

# PROGRAMME

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

THE MEETING PLACE FOR  
THE BUSINESS OF SPORT



## EVENT PARTNERS AND SUPPORTERS





Dear Sports Colleagues,

It is my pleasure to welcome you to the **INTERNATIONAL SPORTS CONVENTION (ISC) – 2026**. The meeting place for the Business of Sport.

It's been 17 years since the concept of ISC was born in Zurich, Switzerland.

We strongly believe that having everyone connected to the Business of Sport under one roof is the key driver to providing value to all attendees. Creating a diverse range of networking opportunities is essential so everyone can maximise their time, investment and experience at **ISC LONDON 2026**.

Our focus on the customer journey and hospitality throughout ISC is what drives us, and we have again incorporated some fun elements. You can become a world record holder by "attempting" the challenge at the Guinness World Records stand. You may see our Mascot – Victor(y) the Bear – please give him a high five or fist pump. It is another way of "B2B Fan Engagement!". Some of our partners on Level 2 have some excellent prize competitions. Keep an eye out on details through our push notification via the ISC Mobile app.

I would like to thank all our speakers who have committed their valuable time and expertise to discuss and debate some of the key developments, opportunities and challenges in the Business of Sport. Thank you also to YOU – all our partners, exhibitors and delegates in the continued faith you show in ISC.

The **INTERNATIONAL SPORTS CONVENTION** keeps evolving but most importantly, it is your feedback that will drive how we develop next year's agenda, networking events and programming. We wish to reimagine and reinvigorate ISC for the years ahead.

ISC Team are exploring some exciting and bold developments for 2027, but before we make any decisions, we want to hear from you. Please visit the ISC Stand and speak to our team or take part in the survey on the ISC Website. Your feedback is incredibly important to us. ISC has always been built around its community, and your insight will help ensure we continue to innovate and deliver an event that truly serves the needs of the global sports business industry.

I look forward to hopefully meeting you all in the next two days and hope that you enjoy the networking and content experience here in London for the **INTERNATIONAL SPORTS CONVENTION 2026**.

Yours in Sport,

Nigel Fletcher  
Chief Executive

**#ISCLONDON**

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# 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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@internationalsportsconvention

# FINDING YOUR WAY

## LEVEL 0

WORCESTER AVENUE

ISC MAIN ENTRANCE



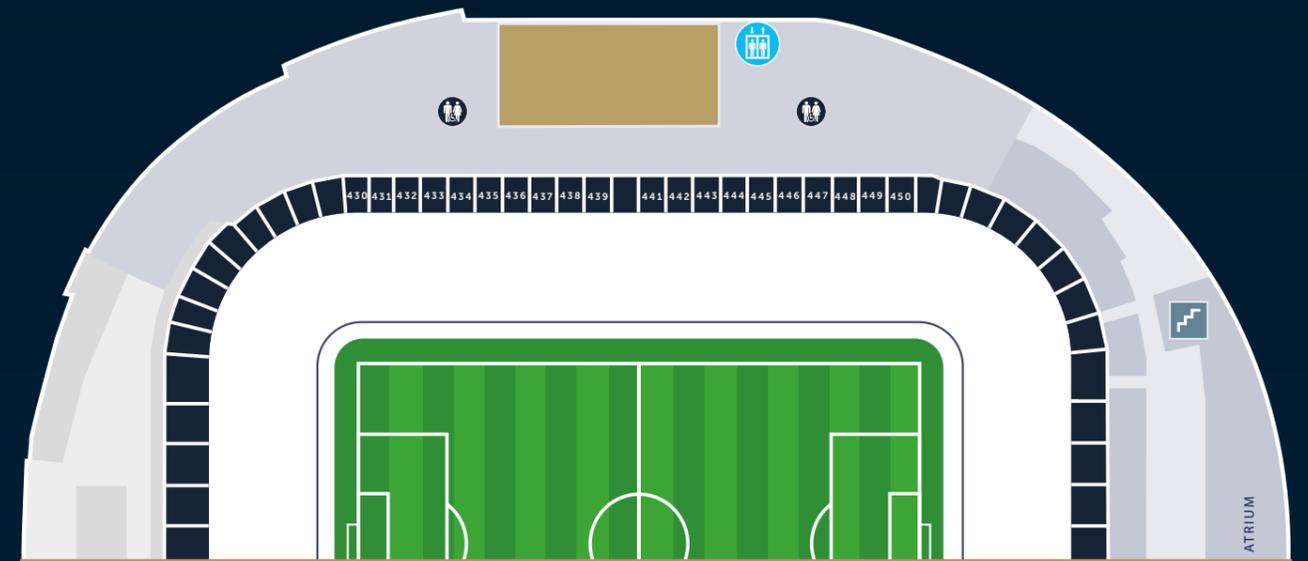
## LEVEL 2



## LEVEL 3



## LEVEL 4



**LEVEL OVERVIEW**

- LEVEL 0**
  - Stadium Briefing Room
  - NFL Locker Room
  - Registration Desk
  - Help Desk
  - Mobile App Desk
- LEVEL 2**
  - Cloakroom
  - The Residency
  - Lunch  
(Day 1 – 12:00 – 14:00)  
(Day 2 – 12:00 – 13:30)
  - Exhibition
  - All Food + Beverage
  - Drinks Reception  
(Day 1 – 17:00 – 19:00)  
(Day 2 – 15:00 – 16:00)
  - Toilets
- LEVEL 3**
  - Main Stage Conference
- LEVEL 4**
  - Private Thought Leadership Round Tables
  - Hospitality Boxes
  - Toilets



**AERIAL OVERVIEW**

# UPCOMING EVENTS

**ISC Social Media and Digital Summit**  
2 June 2026, Art'otel, London

**ISC Brands and Sponsorship Summit**  
24 September 2026, Unilever House, London

**ISC Women's Sport Business Summit**  
29 September 2026, London



# DAY ONE OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
8:00	GATES OPEN + BREAKFAST			
9:15				
9:30				
9:45		Governance of Football Associations – strengthening over 200 member associations – A FIFA Perspective Ahmed Harraz, Team Lead MA Governance Services – FIFA		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 München + Finn Blakeney, Head of Digital Products – Tottenham Hotspur FC
10:00				
10:15		Football Integrity – The Football Associations – threats, opportunities, and challenges – What do Football Associations need to do 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		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
10:45	Future-Proofing Fandom: 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 + Henry Hodgson, General Manager – NFL UK			
11:00				
11:15				
11:30	Social impact in sport – A Brand Perspective 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			The Football Players' Calendar – When Is Too Much Too Much? – Protecting Performance and Player Care Maheta Molango, Chief Executive Officer The PFA + Louise Skinner, Partner – Morgan Lewis + Michael Leahy, Manager, Strategy & Industry Intelligence, Men's Football & Player IQ – FIFPRO
11:45				
12:00				
12:15				
12:30	LUNCH 12:00 – 14:00 – LEVEL 2			

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
14:00				
14:15		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	Playing for the Same team: Improving sustainability and the fan experience together Gary Mapstone, Senior Energy Manager – ClearVUE. Business + Pierre Villez, F1 & Sport Sustainability Lead – Fédération Internationale de l'Automobile (FIA) + Craig Boath, Sustainable Golf	The future of Brands in Sports Partnerships Darek Maciolek, CMO & CXO – BNP Paribas + 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
14:30				
14:45				
15:00		Inside the Deal: Legal Insights on Commercial Partnerships in Sport Nick Anderton, General Counsel – Castore Sportswear + Yvonne Moynihan, Managing Director – Wizz Air + Cathal O'Curraín, Legal Director – Addleshaw Goddard + Anne-Marie Whiteley, Associate – Addleshaw Goddard + George Campbell, Head of Legal and Governance – Celtic Football Club	Sport and Sustainability – Now and the Future: Best Practice, Challenges and Opportunities Nathalia Gonzales, Associate Director Sustainability – LIVE•TEAM + Marcus Parry, Sustainability Manager – Tottenham Hotspur Football Club + John Kemp, Assistant Director – Sustainable Golf Development – The R&A + Jennie Blackmore, Head of Production – Sky Sports	Winning with the Third Space: How Coca-Cola Won with Gen Z Through Premier League sponsorship Richard Adelsberg, Chief Executive Officer – Ear to the Ground + Owen Lavery, Chief Brand Officer – Ear to the Ground
15:15				
15:30	The evolution of product in the new sporting economy 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			
15:45				
16:00		Safeguarding in Global Sport 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		
16:15	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			Women's Sport Sponsorship – The Brand 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 + Maya Herm, Associate Vice President – THE COLLECTIVE•TEAM
16:30				
16:45				
17:00				
17:15	DRINKS RECEPTION – 17:00 UNTIL 19:00 – LEVEL 2			
19:00	GATES CLOSED			

# DAY TWO OVERVIEW

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
8:30	GATES OPEN + BREAKFAST			
9:15				<b>Driving Fan Engagement in a New Era of Sport</b> 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
9:30				
9:45				
10:00				
10:15				
10:30			<b>International Sports Federations and Event Organisers: Navigating a more complex world</b> 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)	<b>Building Audiences Through Creative, Compelling Stories</b> Daniel Barker, Managing Director of Content Strategy and Distribution – NASCAR + Edward Jones, Senior Director of Content Partnerships – PGA Tour + Ryan Skeggs, Managing Director – THE-TEAM + Jem Maidment, Chief Marketing Officer – Utilita Energy
10:45				
11:00				
11:15			<b>Sports events and The Legacy</b> 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 Athletes	<b>LA28: Winning with the Third Space of fandom</b> Matt McKie, VP Marketing – 2K + Owen Laverty, Chief Brand Officer – Ear to the Ground + Noah Bernard, Senior Vice President – Endura, Pentland Brands + Christina Taylor, Founder – Purpose Agency + Matt Richards, 2x Olympic Champion, Founder & CEO – Sponza
11:30				
11:45				
12:00	LUNCH 12:00 – 13:30 – LEVEL 2			

	LEVEL 0	LEVEL 0	LEVEL 2	LEVEL 3
	NFL LOCKER ROOM	STADIUM BRIEFING ROOM	THE RESIDENCY	MAIN STAGE
13:30	<b>Creators in sport – maximising fan value</b> William Haxby, Managing Director – Entourage + George Quick, Executive Director, Commercial – 54		<b>The Monetisation of Brands: Building Solid IP &amp; Trademark Foundations</b> 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	
13:45				
14:00				
14:15	<b>Investment in The Sports Industry – What next?</b> 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			
14:30				
14:45				
15:00	DRINKS RECEPTION – 15:00 UNTIL 16:00 – LEVEL 2			
15:15				
15:30				
15:45				
16:00	GATES CLOSED			

## 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? <b>ROOM MAIN STAGE</b>	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 <b>ROOM NFL LOCKER ROOM</b>	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 <b>ROOM MAIN STAGE</b>	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 <b>ROOM MAIN STAGE</b>	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 Brand Perspective and Purpose <b>ROOM MAIN STAGE</b>	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 <b>ROOM MAIN STAGE</b>	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 <b>ROOM NFL LOCKER ROOM</b>	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 <b>ROOM NFL LOCKER ROOM</b>	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 <b>ROOM NFL LOCKER ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	Ahmed Harraz, Team Lead MA Governance Services – FIFA	
10:10 – 11:00	Football Integrity – The Football Associations – threats, opportunities, and challenges – What do Football Associations need to do. <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM MAIN STAGE</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM STADIUM BRIEFING ROOM</b>	Nick Anderton, General Counsel – Castore Sportswear Yvonne Moynihan, Managing Director – Wizz Air Cathal O'Curraín, Legal Director – 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 <b>ROOM STADIUM BRIEFING ROOM</b>	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 <b>ROOM THE RESIDENCY</b>	Gary Mapstone, Senior Energy Manager – ClearVUE. Business Pierre Villez, F1 & Sport Sustainability Lead – Fédération Internationale de l'Automobile (FIA) Craig Boath, Sustainable Golf	  
15:00 – 15:40	Sport and Sustainability – Now and the Future: Best Practice, Challenges and Opportunities <b>ROOM THE RESIDENCY</b>	Nathalia Gonzales, Associate Director Sustainability – LIVE•TEAM Marcus Parry, Sustainability Manager – Tottenham Hotspur Football Club 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 <b>ROOM THE RESIDENCY</b>	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 <b>ROOM THE RESIDENCY</b>	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 Athletes	   

## CONFERENCE PROGRAMME

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

TIME	SUBJECT – ROOM	SPEAKER
11:20 – 12:00	LA28: Winning with the Third Space of fandom <b>ROOM MAIN STAGE</b>	<p>Matt McKie, VP Marketing – 2K </p> <p>Owen Laverty, Chief Brand Officer – Ear to the Ground </p> <p>Noah Bernard, Senior Vice President – Endura, Pentland Brands </p> <p>Christina Taylor, Founder – Purpose Agency </p> <p>Matt Richards, 2x Olympic Champion, Founder &amp; CEO – Sponza </p>
13:30 – 14:10	The Monetisation of Brands: Building Solid IP & Trademark Foundations <b>ROOM THE RESIDENCY</b>	<p>Geoff Steward, Partner, Intellectual Property – Addleshaw Goddard </p> <p>Joel McDonald, Head of Brands – Addleshaw Goddard </p> <p>Victoria Davidson, Deputy General Counsel – Brentford FC </p> <p>Paul Dicken, Vice President, Brand Protection &amp; Corporate Security – Liverpool FC </p>

### FAN ENGAGEMENT DAY 2 – MARCH 26, 2026

TIME	SUBJECT – ROOM	SPEAKER
09:20 – 10:15	Driving Fan Engagement in a New Era of Sport <b>ROOM MAIN STAGE</b>	<p>Andreas Heyden, CEO – Dyn Media </p> <p><i>This session opens with an interactive Pliing game, followed by the panel discussion. Audience participation required.</i></p> <p>David Slade, Senior Director Brand and Marketing – ATP Tour </p> <p>Chris Ewing, Owner – Caledonian Braves </p> <p>Divya Goel, Vice President of Fan Engagement – Atlassian Williams F1 Team </p>
10:30 – 11:10	Building Audiences Through Creative, Compelling Stories <b>ROOM MAIN STAGE</b>	<p>Daniel Barker, Managing Director of Content Strategy and Distribution – NASCAR </p> <p><i>This session will start with the ISC 30 Under Thirty Awards, and after the ceremony, the panel will commence.</i></p> <p>Edward Jones, Senior Director of Content Partnerships – PGA Tour </p> <p>Ryan Skeggs, Managing Director – THE TEAM </p> <p>Jem Maidment, Chief Marketing Officer – Utilita Energy </p>
13:30 – 14:10	Creators in sport – maximising fan value <b>ROOM NFL LOCKER ROOM</b>	<p>William Haxby, Managing Director – Entourage </p> <p>George Quick, Executive Director, Commercial – 54 </p>

## CONFERENCE PROGRAMME

### 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? <b>ROOM NFL LOCKER ROOM</b>	<p>Pedro Félix da Costa, Founding Partner and Chief Commercial Officer – APEX </p> <p>Henry Baldwin, Managing Director – Anthony Joshua Boxing, 258 Group </p> <p>Michael Payne, Chairman CEO – Payne Sports Media Strategies </p> <p>Luke Jackson, Director – Walker Morris LLP </p>



# IISC

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



## EVENT PARTNERS AND SUPPORTERS

