currently serving as the Diversity and Inclusion Manager at Fulham Football Club. In this role, he plays a key part in driving inclusive initiatives, ensuring that football remains accessible to all, and fostering a culture of belonging within the club and its wider community.

Beyond his work at Fulham, Jamie is also a Community of Practice Ambassador at The Football Association, where he contributes to nationwide efforts to enhance diversity and inclusion across the sport. His commitment to social impact extends beyond football, as he actively champions equality within the community, working to create meaningful change.

Jamie brings a wealth of experience in brand marketing across the music and entertainment industries, where he has successfully led initiatives that resonate with diverse audiences. His background in these creative sectors has equipped him with a unique perspective on engaging communities, shaping inclusive narratives, and leveraging cultural influence to drive positive change.

A passionate leader and advocate, Jamie continues to use his expertise to break barriers, amplify underrepresented voices, and ensure that football – and the wider entertainment industry – becomes a more equitable space for future generations.

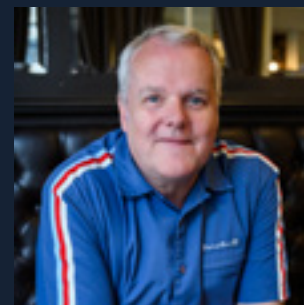


**GREG DAVIES**  
CO-FOUNDER & CEO – WAVES

Serial innovator and entrepreneur focussed on helping build disruptive businesses in Sport to engage with fans more effectively: Grabyo, Clicknclear, Monterosa, Little Dot Studios, Front Office AI, WAVZE and Urban Roosters Technologies.

Five-year stint at IMG as co-founder of its first digital division, TWLi, in 1998.

Currently focussed (as WAVZE co-founder/CEO) on music as an unparalleled force for engaging young sports fans. Working to help bring music out of the margins of the sports industry and into the core of its business strategy.

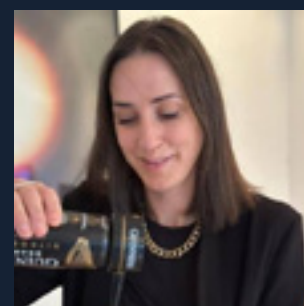


**KEVIN DAY**  
HOST – PRICE OF FOOTBALL

Kevin Day is an award-winning comedian and BAFTA-nominated television writer. From his first TV appearance on 'Saturday Night Live' in 1987 to hosting the bafflingly successful 'Price of Football' (Radio Times Podcast of the Year in 2023) Kevin has been part of the UK's comedy and broadcasting scene for a very long time and has worked with a very long list of stars including Dave Allen, Bill Bailey, Ball and Boe, Joe Brand, Ronnie Corbett and on through the rest of the alphabet.

He has written on iconic shows such as 'They Think It's All Over', 'Never Mind the Buzzcocks' (where Slash said he made the "best cup of tea ever") and 'A League of Their Own' and has been one of the lead writers on 'Have I Got News For You' for the past 42 series. Clare Balding said: "if you laughed at a joke on TV recently Kevin probably wrote it".

Kevin was also part of the 5Live Sony Gold Award winning presenting team from Cheltenham and Ascot for fifteen years when at the same time he was also that bloke from Match of the Day 2 filming with football fans across the land. His first two books, 'Who Are Ya' and 'Unfit and Improper Persons' were best-sellers for Bloomsbury and the third is due in August 2026.



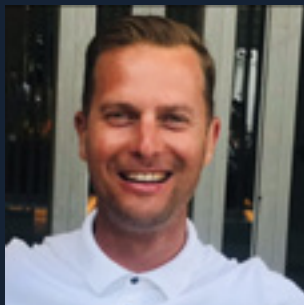
**SIAN DEEGAN**  
GUINNESS HEAD OF SOCIETY – DIAGEO

Sian has spent nearly 20 years working in various marketing roles within the alcohol industry, across a wide variety of beers, spirits and champagne brands.

After spending most of her career in London in both market and European roles, Sian took a years sabbatical to study and practice Permaculture and Sustainability, West Cork.

Sian joined Diageo and Baileys Global Brand Team in 2019 and over that time, she delivered some of the brands most effective and delicious TV & social content and was an integral team member on Baileys journey to B Corp certification.

In 2024, Sian was delighted to join the Guinness Global Brand Team as Head of Guinness in Society. This is a unique position to Guinness, representing the meaningful role of Guinness Goodness in the Global Brand Strategy. Sian leads the ESG brand agenda; across Grain to Glass Sustainability, Diversity and Inclusion and Positive Drinking.



**WILLEM DINGER**  
GLOBAL HEAD OF SPORT & ENTERTAINMENT PARTNERSHIPS &  
PERSONAL CARE MEDIA LEAD – UNILEVER

A results-driven cultural marketing and media specialist, Willem brings over 23 years of experience in the sports and entertainment industry. His expertise spans client, rights-holder, and agency settings, where he has developed strategic partnership portfolios and activation plans across a diverse range of sports, gaming, music, lifestyle, and celebrity properties to accelerate business and brand growth.

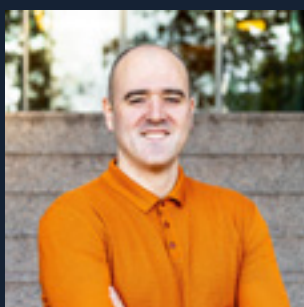
Over the last 10 years, Willem has spearheaded Unilever's Sport & Entertainment capability globally, developing and executing partnership strategies across a broad range of prestigious IP and celebrities including Formula 1, FIFA, UEFA, McLaren F1, Live Nation, Riot Games, Roblox, New York Fashion Week and CR7.



**TOM DOLLING**  
DATA INTEGRITY ANALYST – STARLIZARD INTEGRITY SERVICES

As a pivotal member of Starlizard Integrity Services, Tom works closely with football governing bodies across the world to identify and investigate potential match-fixing incidents. Using sophisticated analytical techniques, he evaluates the integrity of football betting markets and player performances on the field. Tom's expertise supports investigators and stakeholders in their efforts to combat match-fixing.

Tom holds a degree in Economics from Bath University and joined Starlizard in 2009. With over 15 years of experience in analysing football matches and betting markets, he has become a seasoned professional in the sports integrity field.



**GÖRKEM DÖNMEZ**  
GENERAL MANAGER – GLORIA SPORTS ARENA

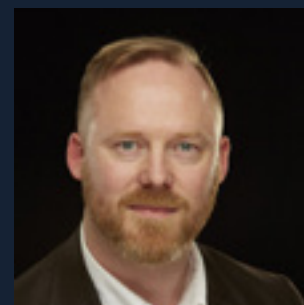
Mr. Donmez has been working for Gloria Hotels & Resorts, an establishment of Ozaltin Group for 18 years. After Gloria Sports Arena (GSA)'s project is on in 2014, he started working as the Sales Executive of the complex. 4 years later, in 2018 he was titled as the General Manager of GSA.

GSA is located in Belek region of Antalya-Türkiye, which is a worldwide known destination for golf and football. Since it is the most comprehensive center for training and performance for professional athletes in Europe, Mr. Donmez states that their primary purpose is to maximize GSA's recognition and reputation by hosting clubs, national teams and elite athletes for their preparation camps, 12 months of the year in the 50 sports branches available in GSA and by contributing to their guests' successes on their way to the top.



**TINA ENESTRØM**  
PROJECT MANAGER – DANISH FOOTBALL ASSOCIATION

Tina Enestrøm, Project manager with focus on innovative facilitation of development and collaboration processes, as well as implementation. Furthermore Tina has a degree in leadership. Tina is the project – and process manager of the development plan for Danish football for girls and women of the Danish FA, is a former football player, former coach for girls on grassroots level and has been with the Danish FA for 19 years.



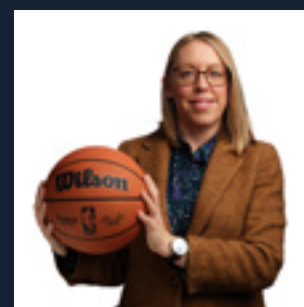
**KIM MEJNERT FRYDENSBJERG**  
HEAD OF EVENTS – WONDERFUL COPENHAGEN

Kim Mejnert Frydensbjerg leads the Events department at Wonderful Copenhagen, focusing on attracting and developing major events to the city, and maximizing the long-term positive impacts of events on the local community and economy.

With extensive experience in event management and sports administration, Kim has been instrumental in positioning Copenhagen as a leading destination for sustainable sporting events. Kim has played a key role in securing and managing high-profile events, integrating innovative sustainability practices and legacy planning into their execution.

Prior to his current role, Kim has served as the General Secretary at the Danish Rowing Federation, Head of Administration at FC Nordsjælland, and initiator of Ironman Copenhagen.

At ISC 2025, Kim will share insights on leveraging sports events for sustainable growth, innovative approaches to event legacy, and creating impactful partnerships between sports organizations and host cities.



**SHARON FULLER**  
VICE PRESIDENT, HEAD OF CONTENT, SOCIAL AND  
COMMUNICATIONS, EUROPE, AND MIDDLE EAST – NBA

Sharon Fuller is Head of Content, Social Media and Communications for NBA Europe and the Middle East (EME) overseeing the production of all regional content and the execution of the NBA's localized social media, PR and communications strategy in Europe and the Middle East. Based in the NBA's Madrid office, her role requires her to think innovatively and creatively about the best ways to connect with fans across different regions, platforms, channels and media through a local-first strategy.



# TRANSFORM PASSIVE VIEWERS INTO ACTIVE FANS

Build engaged communities, reclaim attention  
& maximise content revenue

# Dizplai

01

Social Content  
Interactivity

02

Content  
Gamification

03

Data  
Aquisition

04

Integrated  
Commercial  
Inventory



ISC INTERNATIONAL  
SPORTS AWARDS  
AGENCY OF THE YEAR

# EAR TO THE GROUND

The creative agency that turns fans into consumers for  
brands invested in sports, gaming & entertainment.

Powered by **FAN\_INTELLIGENCE®**



**FAN\_INTELLIGENCE®**

## Powered by the fans who are shaping culture.

Collaborating with our global community of over 11,000 of the most culturally connected fans, cultural observers & tastemakers at every stage, of every client challenge.

**We'd love to show you our creative approach in more detail  
and how to turn fans into consumers of your brand.**

**Step into our Expo lounge to hear more.**



snipes®

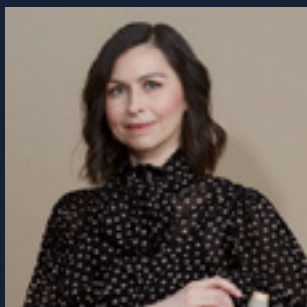


PlayStation.



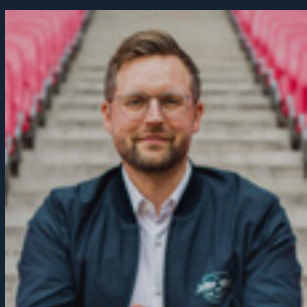
COVENTRY  
Building Society





**SARAH FUSSEK**  
DIRECTOR SPORTS INTEGRITY – INTERNATIONAL SKI AND  
SNOWBOARD FEDERATION

Sarah Fussek is the Sports Integrity Director at the International Ski and Snowboard Federation (FIS). Having served in several roles within the federation she brings along over 15 years of broad experience from two international winter sports organisations and the Olympic movement. She is an IOC certified Safeguarding officer, an anti-doping compliance auditor, and sits as a sports representative in various advisory Committees in international sports. With her dedication to advocating for fair, safe and clean sports environments for all, she adds significant value to the global sports integrity community.



**HANNES GLÄSER**  
HEAD OF DIGITAL, CX & DATA ANALYTICS – RB LEIPZIG

Hannes Gläser is Head of Digital, Customer Experience & Data Analytics at RB Leipzig and responsible to drive a customer/fan centric transformation for the club across all digital strategy & business areas.

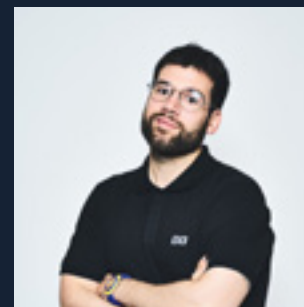
His key focus topics are Digital & CX Transformation (360° Customer Journey Management & Strategic Experience Design), Digital Experience Management (Web /App platform development) and Data Analytics / Customer Insights, as well as Innovation Management (Web3 / Startup cooperations).

Before joining RB Leipzig, Hannes worked as Management Consultant at Deloitte and Accenture and several digital agencies across international Digital & Marketing Transformation initiatives.



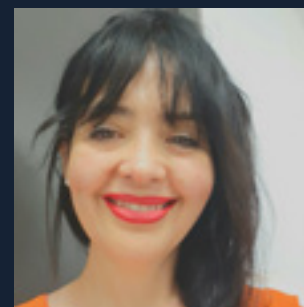
**LEE GOLDWATER**  
EXECUTIVE VICE PRESIDENT COMMERCIAL – SPORTFIVE UK

Lee has over 15 years of experience in supporting major rights holders and brands to create partnerships that drive value. Throughout his career, he has worked with some of the most prestigious teams and events across world sport, including Manchester United, LA Lakers, UEFA, The FA, and Team GB. Currently, Lee leads SPORTFIVE's UK business which includes overseeing its perimeter advertising division that specialises in the commercialisation of broadcast-facing ad inventory for top UK and European football clubs.



**ESTEBAN GONZALEZ**  
3X3 SOCIAL MEDIA & DIGITAL CONTENT MANAGER – FIBA

With a passion for content and digital innovation, Esteban brings a wealth of experience and expertise to our panel discussion. Having specialised in Sports Communication and Journalism during his studies in Barcelona, he joined FIBA in 2018 and brings expert insights and a unique perspective on the latest Digital Strategies for Growing Fan Engagement.

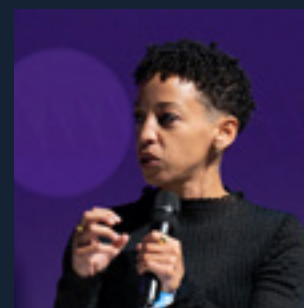


**LETICIA GONZÁLEZ**  
FAIRS & EVENTS DEPARTMENT – CANARY ISLANDS TOURIST BOARD

Over 20 years of experience in the tourism sector and still passionate about what she does. As a native of the Canary Islands, promoting the richness and uniqueness of her archipelago as a job is a gift that she cherishes and enjoys every day!

She has always loved traveling and learning about other cultures, but it wasn't until she realized how tourism benefits a community that she realized this was a career with a purpose.

When not working you will find her reading, cooking or practicing outdoor sports, especially inline skating.



**SARAH GREGORIUS**  
SENIOR DIRECTOR, SPORTING – NATIONAL WOMEN'S SOCCER  
LEAGUE (NWSL)

Sarah Gregorius a former professional footballer, having played professional and international football for over a decade. In this time, she played 100 matches for the New Zealand Women's National Team, participating in three FIFA World Cups (2011, 2015, 2019) and two Olympic Games (2012, 2016). She played professionally in Germany, England, and Japan.

Sarah is employed as Senior Director, Sporting, at the National Women's Soccer League, the professional women's league in the USA. Prior to this role, she was the Director of Global Policy and Strategic Relations for Women's Football at FIFPRO.



**STEFAN GUNNARSSON**  
COMMERCIAL DIRECTOR – ICELANDIC FOOTBALL ASSOCIATION

The commercial and marketing director of the Icelandic Football Association. Managing the overall portfolio of the KSI assets, as well as having led the restructure of the brand portfolio of the association, including launching a special new crest for the team, which won international awards.

With work experience in Abu Dhabi and Reykjavik, the contrasts could not be bigger.

In 2023 a 1 year stay in Abu Dhabi as development manager at the UAE Pro League.

Prior to joining the association he ran a marketing agency in Iceland working with some of the world's leading brands. He has an MSc in Int. Marketing from the University of Strathclyde, and an MBA Football Industries from the University of Liverpool, and also recently graduated from the UEFA MESGO program.

**BRITTANY HADRIS**  
SENIOR MARKETING MANAGER, GLOBAL SPORTS AND PARTNERSHIPS  
– PEPSICO

Britt has worked in Sports Marketing for 15 years. She started her career with Major League Baseball clubs the Houston Astros and the Chicago Cubs. She subsequently gained an MBA from Northwestern University and has spent the past decade working on the FMCG side of sports marketing. While at Mars, Britt worked on NFL and NASCAR programmes for Skittles in the US, driving earned media, social conversation and sales conversion.

Britt has spent the last 8 years at PepsiCo working on Gatorade, Pepsi and Lay's. With Gatorade, she led global sports marketing partnerships with the NBA, Manchester City, Barcelona and Messi, driving scale behind the partnerships and leading end-to-end global marketing campaigns. With Pepsi in the UK, Britt led passion-point workstreams including food, football and music.

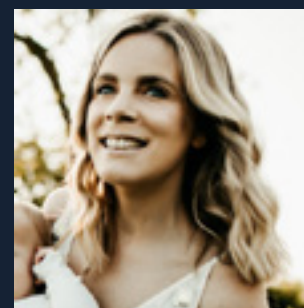
Most recently, Britt has been on PepsiCo's Global Sports and Partnerships team, leading the UEFA partnership commercial agenda. She is also leading the Women's Football agenda including the UEFA Women's Champions League and the W EURO partnerships.

**ROGER HALL**  
CEO – UNIQFEED

Roger Hall is a seasoned leader in sports, media, and technology, with over two decades of experience driving innovation in sports. As CEO of unIQFEED, he spearheads the company's global strategy, working with major sports rights holders, federations, and leagues – including UEFA, Major League Baseball, and Grand Slam tournaments – to unlock new revenue opportunities through virtual advertising solutions. Before joining unIQFEED, Roger ran his own sports media and technology consulting business, advising sports rights holders and media organizations. He is a pioneer in the virtual advertising technology sector and is recognised for developing some of the leading businesses in the sector. Prior to this, Roger had a 20-year career in sports broadcasting. He held senior leadership roles as Managing Director of Setanta Sports UK & International as well as Managing Director for beIN Sports M

**CHRIS HAWARD**  
DIRECTOR – CRICKET REGULATOR

Chris joined the Cricket Regulator after a long career in policing. His 34 years in policing culminated in Chris being the national Chief Constable lead for Serious and Organised Crime where he was responsible for combating the threat from organised crime groups. This included drugs importation, cyber crime, on-line exploitation and under cover policing amongst many other disciplines.

**EMILY HEATH**  
GLOBAL BRAND DIRECTOR – REXONA/SURE – REXONA/UNILEVER

Em is a key driving force behind Rexona/Sure, the world's #1 deodorant brand. With nearly two decades of experience in PR, marketing, and partnerships, Em excels at creating campaigns that resonate with both fans and consumers.

From collaborating with big names like Manchester City, Chelsea FC, FIFA, UEFA and XIX Entertainment, to supporting grassroots sports, Em is dedicated to diverse storytelling and promoting inclusive physical activity. She's passionate about making a positive impact, both for the brand and the community.

# WAVZE

SOUNDTRACK YOUR SPORT

Supercharge engagement with 'fan-generated' music.

Sports biggest challenge is engaging GenZ.

Music's power to engage sports fans is largely untapped.

Sport is an optimum platform to 'break' music and talent.

WAVZE 'fan-generated' music assets enable rights-holders and brands to engage fans, break talent and make money, removing barriers and complexity.

## Purpose-built for sport

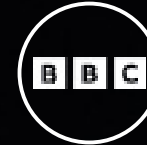
'Fan-generated'  
Music Library

Searchable  
fan-artist  
database

Bespoke  
music  
creation

Music IP for  
marketing &  
revenue

## TRUSTED BY TIER 1 SPORTS PROPERTIES & BRANDS



[www.wavzemusic.com](http://www.wavzemusic.com)





Olympic  
Training Center



## WHERE CHAMPIONS TRAIN

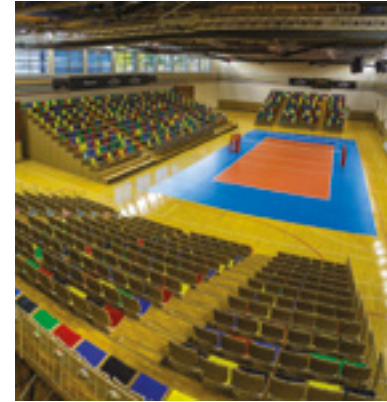
**Gloria Sports Arena** is a part of a famous hotel chain in Türkiye (Gloria Hotels & Resorts) and it is located in the magnificent Turkish Riviera.

Starting from January 2015, Gloria Sports Arena offers a **high-quality** services, facilities and experiences for more than **50 different sports**.

Along with a rich sports infrastructure, the complex includes **Sports Medicine and Athletic Performance Center**, which in turn provides basic and specific health care services, various therapies and a wide range of analyzes and tests.

Being the **largest** sports performance centre in **Europe**, in 2023 Gloria Sports Arena got an official status of Turkish NOC approved **Olympic Training Center**

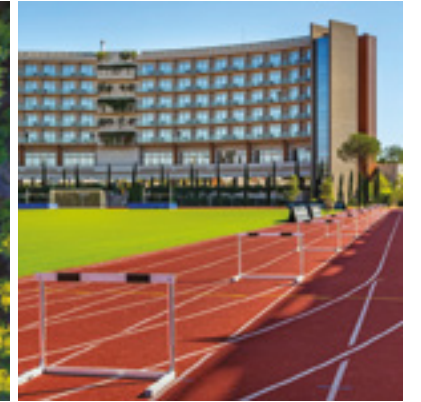
- Individual Athletes & Groups
- National Teams & Clubs
- Professionals & Amateur Athletes
- All Season Training Camps & Summer School Camps
- Events & Tournaments
- Conferences & Clinics



INDOOR



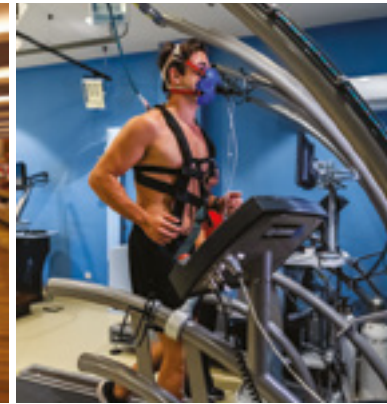
AQUATICS



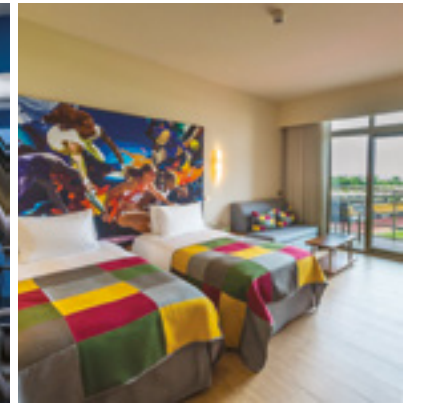
OUTDOOR



GASTRONOMY



HEALTH • PERFORMANCE • RECOVERY



ACCOMMODATION

10 YEARS | 36 SPORTS | 139 NATIONALITIES | 43.369 ATHLETES | 1.021 MEDALS

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**MARTYN HENDERSON**  
INTERIM CHIEF OPERATING OFFICER AT THE SHADOW FOOTBALL  
REGULATOR – DCMS

Martyn took up the position of Interim Chief Operating Officer at the Shadow Football Regulator in January 2024 following more than five years as Chief Executive Officer for the Sports Grounds Safety Authority (SGSA), the organisation established in the wake of the Hillsborough Stadium tragedy to drive up safety standards.

During his tenure at SGSA, Martyn worked with fans and industry to introduce licensed 'safe' standing in top flight football grounds. He also played a critical role in supporting the sport industry during the COVID-19 pandemic, in particular as leader of the Government's Events Research Programme which oversaw the safe return of live events, for which he was later awarded an OBE.

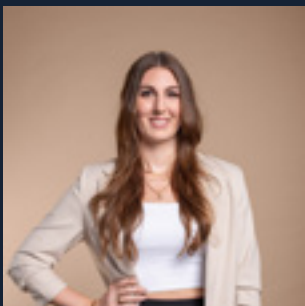
Prior to joining the SGSA, Martyn led the UK City of Culture programme and later served as a member of the Government's expert advisory panel for UK City of Culture 2025.

Martyn is a Bolton Wanderers fan and used to work on the turnstiles at the Reebok (now Toughsheet Community) Stadium.



**HENRY HODGSON**  
GENERAL MANAGER – NFL UK & IRELAND

Henry Hodgson was appointed General Manager for the NFL's UK & Ireland office in July 2022 and is responsible for all facets of the NFL's operations in this key market for the league's international expansion. A native of the UK, Henry spent the previous 12 years working for the NFL in its Los Angeles office, and prior to his move back to the UK was the NFL's Vice President of International Marketing. In that role, Henry was responsible for the launch of the NFL's global social media channels and launching the NFL's entry into new markets across the globe.



**ANNA HOENIKA**  
TEAMLEAD DIGITAL PROJECTS & INNOVATION – EINTRACHT  
FRANKFURT

Anna Hoenika is a leading expert in digital transformation and innovation within the sports industry. Currently serving as a Digital Specialist at Eintracht Frankfurt, she leverages her expertise to implement forward-thinking digital strategies that enhance fan engagement and organizational efficiency. Previously, Anna worked as a Digital Consultant at Nielsen Sports, where she focused on data-driven approaches to optimize sports marketing, and was working on the Digital Transformation & Innovation at Borussia Mönchengladbach, where she successfully implemented numerous digital initiatives. Anna's ability to translate requirements technically while keeping the needs of the fans in mind make her a sought-after voice on the future of sports.

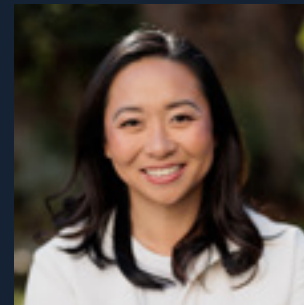


**MICHAEL INPONG**  
CHIEF MARKETING OFFICER – VALEO FOODS UK

Michael started his career in marketing at P&G and L'Oréal before moving to the C-suite of Nestlé and Müller.

Outside of work, Michael is a Fellow of both the Marketing Society and Marketing Academy, a winner of The Grocer's brand of the year and a trustee for the charity Take Her Lead, supporting women and girls in cricket.

Across the UK business, Michael has accountability for brand and retail own brand management; R&D; category management; business intelligence; customer/shopper marketing and the creative studio. Michael is also our executive sponsor for the UK's ESG strategy.



**CHRISTINE JIANG**  
INVESTOR – MONARCH COLLECTIVE

Christine is an Investor at Monarch Collective, the first investment platform exclusively dedicated to investing in women's sports. At Monarch, Christine is responsible for evaluation, execution, and operating support across Monarch's investments.

Previously, Christine was Director of Media at Major League Soccer where she supported all aspects of MLS's landmark partnership with Apple TV in her role as lead project manager for broadcast production and content. Prior to that, she worked on MLS's League Growth & Ops team where she focused on league expansion via new teams, stadiums, and properties, including the launch of MLS NEXT Pro, MLS's pro development league. Before MLS, Christine held strategy roles at the Philadelphia 76ers/Harris Blitzer Sports & Entertainment, the Premier Lacrosse League, and Bain & Company. Christine received her MBA from Harvard Business School and her BS from MIT, where she was a captain of the varsity women's lacrosse team.



**ELIS WYN JONES**  
HEAD OF SPORTS ADVISORY AND EUROPEAN GAMING SECTOR  
COVERAGE – GOLDMAN SACHS

Elis has over 21 years of Investment Banking experience having spent the last 15 years at Goldman Sachs and the earlier part of his career at Lehman Brothers, Nomura and Credit Suisse. Elis was named Managing Director in 2017.

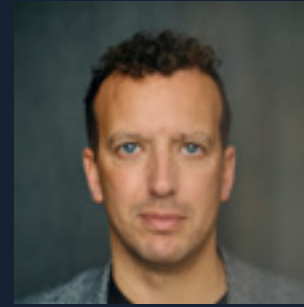
Elis is now a Senior Managing Director within Goldman Sachs' Global Banking and Markets division, leading the firms Sports Advisory and European Gaming business around the world from London. This includes all Federations, Leagues, Franchises and Clubs, as well as the relevant world of Media, Entertainment, Tech, Gaming and Sports Adjacency business'. Furthermore his coverage extends to the multitude of investors and capital providers in sport including ultra-high net worth individuals, sovereign wealth, private equity and strategics. Elis is also responsible for the firms European coverage of the Gaming / Betting space.

Prior to assuming his current role in 2022, Elis led Goldman Sachs' UK Financing & Risk Management business covering both Corporate and Government entities in the UK and selectively across Europe. His responsibilities were to cover the C-suite and Treasurer's for all of their financial needs across investment grade and high yield clients. This includes debt, equity, structured financing solutions, as well as interest rate, FX, commodity and equity derivatives.



**EDWARD JONES**  
SENIOR DIRECTOR, INTERNATIONAL CONTENT – PGA TOUR

Ed Jones leads the International Content team at PGA TOUR International, responsible for increasing international fan growth and viewership via fan focused content and third-party collaborations. Previously, he led Team GB's marketing team at the Tokyo Olympics including the award winning I Am Team GB sports participation campaign, prior to which he spent a decade agency side, in which time he co-founded Goal Click, the grassroots storytelling company in sport.



**ALEX KAY-JELSKI**  
DIRECTOR OF SPORT – BBC

Alex Kay-Jelski has a successful track record including responsibility for setting up the international arm of "The Athletic" in 2019 driving more than 2 million subscribers.

Alex sat on the Executive Committee when acquired by the New York Times in 2022 and has delivered the Olympics, Wimbledon and football tournaments both at the Athletic and as Sports Editor of the Times and Mail.

He has extensive experience in building relationships with governing bodies, crucial for rights negotiations.

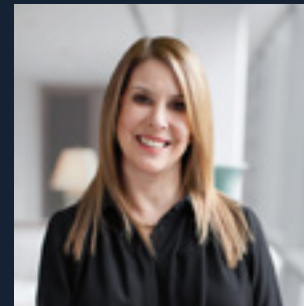
Alex joined the BBC in June 2024 as Director of BBC Sport.

He'll contribute to further strengthen the BBC's position, and as Director will set the editorial and creative strategy for BBC Sport.

He will lead the world-class teams - across commissioning, production, digital and journalism - and work closely with pundits, presenters and partners to help drive the growth of sport across the BBC's digital services.

Alex will represent the BBC with external bodies and rights holders, and be responsible for rights acquisition deals across TV, Audio and Online - as well as champion the reach and public value of sport across the UK.

This year, Alex will oversee BBC Sport teams as they produce coverage for major sporting events including Wimbledon, Women's EURO 2025, Women's Rugby World Cup and the World Athletics Championships.



**ERICA KERNER**  
MD, GLOBAL HEAD OF BRAND PARTNERSHIPS, SPONSORSHIPS &  
EVENTS – STANDARD CHARTERED BANK

Erica Kerner is the Managing Director, Global Head of Brand Partnerships, Sponsorship & Events for Standard Chartered Bank where she oversees all of the institution's global partnerships including Liverpool Football Club. Prior to this, she was the Chief Marketing & Communications Officer of SailGP, the world's most exciting race on water. It is one of the world's fastest growing sports, and most exciting, sports media properties.



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Hugh James is a leading UK full-service law firm with offices in London, Cardiff, Manchester, and on the South Coast of England. Our partners and staff share a collective commitment to delivering exceptional legal services to a very broad range of clients across the UK and overseas. We build long term partnerships with clients, underpinned by a rigorous approach to solving their problems and ensuring they achieve their commercial goals.

Our cross disciplinary team of Sports lawyers have a strong track record of providing specialist legal advice to the sector.

For more than 25 years, the firm has been involved with high profile national work, providing services to individuals and sporting organisations, including Governing bodies, Associations, Sports clubs, Sports centre operators, Venue owners and Sports professionals.

Contact Mark Loosemore, Partner  
T: +(44)29 2267 5549  
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#### What our clients say...

"As an evolving rights holder we have spent some time developing an exciting commercial partner programme and as we begin to take this proposition to the wider market its imperative we have support in place to deliver robust and cost-effective contractual support for all levels of our commercial partnership opportunities. Mark Loosemore and Hugh James have provided the flexibility we require without compromising quality and expertise."

**Gavin Finch, Chief Commercial Officer,  
British Mountaineering Council**

"Hugh James has acted for us for more than 15 years and has been a trusted advisor throughout. They are always knowledgeable, understand the sporting landscape and provide responsive excellent service which is comparable in quality to city firms."

**Robert Smith, General Secretary,  
British Boxing Board of Control**





## Gran Canaria, outdoor gym open all year round.

Gran Canaria is blessed with a pleasant climate, thanks to its privileged geographical position and the generosity of its trade winds. These are some of the prevailing conditions providing an average annual temperature of 24 degrees. The sun hides away but never goes to sleep. The Island's peculiar relief guarantees a mild and variable atmosphere which softens the impact of the four seasons during the year.

The will to preserve its natural heritage makes Gran Canaria resemble a place where time has come to a standstill. Nearly half its surface area is protected territory, a legacy with guarantees quite the most extraordinary levels of environmental purity. Home to 60 kilometres of beaches along its 236 kilometres of coastline, it caters for all tastes, from the extensive carpets of fine golden sand at the south, to more secluded spots dotted along the north of the Island.

One of the advantages of having an enviable climate and fortunate natural surroundings is to be able to play outdoor sports all year round. Mountain enthusiasts are in luck thanks to the network of footpaths that wind their way around the geography of the Island. Gran Canaria is also paradise for cycling enthusiasts, who are privileged witnesses to some truly awesome landscapes. The sea lovers can choose from a varied assortment of activities. Surf, windsurf and kitesurf are on the agenda if you are looking for a shot of adrenaline; sports fishing and diving are available if you prefer a complete escape under the water.







**SOTIRIS KYRANAKOS**  
CEO/GENERAL MANAGER – GREEK ATHLETICS FEDERATION/ATHENS MARATHON

Post Graduate Title in Financial & Regional Development at Panteion University – Fac. of Economy & Public Administration

Strategic Planning Manager of the Hellenic Olympic Winners (2020-24)

Association Member of the Hellenic Economic Chamber.

Speaker in International Conferences focusing on special forms of sports tourism and aiming to present sport activities as one of the main factors for the development of regional economies.



**AKASH LANGI**  
SENIOR PRODUCT MANAGER – STATS PERFORM

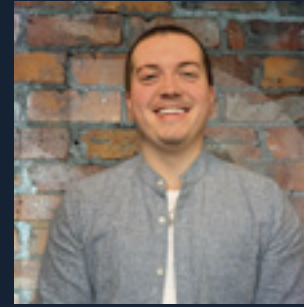
Akash Langi is a Product Manager who uses Stats Perform data and AI to craft compelling stories that bring fans closer to the game. With a focus on innovation, design, and commercial impact, Akash helps teams, leagues, broadcasters, and brands transform data into engaging narratives that drive growth and deepen fan connections.



**JAKOB LARSEN**  
HEAD OF PRODUCT RESEARCH & DEVELOPMENT – WORLD ATHLETICS

Jakob Larsen (DEN), 55, is the Head of Product Research & Development at World Athletics, where he oversees the development, planning, and preparation for the World Ultimate Championships. He also leads on event research and analyses as well as product development.

Previously, Jakob served as the Director of Competitions and Events at World Athletics. Before that, he was the CEO of the Danish Athletics Federation. He directed the World Half Marathon Championships in 2014 and the World Athletics Cross Country Championships in 2019. Additionally, he was the joint race director for the annual Copenhagen Half Marathon and other road running events, managing operations with over 200,000 participants each year.



**NICHOLAS LAYTON**  
PRODUCT MANAGER – DIZPLAI

Product Manager at Dizplai focusing on User Engagement and Gamification of live events. Previous experience in gamification, incentivisation and user experience having previously worked in BT and early-stage startups.



**PAULO LEITE**  
FOUNDER – TRITON WORLD SERIES

Paulo Leite is the founder of the TRITON World Series, a triathlon series with two race formats, TRITON 1 and TRITON 3, bringing innovation to competition and race formats to participants, destinations and all stakeholders involved. He is a sports industry veteran with experience in event design and production, senior management and sports tourism. From 2006 – 2021, he was general manager of blueorange Agency where he supervised the company's affairs, staff, business plan and strategy, developing TRITON World Series and Sportstalks. He has held senior management positions for several major events including, the Lisbon Triathlon / Challenge Lisbon, City Chase, Live Earth Run4Water, Urbanathlon, Challenge Orlando, the Golden Fly Series and Xterra Euskadi & Vila Nova da Cerveira.



**MARIE-LAURE LEMINEUR**  
HEAD OF SAFEGUARDING AND CHILD PROTECTION – FIFA

Marie-laure Lemineur is the Head of Safeguarding and Child Protection within FIFA's Education and Social Responsibility Division. This department supports the 211 FIFA member associations across the world in creating a safer football culture.

Marie-Laure Lemineur has more than two decades of experience in the field of human rights education and the protection of children from abuse and exploitation online and offline, with roles in Central America, Asia and Europe. She has authored and co-authored several publications and also served on a number of international advisory entities and boards.

A law graduate from the University of Jean Moulin, Lyon, France, Marie-Laure earned her master's in international human rights law from the University of Essex, UK.

**MARK LOOSEMORE**  
PARTNER – HUGH JAMES

Mark is a partner and commercial solicitor, who specialises in the sport and digital media sectors. He began his legal career in London with leading international firm Bird & Bird, in their sports team acting, for example, for The (English) Football Association as well as various other world-renowned clients. Mark went on to become Group Commercial Director of the Welsh Rugby Union for the opening of the Millennium Stadium and the hosting of Rugby World Cup. He was later the senior in-house lawyer for several years with leading digital sports content and media group, Perform Group (now DAZN). Prior to joining Hugh James in 2023, Mark was Senior Partner of his own boutique law firm, Loosemores, which he ran successfully for 7 years before it was acquired by Hugh James.

**LAURA LOPEZ**  
PARTNERSHIPS MANAGER – RAKUTEN TV

Laura López leads the FAST channels sponsorship strategy at Rakuten TV, one of the leading Video On-Demand platforms in Europe that combines TVOD, AVOD and FAST with presence in 43 countries. Rakuten TV has produced more than 20 Original sports documentaries reflecting innovation, women empowerment, and optimism.

She joined the company from Sky Media in the UK where she worked across several content partnership teams for Sky's Entertainment, Sports, News channels and Sky's channel partners like Paramount +. She's passionate about digital branded entertainment and has more than 12 years' experience in international media sales and branded content.

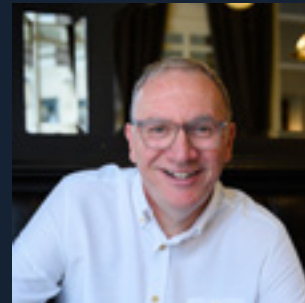
**ROBBIE LYLE**  
FOUNDER & GROUP CEO – GFN (GLOBAL FAN NETWORK) – AFTV & DR SPORTS

Robbie Lyle, Founder and CEO of Global Fan Network, is a businessman, entrepreneur, and media personality.

He is perhaps best known for being the face of AFTV, which is just one of many Global Fan Network channels that also includes DR Sports, a channel that takes on the issues of the day in Football and a multitude of global sports such as Boxing and Formula 1.

Robbie has single-handedly built Global Fan Network from scratch. His approach has been to build his channels 'socially', in the truest sense of the word. He has always described, and delivered, his channels as being fan-first, where fans receive a voice in a sports broadcasting world that is riddled with dull personalities, outdated opinions, and predictable commentary.

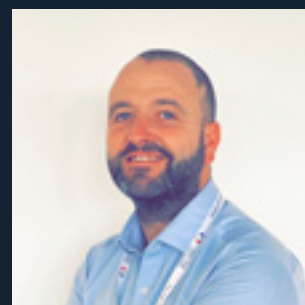
His inspiration for AFTV came from becoming bored with those opinions before and after the games, and a realisation that most people were only using television broadcasters for the actual game. His approach, he says, was to take ownership of the pre and post-match conversation from broadcasters, with views from genuine, passionate fans.

**KIERAN MAGUIRE**  
CO-HOST – PRICE OF FOOTBALL

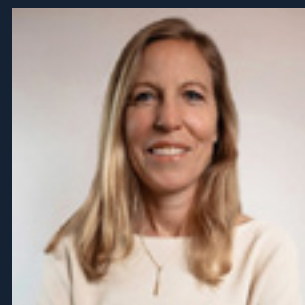
Kieran Maguire is associate professor of Football Finance at the University of Liverpool, where he lectures on the Football Industries MBA course. He qualified as a Chartered Accountant in 1986 specialising in insolvency, which has come in very useful in terms of analysing the finances of football clubs.

Kieran also lectures for the PFA, LMA and European football governing bodies. He was a contributor to the Fan Led Review under Dame Tracey Crouch, and has authored two research papers for UK government on football industry finances. Kieran's first book, The Price of Football, was published in 2019 and became a best seller, which annoyed his wife as he gave 100% of the royalties to the local foodbank as he expected to sell only a few dozen copies. The second edition was published two years later and a third has been commissioned.

Kieran co-hosts the award winning podcast The Price of Football with writer and comedian Kevin Day. His greatest achievement was seeing the word 'amortisation' trending on Twitter. He is also regularly quoted in mainstream and social media on football finance topics. When not updating spreadsheets or downloading accounts from Companies House, Kieran is usually found walking his dog and/or listening to music which was last considered fashionable in 1981.

**GARY MAPSTONE**  
SENIOR ENERGY MANAGER – CLEARVUE.BUSINESS

As Senior Energy Manager at ClearVUE.Business, Gary Mapstone specialises in energy efficiency, cost reduction, and sustainability strategies. With a strong background in energy management and technical services, he helps businesses optimise their energy use, lower costs, and improve operational efficiency. His expertise spans renewable energy, solar solutions, and consulting, allowing him to deliver tailored strategies that align with corporate sustainability goals. With a deep understanding of the energy landscape, Gary provides ClearVUE.Business clients with data-driven insights and innovative solutions to enhance energy performance and navigate the transition to a low-carbon future.

**SARAH MASSEY**  
MANAGING DIRECTOR – 2025 WOMEN'S RUGBY WORLD CUP

Sarah Massey is the Managing Director of Women's Rugby World Cup 2025 which is taking place in England this summer. She has operated at the highest end of sport for more than 30 years in roles across Olympic and Commonwealth Games, rugby, cricket and hockey World Cups as well as international and national sport governing bodies. Most recently, Massey was the CEO of the acclaimed World Athletics Championship Oregon22.





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We empower the world's top sports broadcasters, media, apps, leagues, federations, bookmakers and teams to win audiences, customers and trophies. We help safeguard the integrity of sport with our pioneering Performance Integrity Analysis service.

The magic in the detail is driving more sponsors and brands to invest in sport, because sports data unlocks meaningful fan connections that brands can wield to deepen fandom.

Real-time Opta player stats – shots, passes, tackles have helped sportsbooks to innovate with captivating new betting markets that in a few short years have become the most popular betting market in soccer.



It's deeply woven into the way we watch and enjoy sport, all around the world. Bringing us closer to superstars and performances on the pitch which unites millions of fans all around the world, 365 days a year.



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**THERESA MCCANN**  
CHIEF COMMERCIAL OFFICER – LADIES EUROPEAN TOUR

Theresa McCann is the commercial director of the Ladies European Tour, beginning in the position in November 2024. McCann joined the organisation following two extraordinary careers, including 20 years with The New York Times, as managing director of travel, and 18 years with NBC Sports, as director, strategic partnerships. Prior to that, McCann's career included stints at Golf Channel, Golf Digest and Tennis, Inc, a division of the New York Times. McCann most recently led her own consultancy firm, working with clients in the golf, travel and tourism industries in the areas of revenue generation, business development, media, television distribution and strategy.



**JOSH MCCARTHY**  
BRAND DIRECTOR – PERNOD RICARD UK – JAMESON + RUM,  
TEQUILA & ENTERPRISE BRANDS

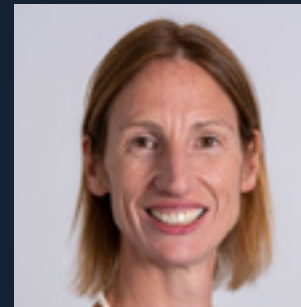
After 8 years agency side working at glue and Isobar, part of the Dentsu Aegis Group, on global FMCG clients like Kellogg's & Pringles, Josh made the leap client side. He joined Pernod Ricard in 2014 to take on the challenge of rejuvenating the Ballantine's Whisky brand – the world's #2 Scotch Whisky. As marketing communications director Josh led the brands accelerated growth from 5.6 million to 9 million cases, or +£600m in revenue, by focusing on music as a key passion point to build connections with a younger audience. This was delivered through the brand's True Music platform and long-term 10-year global partnership with Boiler Room which was pivotal in gaining credibility. This was supported by the launch of their biggest ever international marketing campaign 'Stay True: There's No Wrong Way' in 30+ markets.

Now, as Brand Director for Pernod Ricard UK, Josh is responsible for Jameson Irish Whiskey, Havana Club Rum, Altos Tequila and their Aperitif portfolios. Josh leads a dynamic team from marketing strategy to cross channel execution with recent highlights including Jameson's shift into the Football passion point – headlined by a partnership with the EFL (English Football League). Other eye-catching initiatives have included tie ups with the likes of Places + Faces x Havana Club, Jameson & Percival merchandise, a Jameson + Football Manager gaming project and Jameson Black Barrel's restaurant series featuring Black Axe Mangal, ACME Fire Cult + Yard Sale Pizza. All helping establish a dusty old whiskey brand at the heart of modern culture to find its next generation of fans.



**DAVID MCGUINNESS**  
VICE PRESIDENT OF GLOBAL GROWTH AND BUSINESS DEVELOPMENT  
– FOODHUB

David is the VP of Global Growth and Business Development at Foodhub and is responsible for expanding the business footprint in new verticals and territories globally. During his tenure, David has overseen the expansion of Foodhub into the stadia and venue space, as well as penetrating the North America and Australian market. David has extensive experience in the technology space and specialises in developing go to market strategies.



**KAREN MOOREHOUSE**  
CEO – INTERNATIONAL TENNIS INTEGRITY AGENCY

Karen is CEO of the International Tennis Integrity Agency. The ITIA is responsible for operating the anti-corruption and anti-doping programmes across professional tennis. Karen joined the ITIA in February 2023 after 14 years at the RFL where she was an Executive Director and Chief Regulatory Officer. Karen also served a Director on the Board of the Rugby League World Cup hosted in England in 2022. She remains a trustee of Rugby League Cares – an independent charity responsible for, amongst other things, delivering Rugby League's player welfare programme.



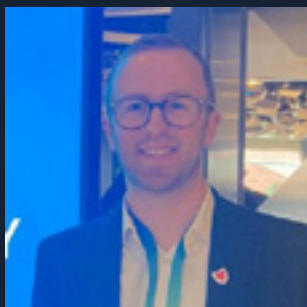
**FIONA MORGAN**  
CHIEF PURPOSE OFFICER – SAILGP

Holding the first ever Chief Purpose Officer title in global sport and entertainment, Fiona Morgan joined SailGP in 2020, to establish the world-recognised, and award-winning, Impact League – sport's first Podium for the Planet.

A dynamic, industry-leading Boardroom NED and advisor, with unstoppable energy to drive impactful change alongside business growth. Fiona has over 20 years' experience impact to shape some of the world's most high-profile sports brands and organisations - from London 2012, Westfield, SAP, Omnicom and IMG, through to athletes such as Lewis Hamilton, David Beckham and Chris Evert.

She is the pioneer behind recent initiatives across Sky's corporate and social purpose team, with campaigns such as Sky Cycling/Team Sky and Sky Ocean Rescue – reaching over 50 million people across Europe.

A passionate advocate for using sport as a platform for good – and igniting this passion in others – Fiona is a proud ambassador for Meaningful Business, a non-exec board member at Manchester Originals Hundred team, a member of the British Paralympic Association Social Impact Committee and a founding member of Sports Pro New Era female sports mentoring program.

**TOMOS MORRIS**  
DISCIPLINARY & INTEGRITY EXECUTIVE – FOOTBALL ASSOCIATION  
OF WALES

Currently Disciplinary and Integrity Executive at the Football Association of Wales (FAW), I am responsible for investigating disciplinary matters in the top three tiers of Welsh football, as well as conducting disciplinary and appeal panel hearings. In addition, I am accountable for the implementation of the FAW's integrity strategy, including educating players and officials on the threat posed by match manipulation and investigating prospective cases.

Having graduated with a degree in Law and French (LLB), I proceeded to study a renowned multidisciplinary Erasmus Mundus Joint Master Degree in Sports Ethics and Integrity, which has served as the basis for my professional experiences within the field. Prior to my current role at the FAW, I worked as a sports ethics and integrity researcher, consultant and contributor in areas such as anti-doping, player welfare and sports governance. I am a native speaker Welsh speaker and am passionate about advancing the interests of Welsh football at an international level.

**TRAVIS MURPHY**  
FOUNDER – JETR GLOBAL

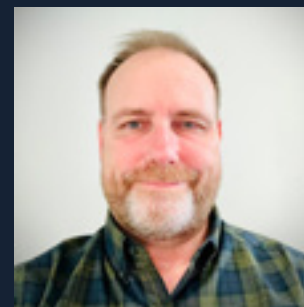
Travis Murphy is the CEO of Jetr Global Sports + Entertainment, a consultancy at the intersection of sports, culture, and government. Founded in 2022, Jetr Global leverages unmatched expertise in sports policy, immigration, and international growth strategies to advise the largest American sports leagues, professional teams, and global events. With established relationships spanning more than 100 professional sports teams and college athletics departments—including the NBA, NFL, MLS, MLB, and numerous international sporting events—Jetr Global delivers tailored solutions that allow athletes, teams, and leagues to thrive in an increasingly interconnected world.

**SAMUEL OKAFOR**  
CHIEF EXECUTIVE OFFICER – KICK IT OUT

Samuel Okafor joined Kick It Out in 2024 from the banking industry, where he was most recently Executive Director at Coutts and NatWest.

He was also a driving force in advancing the EDI agenda at NatWest Group, where he served for over two decades, additionally co-leading the Group's Racial Equality Taskforce.

Samuel grew up in south London, signing for Colchester United as a scholar and player. He then went on to play for various non-league clubs. He also holds several board positions across the charitable sector.

**NICK OLIVER**  
SPORTS BETTING INTELLIGENCE UNIT MANAGER – GAMBLING  
COMMISSION

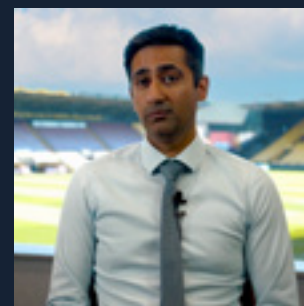
Nick is an Intelligence Manager at the Gambling Commission of Great Britain (the Commission) with responsibility for Betting Integrity. He joined in 2008 following a 22-year career in the Royal Air Force Police where he specialised in intelligence and covert policing methods.

The Commission was established in 2007 and derives its authority from the legislation set out in The Gambling Act 2005. It has the responsibility to regulate individuals and businesses that provide gambling services to consumers in Great Britain, and this includes the UK National Lottery.

Nick has over 16 years' experience within the field of betting and sporting integrity at the Commission and was integral in the establishment of the Sports Betting Intelligence Unit (SBIU) in 2010. The SBIU are recognised internationally for their work in this field and Nick now manages the team.

Additionally, Nick currently acts as the Coordinator for the UK National Platform and is an elected member of the Bureau of the Advisory Group of the Macolin Convention's Follow up Committee (Group of Copenhagen). He has contributed to publications by the UNODC, advises UK Government on issues of corruption related to sport and has been involved with several Council of Europe initiatives in support of the Macolin Convention over the years including international expert missions and thematic work to improve the development and operational capacity of member state National Platforms.

In his spare time Nick enjoys mountain biking, swimming, cooking and is very much an armchair supporter of Leeds United football club.

**TARANG PANCHAL**  
HEAD OF PROCUREMENT AND SUSTAINABILITY – WATFORD  
FOOTBALL CLUB

Tarang has spent 7 years at Watford Football Club, with the last 3 leading its sustainability efforts. He has been instrumental in embedding sustainable practices across operations, from transforming the club's training ground into a thriving nature reserve in partnership with the Wildlife Trust to implementing initiatives that have drastically reduced plastic waste across the club. He also spearheaded the club's first-ever Sustainability Day for staff, driving both cultural and practical change by educating employees on their role in the club's environmental journey. At the ISC, he will be sharing actionable insights on embedding sustainability into event planning and stadium operations while fostering engagement from fans, staff, and commercial partners.





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**TAMMY PARLOUR MBE**  
CHIEF EXECUTIVE – WOMEN'S SPORT TRUST

Tammy Parlour MBE co-founded Women's Sport Trust in 2012 and leads the organisation as CEO.

Tammy's role involves working with leaders from across sport, media and business to understand how to practically raise visibility, increase impact and create a stronger women's sport ecosystem. She was awarded an MBE in the New Year 2019 Honours List for services to gender equality in sport.

Tammy is a Master in the Korean martial art of Hapkido, having practiced for over 40 years. She set up her own Hapkido and meditation school in the early 90's and still coaches regularly. Tammy holds an MSc in Strength & Conditioning, and post-graduate study into Applied Sport Psychology.

With an interest in women's football, she also volunteers as a Board Director for her local team – AFC Wimbledon Women FC – and sits on The FA Women's National League Board as a Club Representative.

**PETE PARMENTER**  
EVP BUSINESS DEVELOPMENT – DAZN

Pete Parmenter is EVP Business Development at DAZN, the world's leading sports entertainment platform that is available in more than 200 markets. In this role, he oversees partnerships with major mobile and telecom operators, platforms, retailers, brands and portals. Pete leads on distribution deals – making DAZN available on all screens – helping to drive the Group's rapid growth.

Pete joined DAZN from Electronic Arts (EA) where, over the course of 12 years, he held positions including VP, Mobile Publishing, EMEA, & LATAM, after being previously Head of Global Telecoms Partners.

**KIM PEDERSEN**  
SPORT DIRECTOR – IIHF

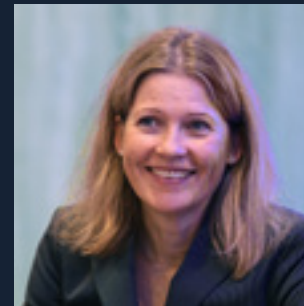
Kim Pedersen joined the IIHF as sport director in July 2023 from the Danish Ice Hockey Union where he was serving as interim CEO. Coming from a long career within ice hockey, Pedersen has held positions as general manager of the Danish National Teams, head of administration and director of league operations for Metal Ligaen, the highest-level ice hockey league in Denmark. He was also a former game official in the Danish Pro League – working with officials in a coaching role for the last 20 years. His experience also entails having been an IIHF officiating coach since 2008 and a member of the IIHF Officiating Committee since 2012. In 2018, he was also involved in organizing the 2018 IIHF Ice Hockey World Championship as director of sports and competition – at that time the largest single sport event ever staged in Denmark.

**KEEGAN PIERCE**  
DIRECTOR OF INTERNATIONAL RELATIONS – LA LIGA

From the organisation's London office, Pierce oversees LALIGA's global public affairs strategy, including bilateral collaborations with clubs, leagues, local governments and fan groups, as well as other international stakeholders, while also supervising the league's activity in the UK and Ireland since 2017.

Over his career in sports and entertainment, he has worked for some of the industry's leading entities and brands, including LALIGA, Major League Soccer, Lagardère Sports and the Spanish Basketball Federation. Pierce is also currently a Board Member at the Spanish Chamber of Commerce in the UK.

He holds a BSc in International Relations from Georgetown University and has completed academic and professional programs in Chile, Brazil, and the United States. Fluent in five languages, Pierce enjoys connecting audiences and cultures through the power of sport.

**RIIKKA RAKIC**  
ALUMNI FROM AISTS THE INTERNATIONAL ACADEMY OF SPORT  
MANAGEMENT HEAD OF STRATEGY, SUSTAINABILITY AND  
GOVERNANCE – INTERNATIONAL BIATHLON UNION

Riikka Rakic is currently the Head of Strategy, Sustainability and Governance at the International Biathlon Union, where she also manages the implementation of the IBU's strategic plan.

Prior to joining the IBU, she led the communications function at the International Ski Federation from 2005-2013. She then went on to implement an ISO 20121 certified sustainability program at the 2019 FIS Alpine Worlds and advised candidates for the 2022 and 2024 Games on topics related to sustainability and legacy. From 2017- 2020, Riikka led an FIS project known as "Get into Snow Sports" designed to promote snow sports in China while serving as Director of IF Relations at the World Academy of Sports.



**REBECCA RICHARDSON**  
CEO – RUNNING INDUSTRY ALLIANCE

Rebecca Richardson has been in the sports industry for over 30 years, continually dedicating her focus to driving collaboration and growth for the sports sector, primarily running and triathlon (B2B). She co-founded Running Industry Alliance (RIA) in January 2022, bringing together defined verticals of the running industry including brands, retailers, distributors, buying groups, events, charities, communities, media, services, suppliers and NGBs. The ecosystem environment encourages working together to assist the acceleration of positive change and market place stability, as well as the sharing of learnings, research, data and insights in a safe space business environment. The recent merger with Triathlon Industry Association (TIA) is another example of a collaborative partnership approach and ultimately leading to overall industry growth. RIA hosts major member orientated in-person annual events including The Running Conference (December) and The RIA Spring Gathering (April), amongst European and international meet ups with alliance partners creating bridges for fast-track global business opportunities, all built for purpose.

**MATT ROBERTS**  
VP BUSINESS INTELLIGENCE – FORMULA E

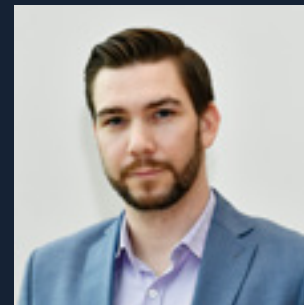
Matt Roberts is a media, data and business intelligence leader with a career spanning over 20 years in media research and strategic insight. He graduated from Bath University and joined the market research world in 2022 with Millward Brown before working in senior roles at national press (The Sun/Daily Mirror), and in TV where he headed up insight teams at Eurosport, BT Sport and Sky Sports. In 2017, Matt moved into motorsports, serving as Global Research Director at Formula One, where he led research initiatives to drive audience engagement and growth. Currently, as VP of Business Intelligence at Formula E, Matt leads a team overseeing research, data analytics, and CRM across the business, utilizing his extensive experience to shape Formula E's data-driven strategies and audience insights.

**DANIEL ROBERTS**  
EDITOR IN CHIEF – FRONT OFFICE SPORTS

Daniel Roberts is the Editor in Chief at Front Office Sports. Before FOS, he was Editor in Chief at early-stage venture firm Variant, and before that was Editor in Chief at crypto news site Decrypt. Prior to that, he spent five years covering sports business and tech at Yahoo Finance and five years covering sports business and tech at Fortune. While at Fortune, he wrote frequently for Sports Illustrated. He has also written for Time, Vice, Deadspin, Air Mail, The Washington Post, The Wall Street Journal, The Guardian, The Paris Review, NPR, Salon, The Morning News, and many more. He's appeared on CNN, Fox Business, CBS This Morning, Golf Channel, BBC, and other TV networks. He's also appeared in two Netflix movies about crypto. He is the author of the 2013 business book "Zoom: How to Supercharge Your Career." He graduated from Middlebury College and the Columbia Graduate School of Journalism.

**ANDREW RYAN**  
MANAGING DIRECTOR – FIBA MEDIA

As Managing Director of FIBA Media, Andrew leads the long-term joint venture between FIBA and DAZN which encompasses all production and rights commercialisation (broadcast, betting, D2C and data) for FIBA's premium basketball events. This includes the FIBA World Cup, last held in 2023 across the Philippines, Japan and Indonesia, Continental championships (and their qualifiers) such as EuroBasket and Asia Cup, global junior events and the Olympic Qualifying Tournaments. FIBA Media has around 25 dedicated staff but collaborates extensively with sales and production teams within the DAZN Broadcast Partnerships division and scales up for events, managing 400+ personnel at the FIBA World Cup 2023. In addition to its core production and commercial activity, FIBA Media houses its own third-party marketing division which focuses on celebrity, influencer and athlete promotion, while it also established the Courtside 1891 digital joint venture with Two Circles. Andrew was previously the Head of Media Legal and Business Affairs for the International Olympic Committee TMS and was part of the Leaders Under 40 Class of 2020. He also features as a commentator and presenter for European Cricket and was part of the live coverage for the European Cricket League and European Cricket Championship in 2023 and 2024.

**BENJAMIN SCHINDLER**  
SENIOR LEGAL AFFAIRS MANAGER – FIBA

Benjamin Schindler is a Legal Counsel specialised in Sports Law and with over 8 years' experience in the sport sector.

Benjamin Schindler is currently employed by the Fédération Internationale de Basketball (FIBA) as their Senior Legal Affairs Manager. His specialist focus has been on the areas of regulations, transfer disputes, disciplinary, integrity, governance, enforcement of arbitral decisions, eligibility, event hosting agreements, compliance, disputes in front of CAS and IP. Before this, he worked as a sponsoring contract specialist in Audemars Piguet (luxury Swiss watches). Benjamin Schindler is also the Single Point of Contact for integrity for FIBA Europe and FIBA, handling integrity related investigations and involved in the relevant disciplinary process as well. He is also lecturer from time to time for the FIFA Master, AISTS Master, MESGO, University Neuchatel and other universities.

Benjamin Schindler studied law in Geneva, Switzerland and then obtained a Master in Sports Law in University of Neuchatel writing a thesis about Intellectual Property in Sport. In 2023, he obtained from the University of Lausanne (in cooperation with UEFA) a certificate for the successful completion of FIGHT THE FIX, an anti match-fixing education programme.



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LIVE

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## BRANDING & SIGNAGE

We have a proud history in delivering branding and signage services for the world's major events. It's a craft we've honed over many decades and it's a central part of our DNA.

Covering the creative design and production of branded elements, right through to installation, our team dresses stadia, venues, cities, corporate events, retail spaces and more, setting a spectacular stage for some of the most memorable moments. From venue dressing and wayfinding through to spectacular building wraps, motorsport trackside and giant trophy replicas, our branding solutions experts have you covered.

## CUSTOM FABRICATION

Our state-of-the-art production centres offer bespoke fabrication, digital print and finishing capabilities for signage and 3D projects, alongside fit-out and exhibition stand commissions.

We have a truly international footprint, allowing us to support clients on both a global and local scale. Our in-house facilities are bolstered by a worldwide network of tried and trusted supply partners. Ideal for marketing events or bespoke builds, our custom fabrication teams around the globe are responsible for the planning and design, including 3D renderings, along with delivery and installation of all custom fabricated assets.

# DEFINE DESIGN DELIVER

## LIVE EVENTS

Whether in sport, music, entertainment or cultural events, we're in the business of helping to create unforgettable live moments for fans and consumers. No matter the size or scope, we design, deliver and execute impactful events across the globe. With unrivaled event production expertise in-house, our team develops the big ideas and turns them into reality to leave lasting impressions.

From concerts and award shows to gameday operations and broadcast integration, our Live Events team has an impressive toolkit that includes an arsenal of stage production essentials from our US-based team.

Across our markets, we own and maintain an extensive rental stock for live events, this is part of our commitment to a circular economy.

## EXPERIENTIAL OPERATIONS

In a passion-driven industry, our experiential operations teams are fundamental to creating meaningful activations that connect brands and audiences.

Using the expertise of our specialists, we can count on a full-service team who deliver immersive events, as well as customized fan experience and live events.

Be it a branded space within a fan village or a touring showcase, we can provide all the elements you need to connect companies with consumers in innovative ways.

Our mobile tours and product showcases across the globe can provide the ideal levels of fan engagement and immersion for nearly any brand or client.







# THE POWER BEHIND YOU

As part of our three-pronged approach to supporting sea, land, and wildlife conservation, we continue to invest in a number of high-impact, nature-based solutions partnerships. In 2022, we planted 18,000 trees together with The Future Forest Company, and in 2023, we funded the planting of 10,000 seeds across the UK in partnership with Project Seagrass.

In 2023, we also joined forces with The Born Free Foundation to invest in building multiple beehive fences in Kenyan communities. This initiative aims to reduce conflicts between elephants and farmers. Elephants can destroy crops in a matter of minutes, leading to retaliatory actions from farmers who are already struggling with poverty. Beehive fences take advantage of elephants' natural fear of bees, effectively preventing crop raids and protecting the lives of elephants.

The project also supports the bee population, which is essential for global food security and biodiversity. Additionally, it provides farmers with an opportunity to generate income by selling honey and beeswax.

This year, we are strengthening our partnership by investing in more beehive fences, predator-proof bomas, predator deterrent lights, and eye-cow trials in Meru, Kenya.

**We are proud to put sustainability and social values at the heart of everything we do and every event we deliver. Wasserman Live, the power behind you.**



The **Ten Golden Rules** we follow to ensure that we minimise our **environmental footprint** are:

## 1 PLANNING

Plan, plan, plan, and plan again. Planning in sustainability from the start of an event ensures this becomes front and centre and is built into every phase: venue scoping through to substrate selection, packaging materials, number of deliveries, recycling and re-use post event.

## 2 DESIGN DEVELOPMENT

Ensuring a clear artwork programme driven by larger batch productions will result in a more effective combination of deliveries, reduction on return visits to venues and reinforce the re-use of items across the event schedule.

## 3 DISCOURAGE

Remove PVC from as many materials as possible, including banners, mesh and self-adhesive vinyl.

## 4 ENCOURAGE

Use polyester wherever possible, as it is recyclable and reusable.

## 5 REUSE & RECYCLE

All hard materials to be reusable or recyclable. We no longer stock or print on foamex and have swapped this for Akyprint.

## 6 PROMOTE THE RENTAL OPTION

Use existing systems and structures wherever possible, creating a more circular economy and promoting reuse – while also offering cost savings.

## 7 LOCAL SOURCING

Utilise local suppliers for identified elements, reducing transport costs and providing benefits to the hosting city and community.

## 8 OPERATIONAL RESPONSIBILITY

Specify electric plant, avoid generators and plan efficient vehicle movements.

## 9 SUSTAINABLE LOGISTICS

Reduce or remove travel costs as much as is humanly possible, using remote, from plan or locally-manned surveys and installation crews where possible.

## 10 SMART DE-RIGGING

Plan ahead, store and reuse where possible, recycling substrates where reuse is not possible. Employ strategic thinking regarding take down including transport and waste disposal.



By following these simple rules all aspects of live event branding and equipment can be delivered in the most environmentally efficient and effective manner.

Contact us for more information on how we can make your events more sustainable:



**CORENTIN SEGALEN****COORDINATOR OF THE NATIONAL PLATFORM AGAINST SPORTS  
MANIPULATION – ANJ (AUTORITÉ NATIONALE DES JEUX)**

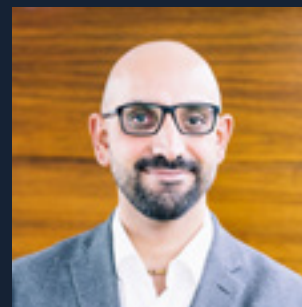
Corentin Segalen joined the French Gambling Authority (ANJ) in 2015 and has been coordinator of the French national platform against match-fixing since its establishment in 2016. In the same year, he contributed to the creation of the international network of national platforms, the Group of Copenhagen, and was elected Chair of this network in 2021, with subsequent re-election in 2023. Since 2022, he has been the main coordinator of the MotivAction project, co-funded by the European Union. This is the first Erasmus+ project run by national platforms against sports manipulation, which aims to encourage athletes, referees and coaches to report all attempts to approach match-fixers. Last year, Corentin coordinated the monitoring of sports manipulation during the Paris 2024 Olympic Games, with the help of 24 countries.

**TARIK SHAMEL****HEAD OF INTEGRITY – THE FA**

Tarik is the Chief Regulatory Officer at The Football Association. He is responsible for overseeing all integrity matters concerning on and off-field misconduct in English professional football including on-field disciplinary matters, crowd misconduct, betting, match-fixing, anti-doping, discrimination, public comment, financial misconduct, and intermediary breaches. The Regulatory Legal and Safeguarding Case Management teams also report into him.

Tarik is a practicing solicitor and joined The FA in 2004. Since then, he has played an integral role in the development of The FA's policies and practices and leads on integrity policy in football stakeholder forums.

Aside from being The FA's Integrity Officer, he is also a UEFA Match Delegate and mentor. Tarik is a disciplinary panel member for other sports and regularly sits on Independent Tribunals for the WPBSA and DRA.

**AFFY SHEIKH****HEAD OF STARLIZARD INTEGRITY SERVICES – STARLIZARD INTEGRITY  
SERVICES**

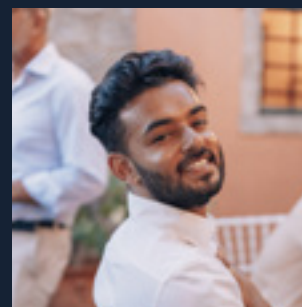
As Head of Starlizard Integrity Services (SIS), Affy Sheikh leads an entity that works closely with sports governing bodies and law enforcement agencies on anti-match fixing investigations.

Affy directs SIS's strategic and operational efforts, which focus primarily on the expert analysis of betting markets and on-field performances to identify any irregularities that are indicative of match-fixing.

Affy also helps to forge stakeholder relationships in the sports integrity sector, where SIS is an established and leading force in the fight against match-fixing. Using advanced data analytics, bespoke technology and an intelligence-led approach, SIS has assisted in disciplinary and criminal investigations and provided expert evidence in a number of successful prosecutions.

Prior to joining Starlizard in 2011, Affy served for twelve years in UK law enforcement and government with the Serious Organised Crime Agency (now the National Crime Agency), HM Customs & Excise and the Metropolitan Police, as well as diplomatic service overseas.

Affy has been a member of the Risk and Security Management Forum (RSMF) since 2016.

**SANJAY SHIVARAM****STRATEGY & BUSINESS DEVELOPMENT DIRECTOR – FORMULA E**

After 4.5 years in strategy consulting at Roland Berger, Sanjay joined the central Strategy team at Formula E in 2020, where he worked on projects across the business for over 2.5 years. He then moved into a dedicated Media Strategy role for a year to work for Formula E's Chief Media Officer, before taking over the separate departments Strategy & Business Development and Gaming, as Strategy & Business Development Director in October 2023.





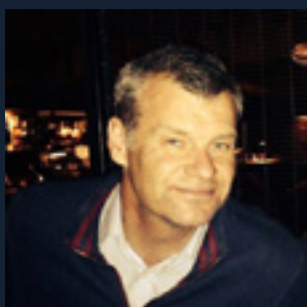
**STEVE SMITH**  
PARTNER – BRYAN CAVE LEIGHTON PAISNER

Steve Smith serves as Co-Leader of the firm's global Sports, Media & Entertainment Group. His practice focuses on naming rights, sponsorships, licensing agreements, stadium operations, television and media contracts, and representing corporates, sports leagues and National Governing Bodies in the Olympic movement. Steve has been recognized as a "Leader in His Field" for Sports Law by Chambers USA. Notably, he drafted policies and procedures for the U.S. Center for Safe Sport, an agency focused on receiving reports, investigating and adjudicating complaints of sexual misconduct and other violations involving America's Olympic and other athletes. He has advised, and negotiated on behalf of, both corporate sponsors and sports properties on all aspects of naming rights agreements in total value of approximately \$2.7 billion and has completed sponsorship and licensing agreements valued in excess of \$4 billion. He also advised the Mountain West Conference in its television negotiations with CBS and Fox for media rights to football and men's basketball games, which has been reported to exceed \$270 million over the term of the Agreement.



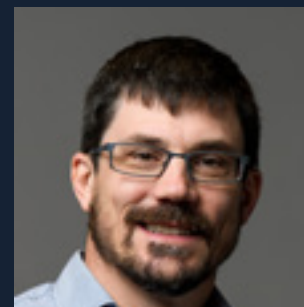
**IAN SMITH**  
INTEGRITY COMMISSIONER – ESPORTS INTEGRITY COMMISSION (ESIC)

Ian is a lawyer with a global reputation in sports integrity related issues like match-fixing, betting fraud, doping and cheating. He is Integrity Commissioner for esports through the organisation he founded in 2015, the Esports Integrity Commission, and he advises and has had executive director level engagements with the PGA European Tour in golf and the Sport Integrity Global Alliance (SIGA) as well as advising other sports organisations on an ad hoc basis. He is a regular and in-demand speaker at conferences and seminars around the world.



**GILES STANFORD**  
SVP OF GLOBAL PROJECTS – WASSERMAN LIVE

Giles has been involved in numerous world-class events providing a turn-key understanding of them from conception through to implementation. His experience covers a wide range of requirements from operations to the delivery of the temporary event facilities, full branding programmes, city centre dressing and activations. Having worked on numerous "mega-events" his primary focus has been to deliver practical simple solutions: "brilliant basics and magic moments". Maximize the visitor experience and to ensure the event is visually spectacular, operationally fluid and memorable for all stakeholders.



**ROLF TANNER**  
HEAD OF MA GOVERNANCE – FIFA

Rolf Tanner is an experienced international sports and contract lawyer with over 16 years in the sports industry. He specialises in governance, regulatory matters, and high-stakes negotiations with member associations and governments on sports governance issues.

Currently serving as Head of MA Governance at FIFA, he leads a team overseeing governance and regulatory matters, ensuring compliance with FIFA Statutes, dealing with institutional crises, and managing normalisation committees. Previously, he held various positions at FIFA, including Legal Counsel / Group Leader, handling legal disputes, drafting contracts and regulations, and representing FIFA in proceedings before the Court of Arbitration for Sport (CAS).



**FINN TAYLOR**  
CHIEF EXECUTIVE OFFICER – VOLLEYBALL WORLD

Finn Taylor, the visionary CEO of Volleyball World, boasts over 20 years at Cirque du Soleil, shaping him into an industry leader. His mission: elevate global volleyball. Leveraging expertise in strategic planning, he boosts commercial value via partnerships and sponsorships. Finn drives expansion into new markets, ensuring widespread popularity.

He envisions volleyball as a captivating experience, utilizing technology and engaging content. Finn's relentless pursuit of excellence propels international volleyball, making it a global sports and entertainment powerhouse.



**ALEX TEASDALE**  
EXECUTIVE DIRECTOR WOMEN'S RUGBY – ENGLAND RUGBY

Alex has spent the majority of her career working in sports, specifically working with team sports at the ECB, GB Hockey and now at England Rugby. All of these roles have involved working across major events to look at how high visibility can have great lasting impact – from Olympics to World Cups.

Alex has been responsible across a number of roles, on growing the consumer base in new and innovative ways. In her current role as Executive Director of the Women's Game at England Rugby, Alex oversees the development of strategies to grow the number of players, fans and followers of women and girls rugby, in order to create future commercial sustainability.

She is also on the Boards of Premiership Women's Rugby, and Rugby World Cup 2025.



**The essential and inclusive  
community for all professionals  
working in sponsorship**



## A year in the life of ESA

### Events

**3,000+** sponsorship professionals participate in ESA Events  
**20** member-exclusive **Round Tables** for sponsors, rights holders & agencies

### Awards

**500+** sponsorship leaders attend **ESA Awards** ceremony  
**17%** year-on-year increase in entries for 2025 (both records)

### Qualifications

**62** students graduate with **ESA Diploma**, taking the alumni total above 770  
**17** sales professionals attain the **ESA Sponsorship Sales Certifi-**

### Resources

**€30.9bn** European industry valuation according to ESA Sponsorship Market Overview  
**10** sponsorship trends explained in detail in ESA Sponsorship Trends research



**Visit [sponsorship.org](https://sponsorship.org) to discover what ESA membership can do for your business**



# **fcbusiness**

BECAUSE FOOTBALL IS NO ORDINARY BUSINESS

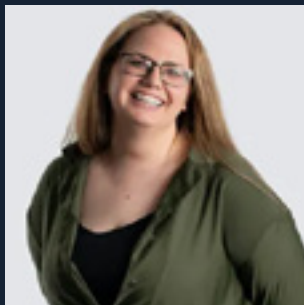
*BRINGING YOU CLOSER  
TO FOOTBALL'S  
DECISION-MAKERS FOR  
OVER 20 YEARS!*

We empower football's leaders by providing the strategic insights needed for long-term sustainability and growth. To find out how fcbusiness can help you achieve your business goals contact:

**[kevin@fcbusiness.co.uk](mailto:kevin@fcbusiness.co.uk)**

**[www.fcbusiness.co.uk](http://www.fcbusiness.co.uk)**





**SARA TOMASZEWSKI**  
PARTNER – HUGH JAMES

Sara is a highly experienced solicitor who's primary area of practice is within the childcare sector representing various local authorities within the South Wales area, where she undertakes all aspects of proceedings including advocacy. Sara also has significant experience in representing clients in private family law matters.

Sara's caseload is varied and extensive, including cases with complex issues including serious inflicted injury and jurisdictional issues. Sara provides a professional service to her clients and works hard to achieve the best possible outcome, while maintaining a child-focused approach. Since her qualification in 2010 she has represented parents, children and guardians within family proceedings, her focus having now turned to representing Local Authorities within care proceedings.



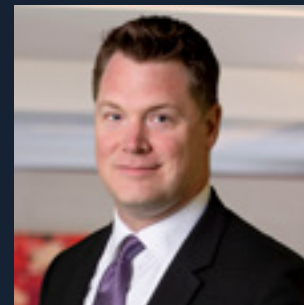
**DES TOMLINSON**  
SOCIAL AND ENVIRONMENTAL SUSTAINABILITY MANAGER –  
FOOTBALL ASSOCIATION OF IRELAND

Des originally from London with Jamaican heritage, is the FAI's Social and Environmental Sustainability Manager with responsibility for climate action and environmental sustainability, equality, diversity and inclusion, and health & wellbeing strategic focus areas.

He has over 35 years professional working experience in the areas of non - discrimination, diversity, and inclusion in and through sports, exercise, and physical activities.

Des has presented at national & international fora on sport inclusion & non - discrimination/anti-racism. He has a certificate in sports and leisure studies from Westminster College London, holds a master's degree from City, University of London in exercise, health, and behaviour. He holds the UEFA B coaching badge.

Des is a trained workshop facilitator – he has a keen interest in group and individual behaviours, and dynamics.



**MARC TROTTIER**  
PARTNER – BRYAN CAVE LEIGHTON PAISNER

Marc Trottier is the head of BCLP's restructuring and insolvency/special situations practice and the sports and events financing lead for the sports, media & entertainment sector. In addition to his restructuring & insolvency practice, where he advises on a wide range of domestic and cross-border restructurings and financings, a significant portion of Marc's practice focuses on sports financing and restructuring. He has acted for a number of leading receivables and finance lenders in the sports sector including on the €67 million facility provided by Rights and Media Funding to 11 La Liga football clubs, in one of the largest transactions in European football. Marc has led work on a number of financing deals in the sport sector, including advising Rights and Media Funding in relation to the acquisition of a majority stake in Everton by 777 Partners. He is also advising the joint administrators of Worcester Warriors Rugby Club on one of the most high-profile sports insolvencies in Europe.



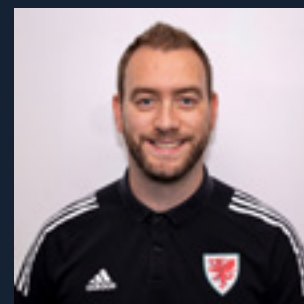
**FILIPPO VEGLIO**  
HEAD OF SOCIAL & ENVIRONMENTAL SUSTAINABILITY – UEFA

Filippo Veglio is Head of Social & Environmental Sustainability at UEFA, European football's governing body.

He works in partnership with Europe's national associations, leagues, and clubs to roll out the targeted measures and investments set out in UEFA's Football Sustainability Strategy 2030.

Prior to joining UEFA in September 2021, Filippo spent 16 years at the World Business Council for Sustainable Development (WBCSD), a CEO-led community of 200 of the world's leading companies, where he was part of the senior management team.

A Swiss national, Filippo was formerly a professional tennis player.



**JASON WEBBER**  
SENIOR EQUALITY, DIVERSITY, INCLUSION & SUSTAINABILITY  
MANAGER – FOOTBALL ASSOCIATION OF WALES

Jason is an expert and leader in Equality, Diversity, Inclusion & Sustainability who currently works at the Football Association of Wales (FAW) as a Senior Equality, Diversity, Inclusion & Sustainability Manager.

He has been integral in advancing the FAW's EDI and Sustainability Programmes towards being a global leader in sport and has extensive experience as an educator, public speaker and advisor to a wide range of stakeholders for more than a decade.

He is passionate about sharing his knowledge and experience with others and is committed to making football and a better place for everyone.





**TOM WHITESIDE**  
HEAD OF GROUP SPONSORSHIP – AVIVA

Tom is currently Group Head of Sponsorship at Aviva, where he has developed the new venue-led group sponsorship strategy for the UK, starting with Manchester's new landmark new arts, culture and music venue – Aviva Studios. He joined Aviva in 2022 from Toyota, where he oversaw three Olympic and Paralympic Games as UK Sponsorship Lead. Prior to this, Tom worked at Sports Marketing Agency Synergy as consultancy lead for clients such as Martini, BMW and RBS."



**THOMAS WILLDRIDGE**  
VICE PRESIDENT, GLOBAL HEAD OF PRICING STRATEGY FOR THE  
OLYMPIC & PARALYMPIC GAMES – ON LOCATION

Thomas Willdridge is On Location's vice president, global head of pricing strategy for the Olympic & Paralympic Games. He is responsible for overseeing commercial product strategy for On Location's Olympic and Paralympic Games hospitality programme.

Willdridge has more than 15 years' experience in ticketing and live events across music and sports. Prior to joining On Location in March 2022, he served as vice president of global pricing at Ticketmaster, where he was at the forefront of pricing innovations in the ticketing industry, launching and managing Ticketmaster's dynamic pricing solutions.



## THE POWER OF SPORT TO INSPIRE

Calacus is a strategic communications consultancy helping sports organisations, charities and individuals to achieve their goals and use their networks to make the world a better place.

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interviewed

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Sports Media  
Rights Deals

315k

Sport Sponsorship  
Agreements

Stand  
21

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The largest game of dodgeball IC Irvine

## Closer to the action, closer to the fans

Record-breaking isn't just a spectacle; it's a strategy. It creates unforgettable experiences that bring fans closer to the action and strengthens their connection with your club.

### Transform fan engagement with record-breaking moments



#### Unrivalled experiences

Imagine fans stepping out of the stands and into the spotlight alongside their heroes. Record-breaking moments aren't just watched—they're lived.



#### Elevated club identity

Achieving a **GUINNESS WORLD RECORDS™** title positions your club as innovative, exciting, and committed to its supporters.



## The practical benefits

### Why sports clubs choose record-breaking



#### Content that resonates

These moments provide social media gold, from behind-the-scenes footage to viral record attempts, driving fan engagement and media coverage.



#### Deeper loyalty, greater visibility

Shared victories foster stronger connections, while the prestige of a **GUINNESS WORLD RECORDS** title amplifies your club's global appeal.



#### Revenue opportunities

New opportunities for branded content, sponsorships, and ticket sales emerge with every record attempt.



### The results speak for themselves

Record-breaking events are a proven way to inspire loyalty, create buzz, and set your club apart from the competition.

Puma India and Royal Challengers Bengaluru (RCB) made history with an unforgettable record attempt. Fans came together to chase the **GUINNESS WORLD RECORDS title for the Most cricket runs between the wickets in one hour (team)**, achieving an incredible 823 runs under official adjudication.

**SOCIAL MEDIA** - Reach: 3,511,108 | Impressions: 4,034,531  
Engagement: 707,707 | Engagement rate: 20.20%

### The emotional impact

Record-breaking creates moments your fans will never forget. It's about turning extraordinary achievements into powerful, shared experiences.

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### Come and see us

Our team is ready to discuss how record-breaking can work for your club. Visit us to explore the possibilities and start creating unforgettable moments for your fans.



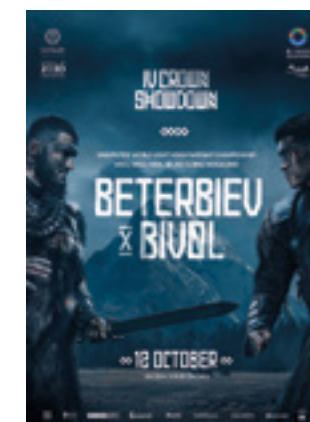
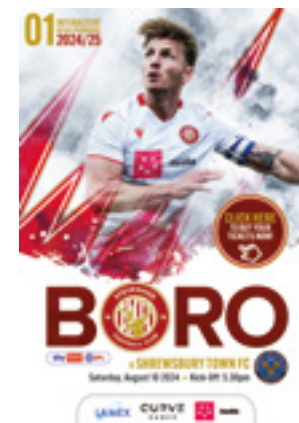
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- # INCREASED REACH
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# # HASHTAG DIGITAL MEDIA

DELIVERING YOUR  
DIGITAL PUBLICATION



Hashtag Digital Media produces unique digital interactive magazines and print publications for sporting events and major organisations.

Customers access a traditional printed magazine experience but with a host of added digital benefits, including rich media such as video, links to transactional pages and embedded content.

Our sustainable model gives global reach to customers and new ways to generate revenue through sponsors and advertisers, with a solution which is targeted, verified and engaged.

# # HASHTAG DIGITAL MEDIA



SCAN FOR MORE  
INFORMATION



# THE PRICE OF FOOTBALL



## The podcast that looks at the money behind the beautiful game

On The Price of Football, Kevin Day and Kieran Maguire follow the money to find out what's really going on behind the scenes of the beautiful game.

Every Monday they answer listeners' questions on everything from the latest club accounts to the cost of balls and bibs, and every Thursday they look at the news stories making the headlines around the world in the enduringly murky world of football finance.

And if that wasn't enough, Kevin and Kieran also regularly speak to the people making it all happen within the football industry, in special interview episodes.

**“My number one podcast. It's more interesting than it sounds, believe me.”**

- Iain Dale, LBC

**“My favourite podcast.”**

- Adrian Chiles

**“For even a casual fan (me), it's a very interesting listen. Day asks the right questions and Maguire is impressive with his research.”**

- Miranda Swayer



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# UNILEVER EXPANDS COMMITMENT IN WOMEN'S SPORT WITH UEFA WOMEN'S EURO 2025 SPONSORSHIP

In a groundbreaking announcement on 6 February 2025, Unilever and The Union of European Football Associations (UEFA) revealed that some of Unilever's most iconic Foods and Personal Care brands, including Hellmann's, Knorr, Dove, and Rexona (also known as Sure), are the Official Sponsors of UEFA Women's EURO 2025. This partnership builds on Unilever's successful sponsorship of the UEFA EURO 2024, which saw activations across 16 brands, 24 markets, and over 126,000 stores.

Set to take place in Switzerland this summer, the tournament is anticipated to be the most viewed and attended UEFA Women's EURO to date. With the game's popularity soaring, Unilever aims to leverage this platform to showcase its diverse portfolio of brands through integrated campaigns that reach consumers in, at, around, and away from the stadium.

Fulvio Guarneri, General Manager Unilever Personal Care Europe, shared his enthusiasm: "This is an exciting opportunity for some of our biggest brands to tap into a big cultural moment and connect with millions of consumers who will be watching the UEFA Women's EURO 2025. It's a great time for women's football, and this partnership fits perfectly with our Personal Care products which are all about feeling clean and confident, and taking part in sports. Together with our retail partners, we look forward to building on the success of last year's men's tournament, delivering unmissable campaigns across a variety of channels that celebrate the power of women's football".

The partnership will see the brands activate a range of initiatives designed to enhance the fan experience and promote the company's commitment to growing the women's game, removing barriers to entry, and inspiring the next generation. Fans can expect to see Unilever's Foods and Personal Care brands prominently featured throughout the tournament, both on and off the pitch.

This announcement solidifies Unilever's strong presence in the global sports arena, following high-profile partnerships with the FIFA World Cup 2026™, the FIFA Women's World Cup 2023™, the FIFA Women's World Cup 2027™, the CAF Africa Cup of Nations, and the CONMEBOL Copa América.





# TAKING SPORTS PARTNERSHIPS AT UNILEVER TO THE NEXT LEVEL

After a successful season working on UEFA Men's EURO 2024, Komal Patel (KP) is back, this time with an even bigger game plan.

As Unilever's new European Sports & Entertainment Partnerships Director, she's bringing her expertise and fresh perspective to cover a range of exciting sports, with UEFA Women's EURO 2025 taking centre stage in 2025. With a passion for building game changing brand collaborations, KP knows that great partnerships go beyond the pitch. Here KP answers key questions about the power of sports partnerships, the role of Unilever brands in shaping the game, and why women's football is a space full of opportunity.

**What can we expect to see from Unilever's brands during the UEFA Women's EURO 2025 this year?**

We have a diverse portfolio of brands within Unilever, and it's crucial that each one communicates its message in a unique tone of voice. That's why you'll see above-the-line media activated by individual brands, championing the women's game alongside exciting new products and launches. Instore we'll take a portfolio approach, where we'll bring this to life through a campaign that taps into insights around a different audience than the men's game – families. By offering chances to win a once in a lifetime prize to take a family to Switzerland on holiday to watch a game, we'll ignite passion, encourage family support, and hopefully inspire



**Komal Patel**  
European Sports & Entertainment  
Partnerships Director, Unilever

the next generation of players. Additionally, we're committed to supporting grassroots initiatives at a local level, so stay tuned!

**Why does Unilever continue to grow its investment in sports partnerships?**

There are two key reasons for this. First, it's about being part of the conversation and culture that drives real engagement. We know sports are a major passion point for our consumers, so it's essential that we show up where they are. Second, Unilever want to create a positive impact that aligns with our core values. Sports present a huge opportunity to make a meaningful difference, reinforcing the message of our brands like Dove's "Self-Esteem Project", which empowers girls to build confidence, and Sure's "Breaking Limits Through the Power of Movement Campaign", which champions effort over ability and trying over winning.

**How do you ensure you tap into the value of sports partnerships beyond the game and final whistle?**

By truly understanding the job to be done, we can be intentional about how we should show up both on and off the pitch. Maintaining a consistent dialogue is just as important, we don't want the conversation to lose momentum. That's why we've built a diverse range of partnerships, allowing us to engage with our consumers in a continuous and relevant way.

**What roles do brands and sponsorship play in shaping behaviours and perceptions of women's football?**

It's crucial that we don't just apply the same playbook we use for men's sport. Women's football comes with its own unique challenges and opportunities, requiring tailored strategies. Instead of replicating existing models we should highlight these differences in a positive way for consumers and fans. We have shown that we work well with our partners, and I firmly believe there are some exciting opportunities, especially with UEFA Women's EURO 2025 this summer.

**What impact do female leaders have on shaping a more inclusive sports industry?**

Representation matters! Without female leaders in sports, both on and off the pitch,

it doesn't feel authentic or like real progress is being made. Having women in leadership roles in sports, whether playing, coaching, or on the business side, is crucial in inspiring the next generation of girls. It shows them that their dreams are not only valid but also achievable because someone else has already done it.

**What excites you about the future of women's football?**

There is so much opportunity to explore both commercially and in terms of community. Growing up I was one of two girls who 'got' to play football with the boys at school. I love that today, girls have dedicated teams and the choice to play, rather than just being allowed to. Just as this conversation is evolving in our communities, it's also shifting on the main stage. UEFA Women's EURO 2025 will be an incredible event, and I can't wait to see how much the game will continue to grow leading up to the FIFA Women's World Cup in 2027.

**What would you say to your younger self if you could look back now and see how sport can impact young girls' lives?**

Stick with it, and make sport part of your routine, just like brushing your teeth, and don't let negative voices about your body hold you back. Put on that swimsuit, pick up that tennis racket, grab that cricket bat!

Coming from an Indian background I was encouraged to focus more on academics rather than my passions for art and sport, back then success was often defined by academic achievement, but today, the world shows us two important things, firstly sports have incredible mental health benefits that positively impacts all areas of life, including having a successful career, and two, you can have a career in sport and be successful.

**Finally – Is it coming home with the UEFA Women's EURO 2025 this year?**

Absolutely!

**VISIT KP AND OTHER MEMBERS OF THE UNILEVER TEAM IN AREA 23**





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EVERYWHERE**



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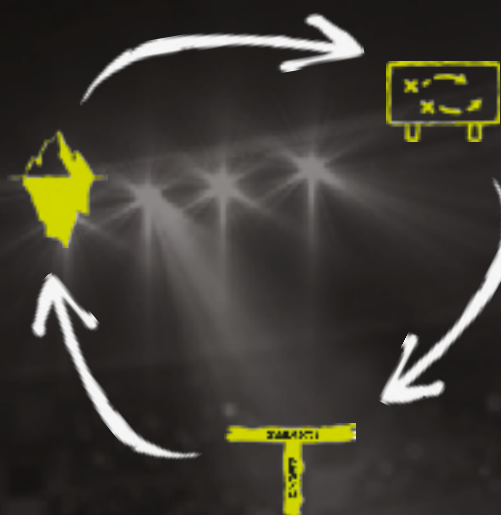




# HI, WE'RE EPP.

## LEARNING + DEVELOPMENT

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## ADVISORY

Helping shape decisions in the boardroom through organisational design and strategic people planning.

## RECRUITMENT

Finding the best talent through search and selection across any role (except athletes).

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## OUR REACH

We work across professional sports including football / soccer, rugby, cricket and tennis, globally, as well as with the UK and Australian Olympic and Paralympic systems. We have clients across 5 continents, offices in the UK and Australia, and the ability to find candidates anywhere.

## RECRUITMENT

Our clients include clubs, teams and governing bodies across the sporting and business sides of their organisations, bringing performance thinking to both. Our recruitment services cover executive search, senior leadership, bespoke Head Coach processes and the building out of teams, including acting as 'strategic quarterbacks' for San Diego FC across over 150 roles, and two years, while they built their franchise from scratch.

## ADVISORY

We partner with senior leaders to understand the key human capital questions and challenges at both a whole club, and individual department, level. This includes succession planning, end of season reviews, facilitating workshops to co -create values and behaviours, and organisational design. We are currently working in this space at an ExCo level with several teams in the Premier League and EFL, as well as in cricket and rugby.

## LEADERSHIP DEVELOPMENT

We work with leaders, and future leaders, on a 1 -to-1, 1-to-few, and 1-to-many basis depending on their learning need. This includes as permanent tutors on the FA's Technical Director's programme, the League Manager's Association's Diploma in Football, and as content leads for a global programme aimed at women with potential and run by World Rugby.

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# Empowering Lives Through Tennis



Tennis For All Uganda (TFAU) is a nonprofit organization dedicated to making tennis accessible to children and youth in underprivileged communities across Uganda. Through sports, education, and community engagement, we aim to inspire hope, build life skills, and provide opportunities for personal and social development.

## Our Mission

To use tennis as a tool for positive change by breaking barriers, promoting equality, and fostering a healthier, brighter future for all.

## Our Key Projects

### Youth Tennis Development Program

Offering free coaching and access to tennis equipment for children from underserved communities. Training certified local coaches to build sustainable tennis development in Uganda.

### Education Sponsorship Initiative

Providing scholarships to children, ensuring they access quality education while pursuing their passion for tennis.

### Health Awareness & Sports Camps

Combining tennis training with health education, including nutrition, mental health, and fitness awareness, to promote overall well-being.

### Girls Empowerment Through Tennis

Creating safe spaces for young girls to thrive, teaching tennis alongside life skills to build confidence and leadership abilities.

### Holiday Tennis Camps

Engaging youth during school holidays with structured tennis training programs to foster skills, discipline, and teamwork.

## How You Can Support

We invite individuals, organizations, and partners to join us in creating a lasting impact. Here's how you can get involved:  
Donate: Contribute to our programs to support equipment, training, and education sponsorships.

### Partner With Us

Collaborate with TFAU to expand our reach and impact.

### Volunteer

Share your time and expertise to support our initiatives on the ground.

## Contact Us

### Website

[www.tennisforalluganda.org](http://www.tennisforalluganda.org)

### Email

[info@tennisforalluganda.org](mailto:info@tennisforalluganda.org)/[ercibraune@gmail.com](mailto:ercibraune@gmail.com)

### Phone

+447742941718

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Together, we can create opportunities and transform lives through tennis.





ISC INTERNATIONAL SPORTS AWARDS  
APPLICATION DEADLINE – 1 NOVEMBER 2025



# 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



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