



EVENT SPONSOR

**EAR TO
THE GROUND**

FAN ENGAGEMENT SUMMIT

November 13, 2025 | Hijingo Bingo, London





PROGRAMME

TIME	SUBJECT – ROOM	NAME – POSITION	ORGANISATION
09:15 – 10:00	Registration – Coffee and Networking		
10:00 – 10:40	From Insight to Impact: How the Fan Index & Fan Intelligence® is Reshaping Fan-Culture Strategy	Simon Luff, Managing Partner - Head of Strategy	Ear to the Ground
10:40 – 11:20	Her Fandom, Her Buying Power – How Women fans are shaping sports fandom	Alyson Walker, SVP of Growth and Strategy	Wasserman – The Collective
11:20 – 11:50	BREAK AND NETWORKING		
11:50 – 12:00	Game time with Piing: Piing Prix and Rugby Rebound <i>Audience participation required</i>		
12:00 – 12:40	Redefining Fan Engagement in the Age of Artificial Intelligence	Blair Richardson, Director, Business Development	Sportz Interactive
12:40 – 13:10	“The Interview” - When Social Meets Screen: The GFN Playbook for Next-Gen Broadcasting	Brett Best, CEO	Global Fan Network
13:10 – 14:00	LUNCH AND NETWORKING		
14:00 – 14:05	Game time with Piing: Piing PenKick <i>Audience participation required</i>		
14:05 – 14:40	From Real-Time Data to Real-Time Delight: Instant Innovation in the Colts’ Fan Experience	Dave Landa, Chief Operation Officer Charlie Shin, VP, Analytics & Digital Innovation	LAVA.ai Indianapolis Colts
14:40 – 15:10	The Future of Fan Engagement	Jon Hewson, VP of Sales, EMEA	Genius Sports
15:10 – 15:45	DRINKS AND NETWORKING		



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EAR TO THE GROUND

The creative agency that turns fans into consumers for
brands invested in sports, gaming & entertainment.

Powered by FAN_INTELLIGENCE®



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.**

Step into our Expo lounge to hear more.



snipes®



PlayStation.



COVENTRY
Building Society



THE MEETING PLACE FOR THE BUSINESS OF SPORT

MARCH 25-26, 2026 | TOTTENHAM HOTSPUR STADIUM



UPCOMING EVENTS

ISC Sports and Sustainability Summit
5 February 2026, London

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

ISC Brands and Sponsor Summit
Sep/Oct 2026, Unilever House, London

ISC Women's Sport Business Summit
Sep/Oct 2026, National Gallery, London

CREATE CUSTOMER MOMENTS THAT MATTER WITH REALTIME AI™



CHOSEN BY LEADING ORGANIZATIONS



FAN ENGAGEMENT POWERED BY
LAVA REALTIME AI

“LAVA is our 'Venue Operating System.' The LAVA platform factors into every conversation we have around parking, marketing, point of sale, and even future initiatives like face identification for ticketing and age verification.”



Christian Lau
Chief Technology Officer
LAFC

“Working with LAVA during our first year has been an incredible experience. The LAVA app has been a game-changer, enabling us to efficiently track and redeem reward/benefits in real-time, ensuring a smooth and memorable experience for our fans.”



Charlie Shin
VP of Analytics & Digital Innovation
Indianapolis Colts



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