



ISC

Women's Sport Business Summit

Tuesday 30th September 2025 | The National Gallery, London



Sponsors and Partners



Women's Sport Business Awards

Innovative Fan Engagement in Women's Sport

Pulselive x WTA

Sony's Sports Businesses

Governing Body Contribution to Women's Sport

#WeGrowAthletics

World Athletics

Best Social Media Campaign in Women's Sport

Women in handball

European Handball Federation

Best Brand Partnership in Women's Sport

Clinique x Women's Rugby: GameFace

Clinique, Grassroots Clubs, PWR

Best Agency Contribution to Women's Sport

MATTA

Women's Sports Start-Up of the Year

VOXA

Outstanding Achievement in Women's Sports Media Coverage

Aramco Korea Championship on the Ladies European Tour's PIF Global Series

54

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 Nigel Fletcher, CEO Maya Herm, AVP, Global Strategy & Growth	CNN International Sports Convention The Collective
10:20 – 11:10	Brands and Sponsorship – How Brands are developing and executing female centric partnerships, campaigns	Komal Patel, European Sports & Entertainment Partnerships Director Ellie Cross, Senior Marketing Manager Tara Parashar, Senior Strategist	Unilever Starling Bank Ear to the Ground
11:10 – 11:30	Shaping the future of Women's Sport – Considerations for the Future	Miwa Sykes, Lead Consultant	Two Circles
11:30 – 12:00	Coffee and Networking		
12:00 – 12:10	ISC 30 under Thirty Ceremony		
12:10 – 13:00	Growth of Women's Sports – Events	Kerstin Lutz, Chief Executive Ashley Goldie, UKI Senior Media & Content Manager – Personal Care Sarah Lewis, OBE, OLY, Chair Lenah Ueltzen-Gabell, Group Managing Director	Billie Jean King Cup Unilever British Olympians Association Wasserman
13:00 – 13:50	Lunch and Networking		
13:50 – 14:35	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 Lindsey Eckhouse, Chief Revenue Officer Karen Dobres, Author and former Board Member/Co-Owner Elizaveta Bracht OLY, Former Olympic Volleyball Player, former FIVB Executive, Co-Founder Sarah Gregorius, Senior Director, Sporting	SailGP Mercury/13 Lewes FC Bracht Consulting National Women's Soccer League (NWSL)
14:35 – 15:20	Female focus fan engagement strategies – What's Changing and What Next?	Katie Gritt, Head of Marketing Jo Osborne, Head of Women's Sport Abbie Raybould, Sports Partnership Lead Catherine Rowley, Head of Brand Marketing Nikky Hudson, Senior Customer Success Manager	Panini Sky Sports TikTok WSL Football Genius Sports
15:20 – 15:30	ISC Women's Sport Business Awards 2025 Ceremony		
15:30 – 16:30	Drinks and Networking		

Speakers



CHRISTINA MACFARLANE
Anchor
CNN International



NIGEL FLETCHER
Chief Executive
International Sports Convention



SARAH LEWIS
OBE, OLY, Chair
British Olympians Association



TARA PARASHAR
Senior Strategist
Ear to the Ground



MAYA HERM
AVP, Global Strategy & Growth
The Collective



LENAH UELTZEN-GABELL
Group Managing Director
Wasserman



ASHLEY GOLDIE
UKI | Senior Media & Content
Manager - Personal Care
Unilever



ELIZAVETA BRACHT
OLY, Former Olympian Volleyball Player
former FIVB Executive and Co-Founder
Bracht Consulting



ABBIE RAYBOULD
Sports Partnership Lead
TikTok



ELLIE CROSS
Senior Marketing Manager
Starling Bank



LINDSEY ECKHOUSE
Chief Revenue Officer
Mercury/13



NIKKY HUDSON
Senior Customer Success Manager
Genius Sports



FIONA MORGAN
Chief Purpose Officer
SailGP



JO OSBORNE
Head of Women's Sport
Sky Sports



SARAH GREGORIUS
Senior Director, Sporting
National Women's Soccer League
(NWSL)



MIWA SYKES
Lead Consultant
Two Circles



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



ISC INTERNATIONAL SPORTS AWARDS
APPLICATION DEADLINE – 1ST NOVEMBER 2025

15 Categories



We Are The Collective

The Collective is the industry's leading partner in building the business rationale for investing in women. Focused exclusively on driving investment in women through sports, music, and entertainment, we turn advocacy into action by developing data-backed strategies, partnerships, and campaigns that elevate women and amplify their economic impact.

Powered by innovative research, proprietary insights, and custom tools, we create content, communities, and collaborations that don't just support women, they drive measurable business growth.

We don't just market to women; we quantify their value, influence, and purchasing power, creating strategies that drive growth and long-term business success.

That's why brands and rights holders turn to The Collective first because we turn advocacy into action, passion into profit, and investment in women into a business imperative.



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THE COLLECTIVE

wearethecollective.com



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ISC INTERNATIONAL
SPORTS AWARDS
AGENCY OF THE YEAR

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brands invested in sports, gaming & entertainment.

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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.**

Contact Stevyn Monaghan at stevynmonaghan@eartotheagency.com



snipes®



PlayStation.



COVENTRY
Building Society



A woman with long brown hair in a ponytail, wearing a white tennis 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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SPORTS AWARDS

30 | UNDER
THIRTY



SANDRA OMONIYI
Nilayo Sports Management Limited



ROSS ROBERTSON
54



MEGAN SMITH
Hark



FRANK SALE
HBA Media Limited



TABEA WAGNER
DFL Deutsche Fußball Liga GmbH



CHESS GRAY
SailGP



LIZZIE SHAW
Wasserman



JESSICA BIGGS
First Wealth



SHANDI STRONG
54/VOXA

IISC INTERNATIONAL
SPORTS CONVENTION

UPCOMING EVENTS

IISC Golf Day

9 October 2025, The Oxfordshire

IISC INTERNATIONAL
SPORTS AWARDS

Application Deadline – 1 November 2025

IISC Fan Engagement Summit

13 November 2025, London

IISC Sports and Sustainability Summit

5 February 2026, London

IISC International Sports Convention

25-26 March 2026, Tottenham Hotspur Stadium, London



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

internationalsportsconvention.com