



HOST PARTNER



Unilever

BRANDS AND SPONSORSHIP SUMMIT

September 25, 2025 | Unilever House, London



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	Kellogg's 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 Lavery, 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	From Kick-off to Final Whistle: UEFA Women's EURO 2025 Recap	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, European Sports & Entertainment Partnerships Director	Unilever
		Guillaume Sabran, Head of Sponsorship and Licensing	UEFA
		Ashley Goldie, UKI Media Marketing Activation Manager - Personal Care	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 Mel Brown, Director Sam Shave, Managing Partner	Unilever Chelsea Football Club Two Circles Think Beyond
14:35 – 15:20	Using Sports Partnerships to Drive Growth	Sam Feasey, Global Sports Marketing Manager Emily Heath, Global Brand Director - Rexona/ Sure 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 Marek Borowik, Director of Fan Engagement and Event Experience Jon Hewson, VP of Sales, EMEA	Adobe 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		

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



JOHN ROGERS
Head of Global Partnerships
Chelsea Football Club



SAM FEASEY
Global Sports Marketing Manager
Diageo



ÁLVARO GARCÍA SAMPEDRO
Europe Sponsorships & Partnerships
Manager
TCL



PAUL HISKENS
Head of Assets, Sponsorships
and Partnerships
Coca-Cola European Partners



JON HEWSON
VP of Sales – EMEA
Genius Sports



MEL BROWN
Director
Two Circles



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TECHNOLOGY



ISC INTERNATIONAL SPORTS AWARDS APPLICATION DEADLINE – 1ST NOVEMBER 2025

15 Categories



UPCOMING EVENTS

ISC Women's Sport Business Summit
30 September 2025, National Gallery, 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

ISC International Sports Convention
25-26 March 2026, Tottenham Hotspur Stadium, London

A woman with long brown hair in a ponytail, wearing a white athletic dress with a Nike logo on the back, is shown from the side. She is holding a small, white, cylindrical container of Wild deodorant in her left hand and applying it to her right arm. The background is a green tennis court with a net.

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