



ISC

Women's Sport Business Week

29 September - 3 October 2025



Women's Sport Business 2025 overview

- **Monday 29th September**
ISC Women's Sport Business Powerlist revealed
- **Tuesday 30th September**
ISC Women's Sport Business Summit and Awards
- **Wednesday 1st October**
ISC Webinars and thought leadership from North America
- **Thursday 2nd October**
ISC Webinars and thought leadership from Middle East & Asia
- **Friday 3rd October**
ISC Webinars and thought leadership from Africa



The ISC Women's Sport Business Week will shine a spotlight on the incredible progress and innovation within the women's sport business industry. The ISC Women's Sport Business Summit and Awards, alongside our global webinars, is a fantastic opportunity to connect, share ideas, and celebrate the achievements driving the growth of women's sport. ISC Women's Sport Business Week is set to be an inspiring and impactful experience for everyone involved.

Erin Gennard
Event and Project Manager, International Sports Convention



Since our humble beginnings in 2009, the ISC has sought to increase the number of women at our ISC Business Industry events, whether attending as a delegate or speaker. On several occasions a number of interventions have taken place to ensure a more equal gender mix. Having Baseline data over 16 years is also important to measure progress (or lack off). Our flagship event in March had 44% women in 2024 and 35% in 2025. We are hoping to hit 51% in 2026. The ISC Women's Sport Business Week 2025 is another step forward."

Magdalena Fletcher
Co-Founder, International Sports Convention





Women's Sport Business Summit

Tuesday 30th September

Hosted By

Christina MacFarlane and Jo Ankier

ISC will bring the Business of Sport Industry together with a specialist and focus attention on the Women's Sport Business industry.

Topics to include

- Brand Partnerships in Women's Sport
- Broadcast and Media Rights Landscape in Women's Sport
- Athlete Performance programmes in Women's Sport
- Fan Engagement Strategies and best practice in Women's Sport
- Women centric strategies in the Business of Sport
- The Role of Data and Analytics in Driving Women's Sport Growth
- Building Sustainable Sponsorship Models for Women's Sports





Women's Sport Business Awards 2025

The ISC Women's Sport Business Awards 2025 are designed to celebrate and recognise outstanding achievements within the women's sports industry. These awards highlight the individuals, teams, organisations, campaigns and initiatives that have contributed to the growth, visibility, and success of women's sport globally. With an emphasis on innovation, leadership, and impact, the ISC Women's Sport Business Awards provide a platform to honour the trailblazers driving change and pushing boundaries in this dynamic sector.

Application deadline June 30th

Winners announced on September 30th



10 Award Categories

1. Best Brand Partnership in Women's Sport

Recognising the most successful and innovative brand partnership that has helped drive the growth of women's sport, creating mutual value for both the brand and the sport.

2. Outstanding Achievement in Women's Sports Media Coverage

Awarded to the media organisation or platform that has made the most significant impact on raising the profile of women's sports through coverage, content, and storytelling.

3. Innovative Fan Engagement in Women's Sport

Awarded to the campaign or initiative that has demonstrated creativity and success in engaging new or existing fans of women's sports.

4. Innovation in Women's Sports Technology

Awarded to the company or organisation that has developed innovative technology to enhance the performance, fan engagement, or operations within women's sport.

5. Best Social Media Campaign in Women's Sport

Awarded to the best social media initiative or campaign that has successfully built an online community, raised awareness, or generated engagement for women's sport.

6. Women's Sports Start-Up of the Year

Recognising an emerging business or start-up that has made a significant impact on the women's sports sector, offering innovative solutions or services to help grow the industry.

7. Best Agency Contribution to Women's Sport

This award recognises an agency that has made an outstanding contribution to the growth, visibility, and commercial success of women's sport. Whether through strategic marketing, media management, talent representation, or event planning, this award celebrates an agency that has delivered exceptional results in promoting women's sports and driving business outcomes for clients, athletes, and organisations within the sector.

8. Best Agency Contribution to Women's Sport (small-mid agency – less than 20 employees)

Recognising a smaller agency that has made a significant impact on women's sport. This award celebrates agencies with fewer than 20 employees that have excelled in strategic marketing, athlete representation, event planning, or media management, driving the growth and visibility of women's sport in meaningful ways.

9. Governing Body Contribution to Women's Sport

Awarded to a governing body that has played a pivotal role in advancing women's sport through policy, investment, grassroots development, or advocacy. This award recognises where there has been a measurable impact on participation, professional opportunities, and the overall growth of women's sport.

10. Champion of Diversity & Inclusion in Women's Sport

This award recognises an organisation or initiative that has made a significant impact in promoting diversity, equity, and inclusion within women's sport. Whether by creating opportunities for underrepresented groups, driving inclusive policies, or fostering a culture of belonging, this award celebrates those who are breaking barriers and ensuring women's sport is accessible and welcoming to all.



Women's Sport Business Powerlist

Announced Monday 30th September, 2025

The ISC Women's Sport Business Powerlist aims to highlight those who are breaking new ground, creating opportunities, and advocating for women's sport on a global scale. Through this list, we aim to shine a light on the role these influential figures play in advancing the industry, whether through leadership, innovation, or groundbreaking partnerships. The Powerlist will serve as a source of inspiration for all those who are passionate about propelling women's sport into the future.





Webinars and podcasts - changing the narrative



Wednesday October 1st (North America)

Join us from USA and Canada virtually with a selection of inspiring and informative sessions, covering many aspects of the Women's Sport Business Industry from North America



Thursday October 2nd (Middle East & Asia)

Gain unique insights into the challenges and opportunities in the Asian market and discover the strategies driving the growth of women's sports across diverse cultures and countries.



Friday October 3rd (Africa)

The growth of Sport, gender equality has inspired this great continent. Hear from game changers making a difference off the field.

How to be involved – ISC Women’s Sport Business Week 2025

There are several ways to be involved in ISC Women’s Sport Business Week.

Business networking

Live and in person, this becomes a great opportunity to network with those in the Business of Sport.

Professional Development

The live event also gives learning and development opportunities to staff who may not always be seen at industry events. Opportunity for learning and development through the ISC professional women’s network booster.

Sponsorship

Showcase your brand and organisation at the ISC Women’s Sport Business Week. The visibility starts April 2025

Awards

Apply to the ISC Women’s Sport Business Awards 2025 and get the recognition your company deserves.

Sponsorship, Speaking and other activation

Please contact the team – events@internationalsportsconvention.com

A few options to give you a taster of how to be involved.

Option A

ISC Women’s Sport Business Summit and Awards

One ticket – 695 GBP + vat

Two tickets – 1000 GBP + vat

Three tickets – 1500 GBP + vat

Option B

Application for ISC Women’s Sport Business Awards

195 GBP + VAT

Option C

ISC Women’s Sport Business Professional
Network Booster

- Access to ISC Women’s Sport Business Summit 2025
- Access to ISC Women’s Sport Business Summit 2026
- Access to International Sports Convention 2026 and 2027
- Online ISC Sport Business School – 15 online courses
- Guest Online lecturers – 15 webinars

2,000 GBP + VAT



See you at **ISC** **Women's Sport Business Week 2025**



Sponsors and Partners

