



ISC

Women's Sport Business Summit

Tuesday 30th September 2025 | The National Gallery, London



Sponsors and Partners



WASSERMAN
THE COLLECTIVE



Speakers



CHRISTINA MACFARLANE
Anchor
CNN International



NIGEL FLETCHER
Chief Executive
International Sports Convention



ABBIE RAYBOULD
Sports Partnership Lead
TikTok



ELLIE CROSS
Senior Marketing Manager
Starling Bank



FIONA MORGAN
Chief Purpose Officer
SailGP



JO OSBORNE
Head of Women's Sport
Sky Sports



KAREN DOBRES
Author and former Board
Member/Co-Owner
Lewes FC



KATIE GRITT
Head of Marketing
Panini



KERSTIN LUTZ
Chief Executive Officer
Billie Jean King Cup



KOMAL PATEL
European Sports & Entertainment
Partnerships Director
Unilever



LINDSEY ECKHOUSE
Chief Revenue Office
Mercury 13



RUTH HOOPER
Chief Marketing Officer
WSL Football



SARAH LEWIS
OBE, OLY, Chair
British Olympians Association



TARA PARASHAR
Senior Strategist
Ear to the Ground

Programme

Time	Subject - Room	Name - Position	Organisation
09:15 – 10:00	Registration and Networking		
10:00 – 10:20	Welcome and Introductions	Christina Macfarlane, CNN Anchor and ISC Host	CNN
		Nigel Fletcher, CEO	International Sports Convention
		Lenah Ueltzen-Gabell, Group Managing Director	Wasserman
10:20 – 11:10	Brands and Sponsorship – How Brands are developing and executing female centric partnerships, campaigns	Komal Patel, European Sports & Entertainment Partnerships Director	Unilever
		Ellie Cross, Senior Marketing Manager	Starling Bank
		TBC – TBC	Diageo/Guinness
		TBC – TBC	TBC
11:10 – 11:30	Shaping the future of Women's Sport – Considerations for the Future	TBC – TBC	Two Circles
11:30 – 12:00	Coffee and Networking		
12:00 – 13:00	Growth of Women's Sports – Events	Kerstin Lutz, Chief Executive	Billy Jean Cup
		Ashley Goldie, Media Marketing Activation Manager, Personal Care	UNILEVER
		Tara Parashar, Senior Strategist	Ear to the Ground
		TBC – TBC	FIFA
		Victoria Monk, The Collective UK Lead	Wasserman
13:00 – 14:00	Lunch and Networking		
14:00 – 14:45	High Performance and Elite Athletes – Top of the game. How female athletes are breaking boundaries, including support from Brands, Leagues, Sporting Bodies and Clubs	Fiona Morgan, Chief Purpose Officer	SailGP
		Sarah Lewis, OBE, OLY, Chair	British Olympians Association
		Lindsey Eckhouse, Chief Revenue Office	Mercury 13
		Karen Dobres, Author and former Board Member/Co-Owner	Lewes FC
14:45 – 15:30	Female focus fan engagement strategies – What's Changing and What Next?	Katie Gritt, Head of Marketing	Panini
		Jo Osborne, Head of Women's Sport	Sky Sports
		Abbie Raybould, Sports Partnership Lead	TikTok
		Ruth Hooper, Chief Marketing Officer	WSL Football
		TBC – TBC	Genius Sports
15:30 – 16:30	Drinks and Networking		



**THE MEETING PLACE FOR
THE BUSINESS OF SPORT
SINCE 2009**

internationalsportsconvention.com