



ISC

Women's Sport Business Summit

Tuesday 29th September 2026 | HIJINGO, 90 Worship Street, London



Sponsors and Partners



EAR TO
THE GROUND

TWO
CIRCLES

Programme

Time	Subject - Room	Name - Position	Organisation
09:15 – 10:00	Registration and Networking		
10:00 – 10:10	Welcome and Introductions	Adam Leventhal, ISC Host	
		Felicity Kvesic, ISC Host	
		Nigel Fletcher, CEO	International Sports Convention
		Melissa Soobratty, Former Head of Media and Marketing	Professional Squash Association (ISC Advisory Board Member)
		Sarah Lewis, Chair	British Olympians Association (ISC Advisory Board Member)
10:10 – 10:50	Winning Together: The Future of Brand Partnerships in Women's Sport	Carolyn Rich, Director of Brand	Allianz UK
		Michael Impong, Chief Marketing Officer	Valeo Foods UK
		Claire Gatcum, Senior Sponsorship Manager	Royal London
		Ashley Goldie, UKI Senior Media & Content Manager	Personal Care, Unilever
		TBC	(DRPG rep)
10:50 – 11:30	Two Circles presentation/panel	TBC	Two Circles
		TBC	WSL
11:30 – 12:00	Coffee and Networking		
12:00 – 12:10	ISC Women's Sport Business Awards ceremony		
12:10 – 12:45	Building the brand and the marketing roadmap to stage the biggest FIFA Women's World Cup in History	Marco Nazzari, Director Marketing, Brand and Business Intelligence	FIFA
12:45 – 13:30	Lunch and Networking		
13:30 – 14:15	Sports Partnerships with Barbie: Barbie has always championed the belief that girls can be anything. From astronauts to CEOs, Barbie has broken barriers and redefined what's possible – igniting imagination and inspiring generations of girls to dream without limits. "Give Limitless Possibilities"	Jess Kelly, Head of Consumer Products and Partnerships	Mattel
14:15 – 15:00	Women's Sport Fandom: Building Communities That Last	Farah Chowdhury, Chair	Arsenal Women's Supporters Club
		Sarah Lewis, Chair	British Olympians Association (ISC Advisory Board Member)
		Elisa Gaudet, Founder	Women's Golf Day
		Heather McCormick, Group Communications & Public Affairs Director	London Marathon Group
		TBC	Ear To The Ground
15:00 – 15:45	Drinks reception and Networking		



ISC INTERNATIONAL SPORTS AWARDS

APPLICATION DEADLINE – 6TH NOVEMBER 2026

AWARD CATEGORIES

- | | | |
|---|-----------------------------------|---|
| + Sports Tech Company Award | + Sports Streaming Platform Award | + Sports Media Award |
| + Diversity and Inclusion Award | + Sports Integrity Award | + Sports Sponsorship/Partnerships Award |
| + Innovation Award | + Sports Agency of the Year | + Social Media Award |
| + Fan Engagement Award – Governing Body | + Sports Sustainability Award | + Professional Services Award |
| + Fan Engagement Award – Company | + Social Impact Award | + Sports Start-Up of the Year Award |
| + Fan Engagement Award – Club | + Sports Education Award | |



ISC INTERNATIONAL SPORTS AWARDS

30 | UNDER THIRTY

APPLICATION DEADLINE – 6TH NOVEMBER 2026



REGISTER TODAY

ISC WEEK & FESTIVAL LONDON 2027

MARCH 22-26



Day 1 | MAR 22

ISC Brands Forum
The Ivy Restaurant, London



Day 2 | MAR 23

International Sports Awards &
Networking Night
London Transport Museum Covent Garden, London



Days 3 & 4 | MAR 24-25

International Sports Convention
Tottenham Hotspur Stadium, London



Day 5 | MAR 26

Extra Time
Guinness Open Gate Brewery and English
Football Hospitality, London





**THE MEETING PLACE FOR
THE BUSINESS OF SPORT
SINCE 2009**

internationalsportsconvention.com