

PROGRAMME

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

THE MEETING PLACE FOR
THE BUSINESS OF SPORT



EVENT PARTNERS AND SUPPORTERS





KEY INFORMATION

DAY ONE – WEDNESDAY 25 MARCH

START
8:00

LUNCH
12:00 – 14:00 (LEVEL 2)

DRINKS RECEPTION
17:00 – 19:00 (LEVEL 2)

SPONSORED BY



CLOSE
19:00

ADDITIONAL
NETWORKING
All day

COFFEE BAR
All day

DAY TWO – THURSDAY 26 MARCH

START
8:30

MORNING COFFEE BREAK SPONSORED BY



LUNCH
12:00 – 13:30 (LEVEL 2)

DRINKS RECEPTION
15:00 – 16:00 (LEVEL 2)

SPONSORED BY



CLOSE
16:00

ADDITIONAL
NETWORKING
All day

COFFEE BAR
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? ROOM MAIN STAGE	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
11:30 – 12:10	Social impact in sport – A Brand Perspective ROOM NFL LOCKER ROOM	Henry Utku, Associate Vice President, Basketball Business Operations – National Basketball Association (NBA) Will Stone, Head of Global Social Impact – NFL Anna Scott-Marshall, Director of Communications & Social Impact – Paralympics GB Stephen Reynard, Global Lead on Sport – UNHCR
14:00 – 15:15	The future of Brands in Sports Partnerships ROOM MAIN STAGE	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> Alvaro Garcia Sampere, Europe Brand Sponsorships, Partnerships & Events Manager – TCL Chris Barron, General Manager Personal Care UK&I / SVP Deodorants Europe – Unilever George Hutchins, Head of Sponsorships, UK & Ireland – Tata Consultancy Services
15:20 – 16:10	Winning with the Third Space: How Coca-Cola Won with Gen Z Through Premier League sponsorship ROOM MAIN STAGE	Richard Adelsberg, Chief Executive Officer – Ear to the Ground Owen Laverty, Chief Brand Officer – Ear to the Ground <i>This session opens with an interactive Piing game, followed by the panel discussion. Audience participation required</i>
16:20 – 17:00	Women's sport sponsorship – The Brands Perspective and Purpose ROOM MAIN STAGE	Emily Heath, Brand Director for Rexona/Sure – Unilever Danielle Lee, Director Brand & Marketing – Metro Bank Tara Parashar, Senior Strategist – Ear To The Ground Maya Herm, Associate Vice President – THE COLLECTIVE.TEAM

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 ROOM MAIN STAGE	Oriol Boix, Head of Digital Products & Membership – FC Barcelona Thomas Ehemann, Head of Digital – FC Bayern München Finn Blakeney, Head of Digital Products – Tottenham Hotspur FC
10:40 – 11:20	Future-Proofing Fandom: How Sports Leagues Stay Culturally Relevant in a Gaming-First World ROOM NFL LOCKER ROOM	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 Henry Hodgson, General Manager – NFL UK
15:30 – 16:15	The evolution of product in the new sporting economy ROOM NFL LOCKER ROOM	Gary Davidson, Group Chief Operating Officer – 54 Roger Mitchell, Founder – Albachiara Group Rick Shiels, CEO – Rick Shiels Media Tom Julian, Head of International Cooperation and Public Relations – Bundesliga International GmbH Christy Cahill, Chief Brand & Communications Officer – World Lacrosse
16:20 – 17:00	Digital Technology and Innovation – A glimpse into the Future ROOM NFL LOCKER ROOM	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 ROOM STADIUM BRIEFING ROOM	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 ROOM STADIUM BRIEFING ROOM	David Matthews, Head of Integrity – The FA Jakub Čavoj, Integrity Officer – Slovakian football Association Marielle van den Breemen, Integrity Manager – KNVB Ahmed Harraz, Team Lead MA Governance Services – FIFA	   
11:30 – 12:15	The football players calendar – when is too much too much – Protecting performance and player care ROOM MAIN STAGE	Maheta Molango, Chief Executive Officer The PFA Louise Skinner, Partner – Morgan Lewis Michael Leahy, Manager, Strategy & Industry Intelligence, Men’s Football & Player IQ – FIFPRO	  
14:00 – 14:50	Governance and Integrity: A Blueprint for the Future ROOM STADIUM BRIEFING ROOM	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	Inside the Deal: Legal Insights on Commercial Partnerships in Sport ROOM STADIUM BRIEFING ROOM	Nick Anderton, General Counsel – Castore Sportswear Yvonne Moynihan, Managing Director – Wizz Air Cathal O’Currain, Partner – Addleshaw Goddard Anne-Marie Whiteley, Associate – Addleshaw Goddard George Campbell, Head of Legal and Governance – Celtic Football Club	    
16:10 – 17:00	Safeguarding in Global Sport ROOM STADIUM BRIEFING ROOM	Paul Stewart, Co-Founder – Safeguarding Union Marie-laure Lemineur, Head of Safeguarding and Child Protection – FIFA Geraldine Costello, Director Governance and Safe Sport – 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 ROOM THE RESIDENCY	Gary Mapstone, Senior Energy Manager – ClearVUE. Business Pierre Villez, F1 & Sport Sustainability Lead – Fédération Internationale de l’Automobile (FIA)	 
15:00 – 15:40	Sport and Sustainability – Now and the Future. Best practice, Challenges and Opportunities ROOM THE RESIDENCY	Nathalia Gonzales, Associate Director Sustainability – LIVE.TEAM Marcus Parry, Sustainability Manager – Tottenham Hotspur Football John Kemp, Assistant Director – Sustainable Golf Development – The R&A Jennie Blackmore, Head of Production – Sky Sports	   

DAY 2

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 ROOM THE RESIDENCY	Giles Chater, COO – Spartan Nick Bitel, Chief Executive – London Marathon Group Zena Woolridge OBE, President – World Squash Shaun Hamilton, President – International Jump Rope Union Densign White, CEO – International MMA Federation (IMMAF)	    
11:20 – 12:00	Sports events and The Legacy ROOM THE RESIDENCY	Kim Mejnert Frydensbjerg, Head of Events – Wonderful Copenhagen 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	LA 28: Winning with the Third Space of fandom ROOM MAIN STAGE	Matt Mckie, VP Marketing – 2K  Owen Laverty, Chief Brand Officer – Ear to the Ground  Noah Bernard, Senior Vice President – Endura, Pentland Brands  Tina Rehana, Mary Earps' Brand Manager, Commercial & PR agent Matt Richards - Great Britain Olympian
13:30 – 14:10	The Monetisation of Brand. Building Solid IP & Trademark Foundations ROOM THE RESIDENCY	Geoff Steward Partner, Intellectual Property – Addleshaw Goddard  Joel McDonald, Head of Brands – 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 ROOM MAIN STAGE	Andreas Heyden, CEO – Dyn Media  <i>This session opens with an interactive Piing game, followed by the panel discussion. Audience participation required</i>
10:30 – 11:10	Building audiences – through creative compelling stories ROOM MAIN STAGE	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  Daniel Barker, Managing Director of Content Strategy and Distribution – NASCAR  <i>This session will start with the ISC 30 Under Thirty awards and after the ceremony the panel will commence</i>
		Edward Jones, Senior Director of Content Partnerships – PGA Tour  Ryan Skeggs, Managing Director – THE TEAM  Jem Maidment, Chief Marketing Officer – Utilita Energy 

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) ROOM NFL LOCKER ROOM	Nathan Homer, Senior Director, Sports CX & Commercial Strategy – Qiddiya  James Turner, Head of Client Services – 54 

SPORTS INVESTMENT FORUM – SHOW ME THE MONEY! DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
14:20 – 15:00	Investment in The Sports Industry - What next? ROOM NFL LOCKER ROOM	Pedro Félix da Costa, Founding Partner and Chief Commercial Officer – APEX  Henry Baldwin, Managing Director – Anthony Joshua Boxing. 258 Group  Michael Payne, Chairman CEO – Payne Sports Media Strategies Luke Jackson, Director – Walker Morris LLP 



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