

IISC WEEK & FESTIVAL LONDON 2027

MARCH 22-26



THE MEETING PLACE FOR
THE BUSINESS OF SPORT

DEAR SPORTS COLLEAGUE

The International Sports Convention (ISC) was established in 2009.

As ISC prepares for adulthood, with next year being its eighteenth year, and following significant industry feedback through our survey and consultations, I am pleased to announce an extended, reimagined and reinvigorated ISC.

I am tremendously excited to confirm that the International Sports Convention Week and Festival, which will take place over the course of five days. We will be organising a week of dynamic networking, content, hospitality and sport business insights in London at some of the finest venues and stadiums.

In 18 years, the sports business industry has changed significantly, but nothing beats human connection and interaction. Our new five-day programme will continue to include two core days remaining at the Tottenham Hotspur Stadium.

Our core mission is to provide each attendee with the best possible Sport Business B2B event experience.

We look forward to welcoming you to the International Sports Convention 2027 Week and Festival, March 22 – 26, 2027.

Yours in sport

Nigel Fletcher, Co-Founder & CEO



WEEK & FESTIVAL 2027 ITINERARY



**MAR
22**

DAY ONE
ISC BRANDS FORUM
The Ivy Restaurant
London



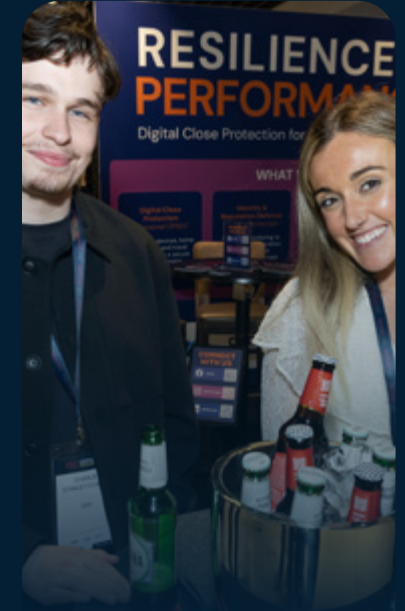
**MAR
23**

DAY TWO
INTERNATIONAL SPORTS
AWARDS & NETWORKING
NIGHT
London Transport Museum
Covent Garden, London



**MAR
24-25**

DAY THREE & FOUR
INTERNATIONAL SPORTS CONVENTION
Tottenham Hotspur Stadium, London



**MAR
26**

DAY FIVE
EXTRA TIME
Guinness Open Gate
Brewery and English
Football Hospitality,
London

DAY ONE

IISC BRANDS FORUM

📅 Monday 22nd March 2026
🕒 11:30 – 17:00
📍 The Ivy Restaurant, London

Leading brands and sponsors from the business of sport will come together to kick off Day 1 of the International Sports Convention 2027 Week and Festival at the original Ivy Restaurant in central London, a sophisticated setting which will enhance the dynamic networking and content experience.



PREVIOUS SPEAKERS



DAY TWO

IISC INTERNATIONAL SPORTS AWARDS & NETWORKING NIGHT

📅 Tuesday 23rd March 2026

🕒 19:00 – 22:00

📍 London Transport Museum | Covent Garden, London

ISC will bring the global sports industry together for an evening of celebration, simultaneously welcoming delegates from across the world for an immersive night prior to ISC 2027. This will be held in one of the most spectacular of British venues in the heart of London.

ISC will announce 15 winners from a range of categories for organisations, sports governing bodies, clubs, broadcasters and more. This includes categories such as fan engagement, sport sponsorship, and sport sustainability.

We will also be recognising the next generation of leaders, entrepreneurs and sport business professionals with the 26/27 ISC Thirty Under 30 Awards. Through the ISC Fifty 50 Awards, we will also be celebrating individuals over 50 years old who have made a meaningful contribution to sport, from unsung heroes to industry leaders, honouring their experience, commitment and legacy.



DAY THREE & FOUR

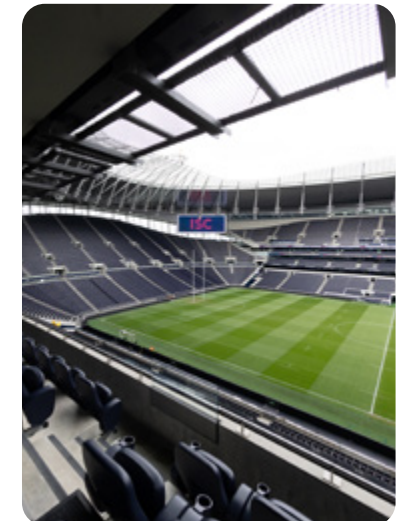
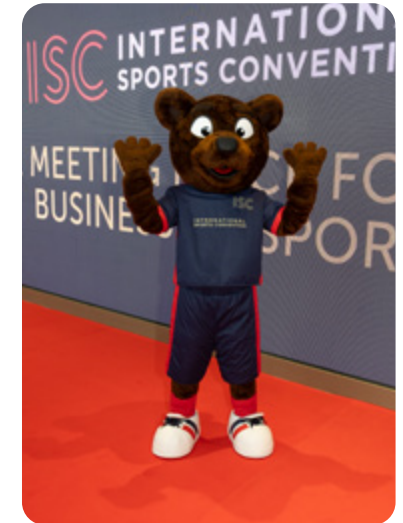
INTERNATIONAL SPORTS CONVENTION

- 📅 Wed 24th - Thurs 25th March 2026
- 🕒 Day one - 08:00–19:00
Day two - 08:30–15:00
- 📍 Tottenham Hotspur Stadium, London

Our flagship annual event over two days at the Tottenham Hotspur Stadium is one of the largest networking and content forums in the global sports industry. ISC 2027 stimulates meaningful conversations, provides platforms for innovative content, and at its core connects people to build impactful business relationships.

Our key strands at ISC 2027 are:

- Brands and Sponsorship
- Fan Engagement
- Technology and Innovation
- Integrity and Governance
- Major Events
- Sports Investment



DAY FIVE

IISC EXTRA TIME

📅 Friday 26th March 2026
📍 Guinness Open Gate Brewery and
English Football Hospitality, London

Business networking takes many forms and the final day of International Sports Convention 2027 Week and Festival will be the chance to unwind further with private dining, a VIP Guinness tour and a trip to one of England's finest stadiums for an English Football League (EFL) match where you will be treated to first-class hospitality.



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LONDON 2027
MARCH 22–26

ISC IS WAITING FOR YOU

To discuss your involvement with ISC, contact us by email using
events@internationalsportsconvention.com or london@internationalsportsconvention.com