





## 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

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: GameFac 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 Ladie 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   | CNN                                      |
|               |   | Nigel Fletcher, CEO   | International Sports<br>Convention       |
|               |   | Maya Herm, AVP, Global Strategy & Growth  | The Collective                           |
| 10:20 – 11:10 | Brands and Sponsorship – How Brands<br>are developing and executing female<br>centric partnerships, campaigns   | Komal Patel, European Sports & Entertainment<br>Partnerships Director                         | Unilever                                 |
|               |   | Ellie Cross, Senior Marketing Manager   | Starling Bank                            |
|               |   | Tara Parashar, Senior Strategist  | Ear to the Ground                        |
| 11:10 – 11:30 | Shaping the future of Women's Sport –<br>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   | Billie Jean King Cup                     |
|               |   | Ashley Goldie, UKI   Senior Media & Content<br>Manager - Personal Care                        | Unilever                                 |
|               |   | Sarah Lewis, OBE, OLY, Chair  | British Olympians<br>Association         |
|               |   | Lenah Ueltzen-Gabell, Group Managing Director   | Wasserman                                |
| 13:00 – 13:50 | Lunch and Networking  |   |  |
| 13:50 – 14:35 | High Performance and Elite Athletes –<br>Top of the game. How female athletes<br>are breaking boundaries, including<br>support from Brands, Leagues, Sporting<br>Bodies and Clubs | Fiona Morgan, Chief Purpose Officer   | SailGP                                   |
|               |   | Lindsey Eckhouse, Chief Revenue Officer   | Mercury/13                               |
|               |   | Karen Dobres, Author and former Board<br>Member/Co-Owner                                      | Lewes FC                                 |
|               |   | Elizaveta Bracht OLY, Former Olympian Volleyball<br>Player, former FIVB Executive, Co-Founder | Bracht Consulting                        |
|               |   | Sarah Gregorius, Senior Director, Sporting  | National Women's Soccer<br>League (NWSL) |
| 14:35 – 15:20 | Female focus fan engagement strategies<br>– 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                                   |
|               |   | Catherine Rowley, Head of Brand Marketing   | WSL Football                             |
|               |   | Nikky Hudson, Senior Customer Success<br>Manager  | Genius Sports                            |
| 15:20 – 15:30 | ISC Women's Sport Business Awards 202   | 5 Ceremony  |  |
| 15:30 – 16:30 | Drinks and Networking   |   |  |

#### **Speakers**



**CHRISTINA MACFARLANE CNN International** 

AVP, Global Strategy & Growth

**MAYA HERM** 

**ABBIE RAYBOULD** 

**FIONA MORGAN** 

**KAREN DOBRES** 

Member/Co-Owner Lewes FC

**Author and former Board** 

**Chief Purpose Officer** 

**Sports Partnership Lead** 



**NIGEL FLETCHER Chief Executive** International Sports Convention



**LENAH UELTZEN-GABELL** 



**Group Managing Director** 



**ELLIE CROSS** Senior Marketing Manager Starling Bank



**JO OSBORNE Head of Women's Sport** 



Sky Sports



**KATIE GRITT Head of Marketing** 



**KERSTIN LUTZ Chief Executive Officer** Billie Jean King Cup



**KOMAL PATEL** European Sports & Entertainment Partnerships Director



**SARAH LEWIS** OBE, OLY, Chair British Olympians Association



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



LINDSEY ECKHOUSE **Chief Revenue Officer** Mercury/13



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



**TARA PARASHAR** Senior Strategist Ear to the Ground



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



**NIKKY HUDSON Senior Customer Success Manager Genius Sports** 



**MIWA SYKES Lead Consultant** Two Circles

## ISC INTERNATIONAL SPORTS AWARDS

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.

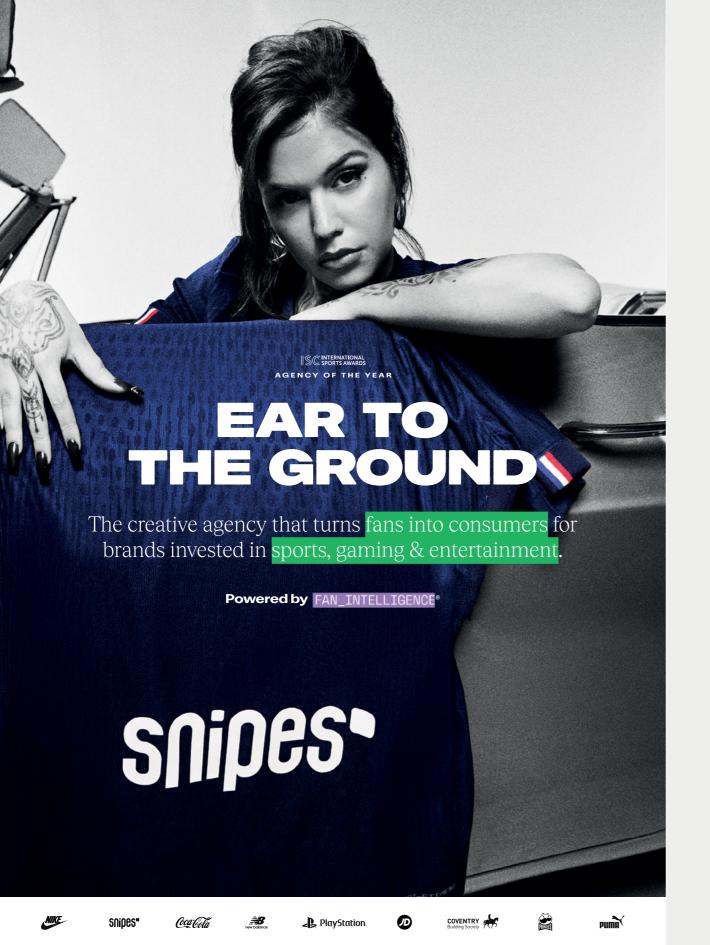
We don't just market to women; we quantify their value, influence, and purchasing power, creating strategies that drive growth and long-term business success.

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.



wearethecollective.com







#### FAN\_INTELLIGENCE®

## Powered by the fans who are shaping culture.

Collaborating with our global community of over 11,000 of the 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 stevyn monaghan a eartothe ground. agency



### SC INTERNATIONAL SPORTS AWARDS

## 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



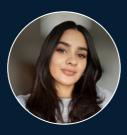
CHESS GRAY
SailGP



LIZZIE SHAW Wasserman



JESSICA BIGGS First Wealth



SHANDI STRONG 54/VOXA



#### **UPCOMING EVENTS**

**SC Golf Day**9 October 2025, The Oxfordshire



Application Deadline – 1 November 2025

**ISC** Fan Engagement Summit 13 November 2025, London

Sports and Sustainability Summit 5 February 2026, London

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



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