

# 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

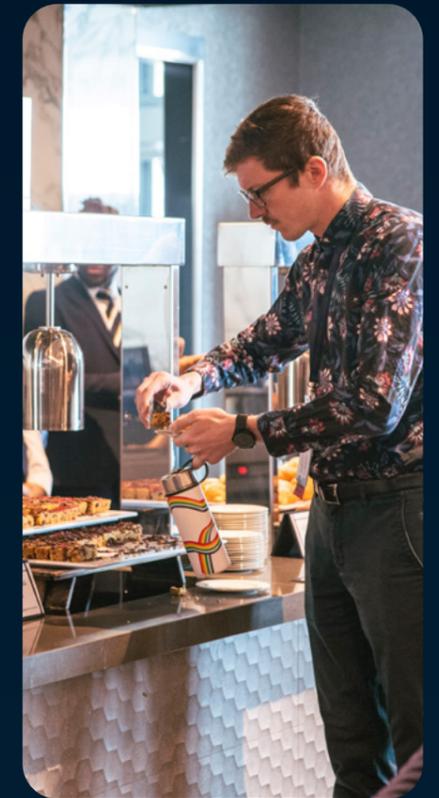
LUNCH  
12:00 – 13:30

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 Gatcum, Senior Sponsorship Manager – Royal London	
11:30 – 12:10	Social impact in sport- A Brand Perspective	Rajeev Sathyesh, Marketing Director (CMO) – Heineken UK	
		Henry Utku, Senior Director Basketball Operation – National Basketball Association (NBA)	
		Will Stone, Head of Global Social Impact – NFL	
		Anna Scott-Marshall, Director of Communications & Social Impact – Paralympics GB	
14:00 – 15:15	The future of Brands in Sports Partnerships	Darek Maciolek, CMO & CXO – BNP Paribas	
		<i>This session will start with the ISC International Sports Awards and after the ceremony the panel will commence</i>	
		Jem Maidment, Chief Marketing Officer – Utilita Energy	
		Alvaro Garcia Sampere, Europe Brand Sponsorships, Partnerships & Events Manager – TCL	
15:20 – 16:10	The Coca-Cola Case Study – Sports Sponsorship at its finest	Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe – Unilever	
		<i>This session opens with an interactive Piing game, followed by the panel discussion. Audience participation required</i>	
		Richard Adelsberg, Chief Executive Officer – Ear to the Ground	
		TBC	
16:20 – 17:00	Women's sport sponsorship - The Brands Perspective and Purpose	Emily Heath, Brand Director for Rexona/Sure – Unilever	
		Danielle Lee, Director Brand & Marketing – Metro Bank	
		Tara Parashar, Senior Strategist – Ear To The Ground	

## 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 – FC Bayern Munich	
		Finn Blakeney, Head of Digital Products – Tottenham Hotspur FC	
10:40 – 11:20	Future-Proofing Fandom: How Sports Leagues Stay Culturally Relevant for the Next Generation. How sports leagues stay culturally relevant in a gaming-first world	Indy Khabra, Co-Founder and Co-CEO – Livewire	
		Amanpreet Singh, Senior Digital Brand Experiences Lead, Personal Care and Head of Gaming Partnerships – Unilever	
		Peter Parmenter, EVP Business Development – DAZN	
11:30 – 12:10	The fan data value chain: Turning insights into revenue	Maya Herm, Associate Vice President – Wasserman   The Collective	
		Ryan Skeggs, Managing Director – Wasserman Performance	
		TBC	
15:30 – 16:15	The evolution of product in the new sporting economy	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	
		Tim Edwards, Global Athlete Partnerships Lead – TikTok	
		Hendrik Weber, SVP Sports-Technology-Innovation – DFL Deutsche Fußball Liga	

## 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	Ahmed Harraz, Team Lead MA Governance Services – FIFA	
10:10 – 11:00	Football Integrity – The Football Associations – threats, opportunities, and challenges – What do Football Association’s need to do	David Matthews, Head of Integrity – The FA	
		Jakub Čavoj, 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	
		Maheta Molango, Chief Executive Officer The PFA	
		Louise Skinner, Partner – Morgan Lewis	
14:00 – 14:50	Governance and Integrity: A Blueprint for the Future	Niels Lindholm, Compliance & Risk Officer – World Athletics	
		Karen Moorhouse, CEO – ITIA	
		Charlotte Smith, Employment & Sport Partner – Walker Morris LLP	
		Chris Bird, CEO – Raheem Sterling Foundation	
15:00 – 16:00	Commercial Law Forum	TBC	
		TBC	
16:10 – 17:00	Safeguarding in Global Sport	Paul Stewart, Co-Founder Union of Safeguarding Officers	
		Marie-Laure Lemineaur, 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

### SPORT AND SUSTAINABILITY

DAY 1 – MARCH 25, 2026

TIME	SUBJECT – ROOM	SPEAKER	
14:20 – 15:00	Playing for the Same team: Improving sustainability and the fan experience together	Kai Whiting, Sustainability Strategy and Content Lead – ClearVUE.Business	
		Gary Mapstone, Senior Energy Manager – ClearVUE. Business	
		Tarang Panchal, Head of Procurement and Sustainability – Watford Football Club	
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	
		Nathalia Gonzales, Associate Director Sustainability – Wasserman Live	
		Marcus Parry, Sustainability Manager – Tottenham Hotspur Football	
		John Kemp, Assistant Director – Sustainable Golf Development – The R&A	
		Jennie Blackmore, Head of Production – Sky Sports	

## CONFERENCE PROGRAMME

### SPORTS EVENTS & INTERNATIONAL SPORTS FEDERATIONS

DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER	
10:30 – 11:10	International Sports Federations and Event Organisers: Navigating a more complex world	Giles Chater, COO – Spartan	
		Nick Bitel, Chief Executive – London Marathon Group	
		Zena Woolridge, President – World Squash	
		Shaun Hamilton, President – International Jump Rope Union	
11:20 – 12:00	Sports events and The Legacy	Densign White, CEO – International MMA Federation (IMMAF)	
		Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen	
		Matvii Bidnyi, Minister of Ukraine	
		Jules Merrison, Director of Impact – Invictus Games Birmingham 2027	
		Gorkem Donmez, General Manager – Gloria Sports Arena	
		Hugo Inglis, Founder – High Impact Athlete	

## CONFERENCE PROGRAMME

### BRANDS AND SPONSORSHIP DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
11:20 – 12:00	Brands and Fans – The intersection of Sports Sponsorship	Matt Mckie, VP Marketing – 2K 
		Owen Laverty, Chief Brand Officer – Ear to the Ground 
		Noah Bernard, Senior Vice President – Endura, Pentland Brands 
		TBC
13:30 – 14:10	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
09:20 – 10:15	Driving Fan Engagement in a New Era of Sport	Andreas Heyden, CEO – Dyn Media 
		<i>This session opens with an interactive Piing game, followed by the panel discussion. Audience participation required</i>
		David Slade, Senior Director Brand and Marketing – ATP Tour 
		Chris Ewing, Owner – Caledonian Braves 
10:30 – 11:10	Building audiences - through creative compelling stories	Divya Goel, Vice President of Fan Engagement – Atlassian Williams F1 Team 
		<i>This session will start with the ISC 30 Under Thirty awards and after the ceremony the panel will commence</i>
		Daniel Barker, Managing Director of Content Strategy and Distribution – NASCAR 
		Tim O'Mahony, Director, Head of International Content Partnerships – X 
		Edward Jones, Senior Director of Content Partnerships – PGA Tour 

## 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		Pedro Félix da Costa, Founding Partner and Chief Commercial Officer – 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



# ISC

**ISC** INTERNATIONAL  
SPORTS CONVENTION  
25-26 MARCH 2026 | LONDON



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