

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 Rajeev Sathyesh, Marketing Director (CMO) – Heineken UK	    
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	Darek Maciolek, CMO & CXO – BNP Paribas Jem Maidment, Chief Marketing Officer – Utilita Energy Alvaro Garcia Sampere, Europe Brand Sponsorships, Partnerships & Events Manager – TCL Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe – Unilever	   
<i>This session will start with the ISC International Sports Awards and after the ceremony the panel will commence</i>			
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 TBC	   
16:20 – 17:00	Women's sport sponsorship - The Brands Perspective and Purpose	Amy Mansell, Chief Partnerships Officer – Elemis Emily Heath, Brand Director for Rexona/Sure – Unilever Danielle Lee, Director Brand & Marketing – Metro Bank	  

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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	Alban Dechelotte, CEO – G2 Adrian Roelli, Head of eFootball – FIFA Amanpreet Singh, Senior Digital Brand Experiences Lead, Personal Care and Head of Gaming Partnerships – Unilever	  
15:30 – 16:15	Unlocking New Audiences	TBC – 54 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	  

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 Nathalia Gonzales, Associate Director Sustainability – Wasserman Live Marcus Parry, Sustainability Manager – Tottenham Hotspur Football John Kemp, Assistant Director – Sustainable Golf Development – The R&A	  

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, Senior Member Associations’ Governance Manager – FIFA	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	
		TBC	
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	
		SMH Global	
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 Lemineaur, Head of Safeguarding and Child Protection – FIFA	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 SUPPORTERS



Morgan Lewis






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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	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	
14:15 – 15:00	How rights holders are innovating and maximising their commercial assets in a digital era	Anna Chanduvi, Chief Customer & Commercial Officer – The Jockey Club	
		Theresa McCann, Commercial Director – Ladies European Tour	
		Luke Jackson, Director – Walker Morris LLP	

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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	
		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	
09:30 – 10:15	Driving Fan Engagement in a New Era of Sport	Andreas Heyden, CEO – Dyn Media	
		David Slade, Senior Director Brand and Marketing – ATP Tour	
		Chris Ewing, Owner – Caledonian Braves	
		Divya Goel, Vice President of Fan Engagement – Atlassian Williams F1 Team	
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	
		Edward Jones, Senior Director of Content Partnerships – 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		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	



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