



HOST PARTNER



Unilever

BRANDS AND SPONSORSHIP SUMMIT

September 25, 2025 | Unilever House, London



SPEAKERS



ADAM LEVENTHAL
ISC Host and Moderator
International Sports Convention



NIGEL FLETCHER
Chief Executive
International Sports Convention



CHRIS BARRON
General Manager Unilever Personal
Care UK&I & Unilever VP Deodorants
Europe
Unilever



HELEN POTTER
Cereal Brands Marketing Lead - UKI
Kellogg Company



OWEN LAVERTY
Chief Innovation Officer
Ear to the Ground



SIMON LUFF
Managing Partner – Head of Strategy
Ear to the Ground



GUILLAUME SABRAN
Head of Sponsorship and Licensing
UEFA



KOMAL PATEL
European Sports & Entertainment
Partnerships Director
Unilever



ASHLEY GOLDIE
UKI | Media Marketing Activation
Manager - Personal Care
Unilever



EMILY HEATH
Global Brand Director, Rexona/Sure
Unilever



MAREK BOROWIK
Director of Fan Engagement and
Event Experience
SailGP



SAM SHAVE
Managing Partner
Think Beyond



MARINA PURKISS
Adobe Partnership Lead
Adobe Women's FA Cup



WILLEM DINGER
Global Head of Sport & Entertainment &
Personal Care Media Lead
Unilever

PROGRAMME

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
08:45 – 09:30	Registration, Networking, coffee/tea		
09:30 – 09:45	Welcome and Introductions	Adam Leventhal, Host and Moderator	International Sports Convention
		Nigel Fletcher, CEO	International Sports Convention
		Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe	Unilever
09:45 – 10:00	Unilever Sports Partnerships	Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe	Unilever
10:00 – 10:35	Kelloggs football camps launch in the UK and the strategic rationale behind the launch	Helen Potter, Cereal Brands Marketing Lead - UKI	Kellogg Company
10:35 – 11:10	Uncover the secrets of Fan Attraction - A brand perspective. The Fan Index table of 2025	Owen Laverty, Chief Innovation Officer Simon Luff, Managing Partner - Head of Strategy	Ear to the Ground Ear to the Ground
11:10 – 11:40	BREAK AND NETWORKING		
11:40 – 12:00	UEFA Brand Partnerships- An overview of the UEFA Sponsorship Partners	Guillaume Sabran, Head of Sponsorship and Licensing	UEFA
12:00 – 12:40	Unilever and Sports Partnerships - UEFA Women's 2025 European Championships – The Unilever Wash Up	Komal Patel, Komal Patel, European Sports & Entertainment Partnerships Director Guillaume Sabran, Head of Sponsorship and Licensing Ashley Goldie, UKI Media Marketing Activation Manager - Personal Care	Unilever UEFA Unilever
12:40 – 13:45	LUNCH AND NETWORKING		
13:45 – 14:35	Brand Purpose, now and the future – New strategies, campaigns and partnerships in Sports Sponsorship	Emily Heath, Global Brand Director, Rexona/Sure John Rogers, Head of Global Partnerships TBC - TBC Sam Shave, Managing Partner	Unilever Chelsea Football Club Two Circles Think Beyond
14:35 – 15:20	Using Sports Partnerships to Drive Growth	Somnath Dasgupta, Marketing Director (VP), Global Sports Partnerships and Regional Africa, Guinness Brand Team Willem Dinger, Global Head of Sport & Entertainment & Personal Care Media Lead Paul Hiskens, Head of Assets, Sponsorships and Partnerships Álvaro García Sampere, Europe Sponsorships & Partnerships Manager	Diageo Unilever Coca-Cola European Partners TCL
15:20 – 15:50	BREAK AND NETWORKING		
15:50 – 16:30	Igniting passion through creative sports fan engagement strategies	Marina Purkiss, Senior Manager – Sport & Brand Partnerships UK And Adobe Women's FA Cup Partnership Lead Emily Heath TBC, Global Brand Director - Rexona/Sure Marek Borowik, Director of Fan Engagement and Event Experience Jon Hewson, VP of Sales, EMEA	Adobe Unilever SailGP Genius Sports
16:30	Closing Note	Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe	Unilever
16:30 – 17:30	DRINKS AND NETWORKING		

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THE MEETING PLACE FOR
THE BUSINESS OF SPORT
SINCE 2009



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