

# 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 Gatum, 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	  

## 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	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	
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 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 SUPPORTERS



Morgan Lewis



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## 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	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	  

## 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  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

### 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 INTERNATIONAL SPORTS CONVENTION

25-26 MARCH 2026 | LONDON



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