

PROGRAMME

March 25-26, 2026 | Tottenham Hotspur Stadium, London

THE MEETING PLACE FOR
THE BUSINESS OF SPORT





KEY INFORMATION

DAY ONE – WEDNESDAY 25 MARCH

START

8:00

BREAKFAST

08:00 – 09:30

LUNCH

12:00 – 14:00

DRINKS RECEPTION

17:00 – 19:00 (LEVEL 2)

CLOSE

19:30

ADDITIONAL

FOOD AND BEVERAGE - SNACKS, CAKES, DRINKS

Complimentary all day

DAY TWO – THURSDAY 26 MARCH

START

8:30

BREAKFAST

08:30 – 09:30

LUNCH

12:00 – 13:30

DRINKS RECEPTION

15:00 – 16:00 (LEVEL 2)

CLOSE

16:15

ADDITIONAL

FOOD AND BEVERAGE - SNACKS, CAKES, DRINKS

Complimentary all day



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CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP

DAY 1 – MARCH 25, 2026

TIME	SUBJECT – ROOM	SPEAKER	
10:30 – 11:10	Sports Sponsorships – What Next and How Brands are standing out?	Marijn Vredendaal-Luchtman, Global Head of Sponsorships – Just Eat Takeaway.com Tom Whiteside, Head of Group Sponsorship – Aviva Donna Soane, Director of Global Sponsorship – Orange Claire Gacum, Senior Sponsorship Manager – Royal London	   
TBC	The fan data value chain: Turning insights into revenue	Maya Herm, Associate Vice President – Wasserman The Collective Ryan Skeggs, Managing Director – Wasserman Performance TBC TBC	 
11:30 – 12:10	Social impact in sport- A Brand Perspective	Anna Scott-Marshall, Director of Communications & Social Impact – Paralympics GB Henry Utku, Senior Director Basketball Operation – National Basketball Association (NBA) Will Stone, Head of Global Social Impact – NFL TBC TBC	  
14:00 – 15:15	The future of Brands in Sports Partnerships – A CMO Debate	Rajeev Sathyesh, Marketing Director (CMO) – Heineken UK Darek Maciolek, CMO & CXO – BNP Paribas Jem Maidment, Chief Marketing Officer – Utilita Energy Michael Inpong, Chief Marketing Officer – Valeo Foods UK	   

This session will start with the ISC International Sports Awards and after the ceremony the panel will commence

15:30 – 16:10	The Coca-Cola Case Study – Sports Sponsorship at its finest	Richard Adelsberg, Chief Executive Officer – Ear to the Ground TBC TBC	
16:20 – 17:00	Women's sport sponsorship - The Brands Perspective and Purpose	Amy Mansell, Chief Partnerships Officer – Elemis Carolyn Rich, Director of Brand – Allianz UK TBC TBC	 

CONFERENCE PROGRAMME

DIGITAL/TECHNOLOGY/INNOVATION

DAY 1 – MARCH 25, 2026

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:15	A Champions League perspective - marketing, fan engagement and digital solutions, delivery year-round	Oriol Boix, Head of Digital Products & Membership – FC Barcelona Thomas Ehemann, Head of Digital Fan Experience – FC Bayern Munich Finn Blakeney, Head of Digital Products – Tottenham Hotspur FC TBC	  
14:20 – 15:00	How gaming and esports is changing fan engagement and attracting new audiences	Alice Dearing, Olympic Open Water Swimmer Alban Dechelotte, CEO – G2 Adrian Roelli, Head of eFootball – FIFA TBC	 
15:30 – 16:15	Unlocking New Audiences	TBC – 54 TBC TBC TBC	
16:20 – 17:00	Digital Technology and Innovation – A glimpse into the Future	Timm Jäger, CEO EintrachtTech – Eintracht Frankfurt Esteban Gonzalez, 3x3 Digital Content Senior Manager – FIBA	 

CONFERENCE PROGRAMME

SPORT AND SUSTAINABILITY

DAY 1 – MARCH 25, 2026

TIME	SUBJECT – ROOM	SPEAKER	
14:20 – 15:00	Creating sustainable events and venues	TBC TBC TBC	
15:00 – 15:40	Sport and Sustainability – Now and the Future. Best practice, Challenges and Opportunities	Hannah Mills, OBE – a British competitive sailor and two-time world champion in the 470 class Stacey Knight, Senior Vice-President Global, – Wasserman Live	

CONFERENCE PROGRAMME

SPORTS INTEGRITY

DAY 1 – MARCH 25, 2026

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:10	Governance of Football Associations – strengthening over 200 member associations – A FIFA Perspective	Rolf Tanner, Head of Member Association Governance – FIFA	
10:10 – 11:00	Football Integrity – The Football Associations – threats, opportunities, and challenges – What do Football Association's need to do	Tarik Shamel, Director of Integrity – Saudi Arabian Football Federation (SAFF) David Matthews, Head of Integrity – The FA Jakub Cavojj, Integrity Officer – Slovakian football Association Marielle van den Breemen, Integrity Manager – KNVB	   
11:30 – 12:15	The football players calendar- when is too much too much - Protecting performance and player care	Gareth Farrelly, Chief Executive – Union of European Clubs (UEC) Alex Phillips, Secretary General – FIFPRO Maheeta Molango, Chief Executive Officer The PFA TBC	  
14:00 – 14:50	Governance and Integrity: A Blueprint for the Future	Niels Lindholm, Compliance & Risk Officer – World Athletics Karen Moorhouse, CEO – ITIA TBC TBC	 
15:00 – 16:00	Commercial Law Forum	Ben Cooke, Commercial Lawyer – Addleshaw Goddard TBC TBC	
16:10 – 17:00	Safeguarding in Global Sport	Paul Stewart, Co-Founder Union of Safeguarding Officers Marie-Laure Lemineur, Head of Safeguarding and Child Protection – FIFA Geraldine Costello, Director Safe Sport and Governance – British Gymnastics Sarah Fussek, Director Sports Integrity – International Ski and Snowboard Federation Gloria Viseras OLY, Senior Manager Safeguarding – IOC	   

CONFERENCE PROGRAMME

SPORTS EVENTS & INTERNATIONAL SPORTS FEDERATIONS

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER	
09:30 – 10:10	International sports federations - The President panel - Building trust, relationships and value with host cities and regions	Zena Woolridge, President – World Squash Shaun Hamilton, President – International Jump Rope Union Densign White, CEO – International MMA Federation (IMMAF) TBC	  
10:30 – 11:10	Mass participation in sports- the impact - the benefits for cities, regions and countries	Giles Chater, COO – Spartan Nick Bitel, Chief Executive – London Marathon Group TBC TBC	 
11:20 – 12:00	Sports events and The Legacy	TBC – Wonderful Copenhagen Matvii Bidnyi, Minister of Ukraine Jules Merrison, Director of Impact – Invictus Games Birmingham 2027 TBC	  
13:30 – 14:10	Athlete partnerships - Brand and Digital media	Hugo Inglis, Founder – High Impact Athlete TBC TBC	
14:15 – 15:00	How rights holders are innovating and maximising their commercial assets in a digital era	Anurag Dahiya, Chief Commercial Officer – International Cricket Council Anna Chanduvi, Chief Customer & Commercial Officer – The Jockey Club Theresa McCann, Commercial Director – Ladies European Tour TBC	  

CONFERENCE PROGRAMME

BRANDS AND SPONSORSHIP

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
TBC	Brands and Fans – The intersection of Sports Sponsorship	TBC
		TBC
TBC	The Monetisation of Brand. Building Solid IP & Trademark Foundations	Geoff Steward – Addleshaw Goddard Joel McDonald – Addleshaw Goddard Victoria Davidson, Deputy General Counsel – Brentford FC Paul Dicken, Vice President, Brand Protection & Corporate Security – Liverpool FC

FAN ENGAGEMENT

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
09:30 – 10:15	Driving Fan Engagement in a New Era of Sport	Andreas Heyden, CEO – Dyn Media TBC TBC TBC
10:30 – 11:10	Building audiences – through creative compelling stories	Daniel Barker, Managing Director of Content Strategy and Distribution – NASCAR Tim O'Mahony, Director, Head of International Content Partnerships – X TBC – PGA Tour

EARLY RATE INDIVIDUAL AND GROUP RATES UNTIL FEBRUARY 25TH, 2026 (ONE MONTH TO GO)

- 1 Delegate Ticket - 995 GBP plus vat
- 2 Delegate Tickets - 1690 GBP plus vat
- 3 Delegate Tickets - 2000 GBP plus vat

After February 25th, all delegate tickets are 1295 GBP per person with no group rates.

CONFERENCE PROGRAMME

THE CURRENT AND FUTURE DESTINATION OF SPORT

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
13:30 – 14:10	Growth and commercial opportunities and delivery in the middle east (Case Study - Saudi Arabia)	TBC TBC TBC TBC

SPORTS INVESTMENT FORUM – SHOW ME THE MONEY!

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
14:20 – 15:00		Antonio Caçorino, Founder and CEO – APEX Henry Baldwin, Managing Director – Anthony Joshua Boxing. 258 Group Victoire Cogevina Reynal, Co Founder & CEO – Mercury/13 Michael Payne, Chairman CEO – Payne Sports Media Strategies



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