



SHOWGUIDE

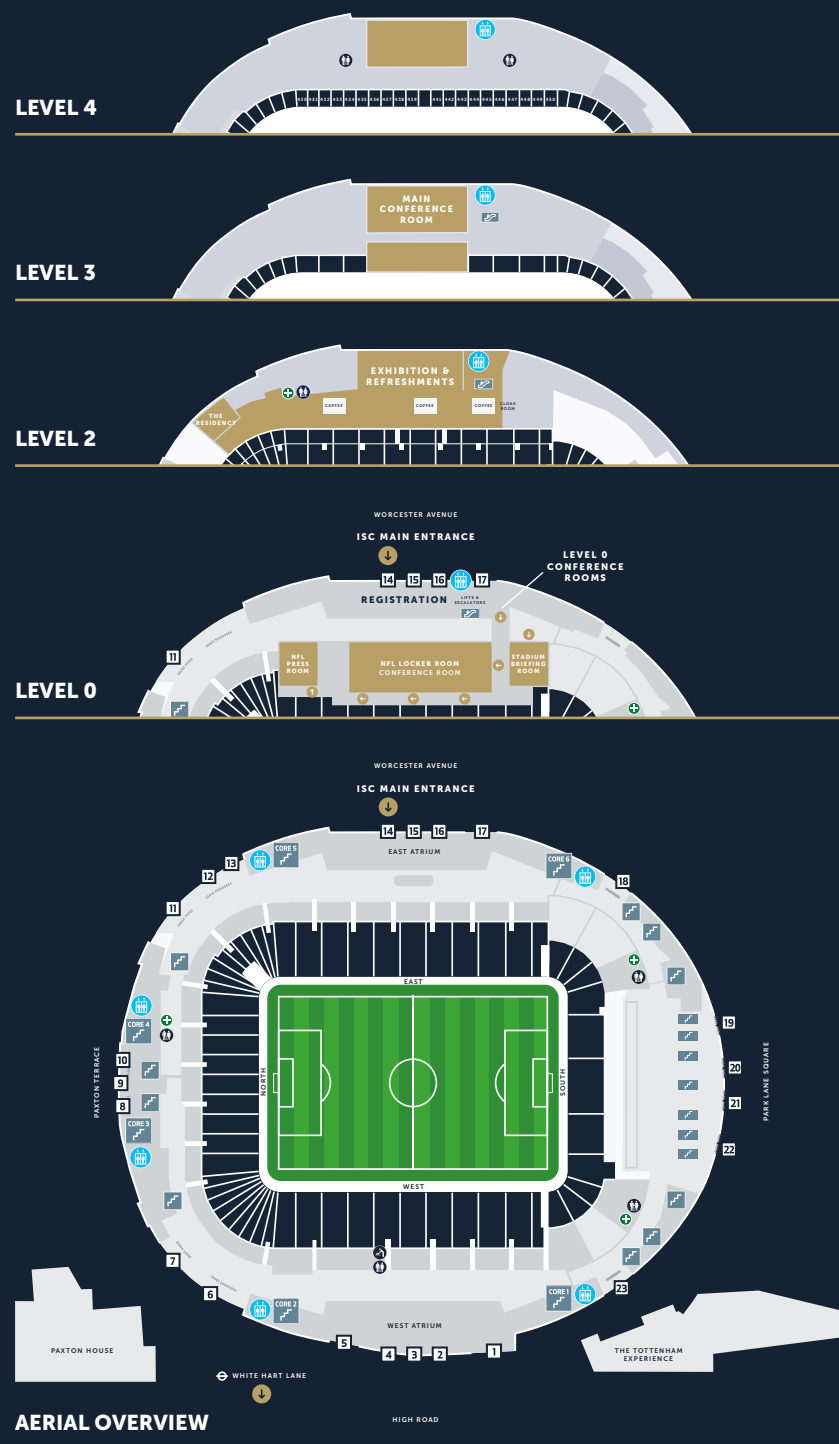
March 25-26, 2026 | Tottenham Hotspur Stadium

THE MEETING PLACE FOR THE BUSINESS OF SPORT

EVENT PARTNERS AND SUPPORTERS



FINDING YOUR WAY



DAY ONE – WEDNESDAY 25 MARCH

START
8:00

LUNCH
12:00 – 14:00 (LEVEL 2)

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

DRINKS 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)

DRINKS SPONSORED BY



CLOSE
16:00

ADDITIONAL
NETWORKING
All day

COFFEE BAR
All day

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EAR TO
THE GROUND

GLORIA
SPORTS ARENA

WASSERMAN
LIVE

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ADDLESHAW
GODDARD

ClearVUE
Measure Energy | Visualize Data | Reduce Costs

ELITE
PERFORMANCE
PARTNERS

LIVEWIRE

Morgan Lewis

SCB
SUPER CODE BROS

WALKER
MORRIS

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





ISC Women's Sport Business Summit

29 September 2026





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UNLOCKING THE POWER

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- Platform & Asset Development
- Operational Modelling
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- Market Entry & Growth
- Promotion & Engagement
- Content Creation & Distribution



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ALASTAIR COWAN
Partner, Real Estate,
Edinburgh

+44 7740 836582
Alastair.Cowan@addleshawgoddard.com



ERIN SHOESMITH
Partner, H&S,
Manchester

+44 7738 023333
Erin.Shoesmith@addleshawgoddard.com



GEOFF STEWARD
Partner, Intellectual Property
London

+44 7340877162
Geoff.Steward@addleshawgoddard.com



BEN COOKE
Partner, Commercial,
Manchester

+44 7830 352 948
Ben.Cooke@addleshawgoddard.com



Measure Energy | Visualise Data | Reduce Costs

Stadium energy, cost and carbon in one platform

In elite sport, the edge comes from data.
Your facilities are no different.



Digital energy assistant



Stadium-wide monitoring



Season-on-season performance trends



Matchday vs non-matchday analysis

IRIS continuously monitors venue operations in real time, analysing energy demand and system performance to identify and prioritise opportunities to reduce load, cost, and carbon, without compromising the requirements of elite performance.



Cut Energy Cost



Control Peak Demand



Drive Sustainability Impact

“ THE CLEARVUE IMPACT IN PROFESSIONAL SPORT

WATFORD FC

30%

Savings identified

ClearVUE unified our monitoring, highlighted unnecessary load, and combined hardware, software and consultancy so we could act quickly and track the savings with confidence.

Tarang Panchal

Head of Procurement & Sustainability



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EAR TO THE GROUND

The creative agency that turns fans into consumers for brands invested in sports, gaming and entertainment.



FAN_INTELLIGENCE®

Discover how the world's most culturally relevant brands are winning with fans.



Download our latest Fan Intelligence® report for a chance to win a Champions League football signed by Marcelo.

SONY



snipes™



POWER
ADE



Coca-Cola



asics

2K25



Heineken®

**RICHARD ADELSBERG**
CHIEF EXECUTIVE OFFICER – EAR TO THE GROUND

Richard has built one of the most successful independent creative agencies in global sport, gaming and entertainment with a client base featuring some of the world's most culturally relevant brands (including Nike, PlayStation, New Balance, Coca-Cola and Snipes). The agency's Fan Intelligence proposition is revolutionising how creative is developed in collaboration with those driving culture.

**HENRY BALDWIN**
MANAGING DIRECTOR – ANTHONY JOSHUA BOXING, 258 GROUP

Henry is the Managing Director of the 258 Group, the private office of heavyweight boxer Anthony Joshua. The 258 Group was established to support the ecosystem around Anthony, with key pillars including real estate, investments, athlete management, and philanthropy. With a background in commercial sports, Henry has worked alongside Anthony for over seven years. In recent years, Henry has supported Anthony in establishing and expanding his private office. In addition to overseeing the Group, he leads 258 Ventures, the private equity arm of the office, which operates with a multi-stage investment mandate.

**DANIEL BARKER**
MANAGING DIRECTOR – CONTENT STRATEGY AND DISTRIBUTION - NASCAR

Dan Barker is a veteran sports media executive, currently serving as the Managing Director of Content Strategy and Distribution at NASCAR. Prior to his 6 years at NASCAR, Barker has served in leadership roles at DAZN, Perform Media and Sporting News. Starting his career in Quality Assurance and product, Barker has since moved into content management, strategy, and distribution and has most recently launched The NASCAR Channel on FAST platforms.

**CHRIS BARRON**
GENERAL MANAGER PERSONAL CARE UK&I / SVP DEODORANTS EUROPE – UNILEVER

Chris started his career with L'Oréal on their management trainee scheme, before working in marketing in London, and then subsequently in the company's global headquarters in Paris.

He first joined Unilever in 2006 and has since then worked in London, Chicago and New Jersey. Since returning to the UK&I business over seven years ago he has been working extensively on sports marketing for the Unilever brands in the UK with key partnerships in football with FIFA and UEFA, rugby on Dove Men+Care, cricket on Lifebuoy, and with Radox on the London Marathon.

**CHRIS BIRD**
CEO – RAHEEM STERLING FOUNDATION

Chris Bird is a leading authority on institutional integrity with over 40 years of experience navigating the intersection of elite sport and global business. As the former Chief Operating Officer of Manchester City FC and a Board Director at JD Sports, he has spent his career managing reputation and governance under intense public scrutiny.

Currently CEO of the Raheem Sterling Foundation, Chris champions ethical leadership in sports administration, offering practical insight on how modern organisations can drive commercial momentum without compromising their core values.

**NICK BITEL**
CHIEF EXECUTIVE – LONDON MARATHON GROUP

Nick is the CEO of London Marathon Group having previously been CEO of its events business since July 1995. As well as organising the iconic London Marathon, the company is involved in staging of over 60 mass participation events annually in the UK and abroad.

The London Marathon is the world's most successful Marathon receiving over 1.1 million applications to run the 2026 event with the 2025 event alone raising £87.3m for charities.

He was a founder of World Marathon Majors.

A qualified solicitor, Nick also continues to act as consultant at DLA Piper and he has represented a number of leading sports events and organisations including The Wimbledon Championships and UEFA.

Nick is currently a director of the Major Event Organisers Association, a trustee of the Wimbledon Foundation and a Member of World Athletics Development Commission.

He was the longest ever serving Chair of Sport England and Board member of UK Sport and was previously Chair of the Sports Rights Owners Coalition.

**JENNIE BLACKMORE**
HEAD OF PRODUCTION – SKY SPORTS

Jennie Blackmore is the Head of Production at Sky Sports. In this role, she oversees the production of content for all Football, Boxing and Tennis, including overseeing large-scale live productions, managing teams, coordinating logistics and technology for broadcasts. Her career at Sky Sports began in July 2009 as a production manager, having previously worked on Premier League and England Football coverage at Setanta Sports. She also plays a key role in sustainable broadcasting initiatives, focusing on reducing the environmental impact of sports production, such as minimising crew travel and optimising power usage, in close collaboration with governing bodies.

**FINN BLAKENEY**
HEAD OF DIGITAL PRODUCTS – TOTTENHAM HOTSPUR FC

Finn Blakeney is Head of Digital Products at Tottenham Hotspur Football Club, where he leads the club's fan-facing digital ecosystem. He is responsible for setting the digital vision and strategy, and for delivering a multi-year transformation programme to rebuild the club's digital ecosystem – launching a new suite of products, implementing a best-in-class identity system and rolling out new capabilities across loyalty, ticketing and engagement for supporters around the world.

His work spans cross-functional areas in product, engineering, architecture, data and UX, with a focus on solving real fan problems, driving engagement and unlocking new commercial value.

**ORIOL BOIX**
HEAD OF DIGITAL PRODUCTS & MEMBERSHIP – FC BARCELONA

Oriol Boix is Head of Digital Products & Membership at FC Barcelona. Within his responsibilities, he and his team are in charge of defining the vision and objectives of the FC Barcelona Official Website and Apps, in which integrating the Membership program, increasing revenue for all the business units, and activating Commercial opportunities play a big role.

Oriol also oversees any other digital products within the organization, making sure that the digital ecosystem is consistent and well integrated.

Being a product passionate, Oriol has 10 years of experience in the field. He has a degree in Telecommunications Engineering from UPC and a post-graduate degree in Marketing from UCLA.

**JAKUB ČAVOJ**
INTEGRITY OFFICER – SLOVAK FOOTBALL ASSOCIATION

Jakub Čavoj is an Integrity Officer at the Slovak Football Association, where he has been responsible for anti-match-fixing and integrity matters since 2016. He holds a Master's degree from the Academy of Police Forces in Bratislava, where his thesis focused on Corruption in Sport.

He is a graduate of the UEFA Certificate in Football Management (2020) and an alumnus of the UEFA Football Integrity Programme (UEFA FIP). In 2025, he also completed the UEFA Fight the Fix Education Programme, further strengthening his expertise in education, prevention, and integrity risk management.

Over the past years, he has personally delivered integrity and anti-match-fixing education seminars to approximately 12,000 players, ranging from U15 youth teams to top-level professional footballers across Slovakia. Since 2018, more than 40 members of the Slovak FA have been sanctioned for breaches of integrity regulations, reflecting the active enforcement of integrity standards under his professional involvement.

In 2020–2021 and again in 2025, he cooperated with the CSCF Foundation for Sport Integrity on Erasmus+ projects, primarily focused on education and prevention of match-fixing among grassroots and women's football players. He regularly represents Slovakia as a speaker and expert in the fight against sports corruption at international forums organized by the Council of Europe, the United Nations (UN), UEFA, and FIFA.

Mr. Čavoj is a frequent speaker at professional conferences on sports integrity and compliance, including Sport and Law, Sport Between the Lines, and the Slovak Compliance Summit. He also participated in the FIFA Compliance Summits in 2018, 2020, 2022, 2025.

In 2016–2017, together with his colleagues, he contributed to a UEFA Research Grant project entitled "Effectiveness of European Countries' Laws and Regulations Dealing with Match-Fixing". As part of this research, he conducted fact-finding missions in six countries, participated in international surveys, and co-authored the final analytical report.

In addition to his professional and research activities, Mr. Čavoj has lectured at several universities, including the University of Lausanne, Comenius University in Bratislava, the Faculty of Law in Trnava, and the Academy of Police Forces in Bratislava.

**GILES CHATER**
COO – SPARTAN

Giles Chater is the Chief Operating Officer for Spartan Race, a global leader in obstacle course racing, functional fitness and endurance events. Giles has a passion for the transformational impact of live events, which he's developed working in operational positions at Tough Mudder, London Olympics and British Canoeing.

Responsible for an annual portfolio of >1,000 events spanning 45 countries and multiple disciplines Giles leads a diverse global team to deliver on Spartan's mission - to change 100 million lives.

**GERALDINE COSTELLO**
DIRECTOR GOVERNANCE AND SAFE SPORT – BRITISH GYMNASTICS

Geraldine Costello is the Director of Governance and Safe Sport at British Gymnastics, leading a dedicated team focused on creating an uplifting gymnastics experience that is safe, enjoyable, and accessible to all. Her work is driven by a deep commitment to safeguarding and ensuring zero tolerance for abuse and harm within the sport.

Geraldine brings extensive experience from across the charity, policing, and sports sectors. Previously, she led safe practice strategy at Girlguiding, supporting volunteers, and served for 31 years with the Metropolitan Police, where she specialised in protecting vulnerable groups, managing domestic abuse cases, and overseeing the management of violent and sexual offenders. She also holds voluntary roles as an independent Case Management Group Chair for England Netball and as a Safeguarding Advisor for the domestic abuse charity Surviving Economic Abuse.

Her passion for safeguarding is rooted in personal lived experience, motivating her to ensure that people are heard, believed, and cared for. Geraldine strives to create environments where compassion and safety are paramount, and where equitable experiences are promoted for all.

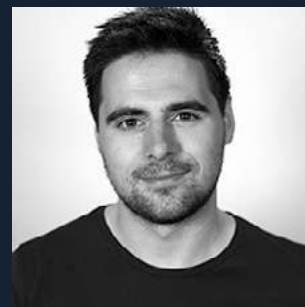
At British Gymnastics, Geraldine leads one of the largest safeguarding and welfare teams in UK sport, bringing together expertise from across sport, local authorities, and the voluntary sector.

Geraldine believes gymnastics can profoundly impact lives, particularly for children and young people. Her vision is for the Governance and Safe Sport department to make every member's experience safe and enjoyable, contributing to a bright future for the sport.

**GÖRKEM DÖNMEZ**
GENERAL MANAGER – GLORIA SPORTS ARENA

Mr. Dönmez has been working for Gloria Hotels & Resorts, an establishment of Ozaltin Group for 18 years. After Gloria Sports Arena (GSA)'s project in 2014, he started working as the Sales Executive of the complex. 4 years later, in 2018 he was appointed General Manager.

GSA is located in Belek region of Antalya-Türkiye, which is a world-renowned destination for golf and football. Since it is the most comprehensive center for training and performance for professional athletes in Europe, Mr. Dönmez states that their primary purpose is to maximize GSA's recognition and reputation by hosting clubs, national teams and elite athletes for their preparation camps, 12 months of the year in the 50 sports branches available in GSA and by contributing to their guests' successes on their way to the top.

**TIM EDWARDS**
GLOBAL ATHLETE PARTNERSHIPS LEAD – TIKTOK

Tim Edwards joined TikTok in September 2020 and leads athlete partnerships for TikTok across the UK. With over ten years of experience working across the sports industry, Tim has an established track record in helping athletes and individuals unlock audience growth and brand expansion and has worked on some of the biggest events in sport globally - Including the FIFA World Cup, European Championships, Olympic Games, Wimbledon and Six Nations.

Prior to working at TikTok, Tim led talent and partnerships for Sport Relief and spent six years as an agent for YMU Group. A fan of all sports, Tim cycles nearly as badly as he skis and has suffered supporting Sunderland AFC his whole life.

**THOMAS EHEMANN**
HEAD OF DIGITAL – FC BAYERN MÜNCHEN

Tom is a digital expert in the sports business industry and has worked for key players such as Deloitte and the German Football Association (DFB). Currently, he is responsible for digitalisation at FC Bayern München as Head of Digital. Tom has studied in Spain, Brazil, China, and the US earning his Executive MBA at ESADE Business School and holds a master's degree in sports economics at University Bayreuth/Germany. He is a startup mentor at EXPRENEUR, the high tech startup incubator of TU Munich, and is also a member of the Bitkom Management Club in collaboration with ESMT in Berlin.

**CHRIS EWING**
OWNER – CALEDONIAN BRAVES

Born in Glasgow, I now live in Paris with my wife and three girls. A former professional footballer for Motherwell FC, I had a life changing opportunity to pursue a soccer scholarship in NY and studied at Adelphi University on Long Island, NY. Living in Paris for the last 18 years, I created Edusport Academy in 2011, combining sport, education and travel. The aim of the project was to offer young French footballers a life learning experience in Scotland through their passion of sport.

I am also the owner of Caledonian Braves FC, Scotland's youngest senior football club, playing in the Scottish Lowland League. We are in the process of creating a global ownership community that will see like minded fans from around the world influence the strategy of the club via our bespoke app.

In 2017 I obtained my Master's in International Sports Management from the Johan Cruyff Institute. I'm also a UEFA qualified coach and sit on the Scottish Lowland League Board as Vice Chairman.

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How we do it:

1

Search and Selection

From Head Coach to CEO and the teams behind them, we find and place high-impact talent from around the world, always aligned with our client's vision and values.

2

Leadership Development

Blending real-world insight with proven frameworks, we help leaders grow into game-changers – on the field, in the boardroom and everywhere in between.

3

Executive Advisory

We work shoulder to shoulder with directors, executives, and ownership groups to shape structures, strategies, and cultures that leave a lasting legacy of performance.

We believe you can't expect to win on the field unless you're built to win off it.



The essential and inclusive
community for all professionals
working in sponsorship

Community

EVENTS

Free access to ESA events & webinars

Member-only **round tables**

Networking with brands, rights holders and agencies

ESA Awards entry & recognition

Discounts on conferences

Access to **member directory**

Professional Development

COURSES (**discounted** for ESA members)

ESA Introduction to Sponsorship

ESA Sponsorship Sales Certificate

ESA Sponsorship Diploma

ESA Leaders Programme

Award-winning case studies

Exclusive research

Advertise **jobs**

Visibility & Credibility

PROMOTION

Member Spotlight features

News **amplification** (deals, renewals, etc.)

Thought leadership blogs

Use of ESA logo for affiliation with respected industry body



Visit sponsorship.org to discover what ESA membership can do for your business

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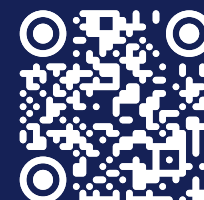
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Where champions train

At Gloria Sports Arena, greatness isn't a coincidence, it's a craft. Olympic, World and European champions push limits, rebuild strength and shape performances that inspire the world.

Every detail is designed around one purpose: be a champion.

Gloria Sports Arena is the training ground where champions prepare for their next championship.

Location

Located in Antalya-Belek at the heart of the Turkish Riviera, and as part of the Gloria Hotels and Resorts chain, Gloria Sports Arena has been a leading destination for high-performance sport since 2015.

Europe's Largest Performance Centre

Officially approved as a Turkish NOC Olympic Training Center, Gloria Sports Arena offers world-class facilities for over 50 sports.

Sports Medicine & Performance Support

The Sports Medicine and Athletic Performance Center provides tailored health services, therapies, and advanced performance tests, ensuring every athlete trains, recovers and improves with precision.

Athletes & Programs

Gloria Sports Arena welcomes individual athletes, teams, national squads, and clubs. The complex hosts year-round training camps, tournaments, events, conferences, and clinics for elite and amateur athletes alike.



GWR FOR BUSINESS



The highest altitude football game on a parabolic flight

Closer to the action, closer to the fans

Record-breaking isn't just a spectacle; it's a strategy. It creates unforgettable experiences that bring fans closer to the action and strengthens their connection with your club.

Transform fan engagement with record-breaking moments



Unrivalled experiences

Imagine fans stepping out of the stands and into the spotlight alongside their heroes. Record-breaking moments aren't just watched—they're lived.

Elevated club identity

Achieving a **GUINNESS WORLD RECORDS™** title positions your club as innovative, exciting, and committed to its supporters.



The emotional impact

Record-breaking creates moments your fans will never forget. It's about turning extraordinary achievements into powerful, shared experiences.

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The practical benefits

Why sports clubs choose record-breaking



Content that resonates

These moments provide social media gold, from behind-the-scenes footage to viral record attempts, driving fan engagement and media coverage.



Deeper loyalty, greater visibility

Shared victories foster stronger connections, while the prestige of a **GUINNESS WORLD RECORDS** title amplifies your club's global appeal.



Revenue opportunities

New opportunities for branded content, sponsorships, and ticket sales emerge with every record attempt.



The results speak for themselves

Record-breaking events are a proven way to inspire loyalty, create buzz, and set your club apart from the competition.

Puma India and Royal Challengers Bengaluru (RCB) made history with an unforgettable record attempt. Fans came together to chase the **GUINNESS WORLD RECORDS** title for the **Most cricket runs between the wickets in one hour (team)**, achieving an incredible 823 runs under official adjudication.

SOCIAL MEDIA - Reach: 3,511,108 | Impressions: 4,034,531 Engagement: 707,707 | Engagement rate: 20.20%

Come and see us

Our team is ready to discuss how record-breaking can work for your club.

Visit us to explore the possibilities and start creating unforgettable moments for your fans.



Get in touch

THE NEW ERA OF FOOTBALL

Upgrade your experience with
paper products.

//

**If we don't have a healthy
environment, then sports will
not thrive."**

Erik Solheim, head of UN Environment

Sustainability is now becoming a vital part of
the matchday experience.

With **4,200 kilograms** of plastic waste being
generated in **every match**, spokespeople are
beginning to speak out.

It is time to change the stadium experience,
and our **100% paper** club-branded straws,
cutlery, and cups add a new layer, one that is
meaningful.

Our paper products are not basic disposables;
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BUT THE EXPERIENCE HAS.**



HelloStraw



While millions of plastic straws are
used every season, hardly any club
utilizes branded disposables. This
makes eco-friendly serviceware one
of football's most powerful, yet
underused, branding tools.

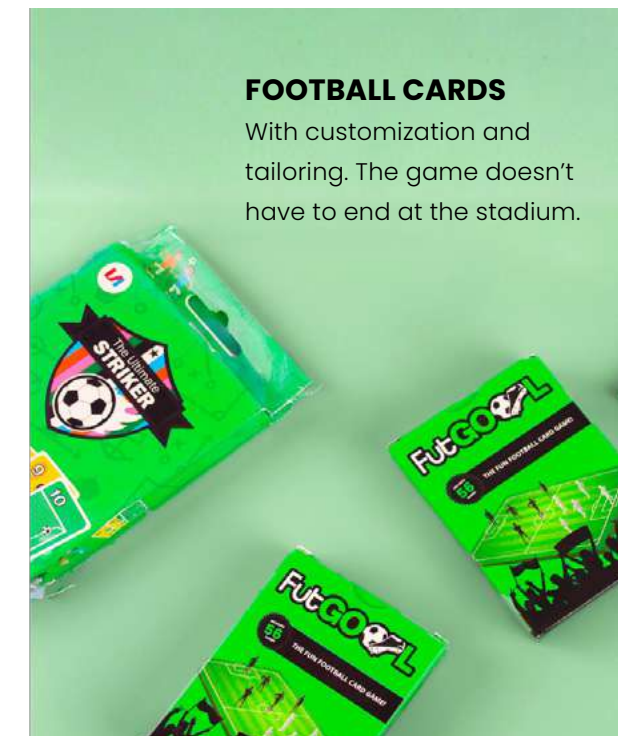
EMBRACE SUSTAINABILITY, UNITED BY SPORTS.

As the World Cup approaches, we
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the country's color and slogan,
consumers' support becomes a blend
of sustainability and passion.



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With customization and
tailoring. The game doesn't
have to end at the stadium.



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YOU DOWN



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WHATEVER HAPPENS WE WON'T EVER LET YOU DOWN



OFFICIAL SPONSOR OF
THE FIFA WORLD CUP 2026™



PEDRO FÉLIX DA COSTA
FOUNDING PARTNER AND CHIEF COMMERCIAL OFFICER – APEX

Pedro is the Founding Partner and Chief Commercial Officer at APEX. He leads the strategy and value creation team, is responsible for portfolio management, oversees the athlete community, and has built a broad ecosystem of sports stakeholders around APEX.



SARAH FUSSEK
DIRECTOR SPORTS INTEGRITY – INTERNATIONAL SKI AND
SNOWBOARD FEDERATION

Sarah Fussek is the Sports Integrity Director at the International Ski and Snowboard Federation (FIS). Having served in several roles within the federation she brings a comprehensive background in sports management, governance and athlete support services. She holds an MBA, during which she conducted research on women in international sports leadership. As a committed advocate for empowering women in sport, she actively supports fostering their personal growth. Throughout her career, she has remained dedicated to creating fair, safe and clean sporting environments, making her a respected and valued voice within the global sports community.



ALVARO GARCIA SAMPERÉ
EUROPE BRAND SPONSORSHIPS, PARTNERSHIPS & EVENTS MANAGER
– TCL

With over seven years of experience in marketing, brand strategy, and event management, I specialize in leading high-impact sponsorships, partnerships, and brand activations across the European market. Currently serving as Europe Brand Sponsorships & Partnerships Manager at TCL, I managed the different sports partnerships (IOC, Football National Teams and Arsenal FC among others) and the development of integrated marketing campaigns that enhance visibility and drive brand value.

My background spans global tech leaders including OPPO and LG Electronics, where I managed end-to-end marketing projects from major sporting event sponsorships (Roland Garros, Wimbledon, World Padel Tour) to product launches and OOH campaigns.

Sports sponsorships have always been a true passion of mine combining the energy of live events with the strategic power of brand storytelling. I'm deeply driven by the opportunity to connect brands with audiences through meaningful partnerships that go beyond visibility, creating emotional engagement and lasting impact.



CLAIRE GATCUM
SENIOR SPONSORSHIP MANAGER – ROYAL LONDON

Claire has over 20 years' experience in sports marketing having worked at award-winning agencies, international rights holders and B2B, Financial Services and FMCG brands. Claire is currently leading Royal London's ground-breaking, truly purpose-led sponsorship which sees Royal London as Founding Partner of the first ever Lions Women's rugby team who will tour New Zealand in 2027.



DIVYA GOEL
VICE PRESIDENT OF FAN ENGAGEMENT – ATLISSIAN WILLIAMS F1
TEAM

Divya Goel is Vice President of Fan Engagement at Atlassian Williams F1 Team. She has over 13 years of experience driving growth, digital innovation, and fan engagement across some of the world's most recognized sports and entertainment organisations. As a leader at the intersection of storytelling, data, and technology, she has built award-winning, omni-channel campaigns that scaled audiences, deepened customer loyalty, and delivered measurable business impact.



NATHALIA GONZALES
ASSOCIATE DIRECTOR SUSTAINABILITY – WASSERMAN LIVE

Nathalia Gonzales leads the sustainability division at Wasserman Live. With a focus on driving environmental strategy across small to large-scale events in the sporting world, she leads initiatives that reduce material impact, strengthen circularity, and embed sustainable practices into every stage of brand delivery. Working with internal and external teams, she assists teams in delivering solutions with a better footprint without compromising creative or commercial ambition. Her work focuses on measurable impact, innovation in sustainable materials, and building industry-wide standards that help sports organizations meet their climate goals.

**ESTEBAN GONZALEZ**
3X3 DIGITAL CONTENT SENIOR MANAGER – FIBA

With a passion for content and digital innovation, Esteban brings a wealth of experience and expertise to our panel discussion. Having specialised in Sports Communication and Journalism during his studies in Barcelona, he joined FIBA in 2018 and brings expert insights and a unique perspective on the latest Digital Strategies for Growing Fan Engagement.

**SHAUN HAMILTON**
PRESIDENT – INTERNATIONAL JUMP ROPE UNION

Shaun Hamilton is an international sport executive and academic specialising in international federation governance, athlete pathways, and sport-for-health systems. He serves as President of the International Jump Rope Union (IJRU), leading global strategy, governance alignment, and standardized competition frameworks supporting long-term sport sustainability. Shaun holds a Master of Public Health, is an Adjunct Professor at the University of Dayton, and a PhD candidate in Higher Education Leadership. A former World and U.S. Jump Rope Champion, he is a frequent contributor to international sport forums on governance credibility, athlete-centered policy, and health-oriented sport models.

**AHMED HARRAZ**
TEAM LEAD MA GOVERNANCE SERVICES – FIFA

Ahmed is an experienced and multilingual football governance expert specialized in supporting Member Associations, strengthening compliance frameworks, and enhancing governance standards across international football. His expertise spans crisis management, regulatory advisory, stakeholder engagement, and strategic project delivery, with a strong focus on developing sustainable football structures worldwide.

Ahmed has been working with FIFA since 2022, leading governance related services for FIFA Member Associations, providing guidance on statutory frameworks, regulatory compliance, and crisis prevention and management. He currently serves as FIFA Team Lead MA Governance Services, overseeing governance support initiatives and contributing to the development and implementation of governance best practices across the global football ecosystem.

Prior to joining FIFA, Ahmed held senior management roles across international football, including Head of Club Licensing at CAF. During this time, he led regulatory and licensing initiatives, supported major football competitions, events and development projects, contributed to stadia and infrastructure regulatory frameworks, and worked closely with Member Associations and key stakeholders across multiple confederations.

**EMILY HEATH**
BRAND DIRECTOR FOR REXONA/SURE – UNILEVER

Emily Heath is the Global Brand Director for Rexona/Sure, bringing over 17 years of experience at Unilever. During the nine years she has spent on the Rexona brand, Emily has led numerous high-impact global campaigns and strategic partnerships.

Many of these have been in collaboration with top-tier sports entities such as Manchester City and Chelsea FC – part of a broader strategy to drive brand growth, global visibility, and deeper consumer engagement. Her work has been instrumental in unlocking new audiences, delivering measurable commercial returns, and helping to establish Rexona as the world's number one deodorant brand.

**MAYA HERM**
ASSOCIATE VICE PRESIDENT – WASSERMAN | THE COLLECTIVE

Maya Herm is Associate Vice President at Wasserman, where she leads strategic initiatives focused on investing in women's sport, music, and entertainment. Based in London, Maya works with global brands and properties to create impactful partnerships that elevate women's sports and drive cultural relevance.

The Collective's work includes groundbreaking research on women's sports fandom and consumer behaviour, helping clients understand the buying power and influence of female fans. Maya is passionate about leveraging insights to shape sponsorship strategies that deliver both brand awareness and business growth.

With experience spanning brand consulting, event strategy, and partnership development, Maya plays a key role in guiding clients and prospects through the evolving sports and entertainment landscape. She is committed to advancing equity and visibility in women's sports. In her previous role, Maya started an initiative to bring commercial sponsorship data to women's football clubs in the UK to continue to support the growth of the teams post-2022 EUROs.

**ANDREAS HEYDEN**
CEO – DYN MEDIA

Andreas Heyden is the CEO of Dyn Media GmbH where he champions broadcasting sports like handball, basketball, volleyball, hockey, and table tennis. With over 25 years of experience at the intersection of digital, media, and sports, he has a proven track record, including leading the digital arm of the German Football League (Bundesliga) and driving innovations in VoD, OTT, AR, AI, and esports. Andreas is passionate about inspiring more people through sports and driving Dyn Media's success in the evolving sports media landscape.

**HENRY HODGSON**
GENERAL MANAGER – NFL UK

Henry Hodgson was appointed General Manager for the NFL's UK & Ireland office in July 2022 and is responsible for all facets of the NFL's operations in this key market for the league's international expansion. A native of the UK, Henry spent the previous 12 years working for the NFL in its Los Angeles office, and prior to his move back to the UK was the NFL's Vice President of International Marketing. In that role, Henry was responsible for the launch of the NFL's global social media channels and launching the NFL's entry into new markets across the globe, including Germany, Brazil and Australia.

**GEORGE HUTCHINS**
HEAD OF SPONSORSHIPS, UK & IRELAND – TATA CONSULTANCY SERVICES

George leads the UK & Ireland sponsorship strategy for TCS, managing partnerships across sport, technology and mass-participation events. He focuses on building impactful, purpose-driven programmes that elevate the TCS brand, strengthens community engagement, and showcases the company's innovation through AI.

**HUGO INGLIS**
FOUNDER – HIGH IMPACT ATHLETE

Hugo Inglis is a four-time New Zealand Olympic field hockey player with over a decade at the top of international elite sport. He is also co-founder of High Impact Athletes (HIA), a global movement empowering athletes to fund the world's most effective climate and social solutions.

In recognition of his leadership at the intersection of sport and climate action, Hugo was named one of two athlete winners of the IOC Climate Action Awards 2025, announced in the lead-up to the Milano Cortina 2026 Olympic Winter Games.

Under his leadership, HIA has grown to 220+ athletes across 48 sports and 34 countries, collectively driving \$1.9M in donations, improving 435,000+ lives, protecting 6.8M+ animals, and mitigating 600,000+ tonnes of CO₂e. Grounded in science, technology, and storytelling, Hugo is committed to turning sport's cultural power into real-world impact.

**TIMM JÄGER**
CEO EINTRACHTTECH – EINTRACHT FRANKFURT

Timm Jäger is CEO of EintrachtTech and Advisor to the Executive Board at Eintracht Frankfurt and responsible for all strategic digital projects and the business strategy of the club. EintrachtTech is a 100% club-owned tech subsidiary of Eintracht Frankfurt which incorporates all digital business areas such as digital platform/app development, the digital stadium hub 'Arena of IoT', eSports and all startup and tech cooperations of the club.

Before joining Eintracht Frankfurt, Timm worked as a Management Consultant for the Boston Consulting Group and for BMW in their headquarters in Munich. In 2022 he was selected top "40 under 40" within the German speaking sports business.

**EDWARD JONES**
SENIOR DIRECTOR OF CONTENT PARTNERSHIPS – PGA TOUR

Ed Jones leads the Content Partnerships team at the PGA TOUR, responsible for increasing fan growth and viewership via player creative, creator partnerships and third-party collaborations having previously led the PGA TOUR's International Content team. Before joining the TOUR, he led Team GB's marketing team at the Tokyo Olympics including the award winning I Am Team GB sports participation campaign, prior to which he spent a decade agency side, in which time he co-founded Goal Click, the grassroots storytelling company in sport.

**TOM JULIAN**
HEAD OF INTERNATIONAL COOPERATION AND PUBLIC RELATIONS – BUNDESLIGA INTERNATIONAL GMBH

Tom Julian is Head of International Cooperation and PR at Bundesliga International, where he leads the development of the league's most prominent non-commercial global partnerships. His responsibilities include building strategic relationships with major sports organisations - including leagues, teams, governmental institutions and charities - and brings together the work of the Bundesliga's international offices worldwide.

Tom has been with the league for six years, playing a key role in strengthening its international positioning and cross-league collaboration. Prior to joining the Bundesliga, he worked as an international relations and communications consultant within the Olympic movement, advising on global sports strategy, content distribution and stakeholder engagement.

He began his career at Sky Sports in the UK as a digital sports journalist, primarily covering football and American football — an early focus that continues to inform his cross-sport perspective today.

FAST TRACKS AND DARK DEALS

How Sport Became Business and Business Became Sport

MICHAEL R. PAYNE

An Insider's Story

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A powerful and unapologetic autobiography from one of the few surviving insiders, 'Fast Tracks and Dark Deals' is a surgical dissection of the business of sport and its evolution over the past fifty years from a cottage industry to a trillion-dollar business.

Fast-paced and edgy, it profiles the characters and events that gave birth to the sports biz. Along the way, readers encounter dazzling highs and sobering lows, as wars, scandals, and economic crises threaten to pull the whole spectacle apart.

The story is told from a seat close enough to hear the whispers in the corridor yet distant enough to see the broader patterns, the fragile alliances, the unexpected friendships, and the bold ideas that reshaped global sport.

'Fast Tracks and Dark Deals' offers unique business insights from someone who was a major player in many of them, who knew everyone and has been everywhere in the labyrinth of world sport, even its dark corners. The final part provides a telling and perhaps unsettling prediction for the next fifty years.

*Forewords by Thomas Bach and Bernie Ecclestone.
650 pages of untold stories, with 60 pages of photographs
that document the evolution of the business of sport.*

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AT THE INTERSECTION OF SPORT AND LAW

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Our lawyers represent clients on a variety of corporate, finance, antitrust, litigation, labour & employment, investigations, tax, and IP matters, including M&A, stadium construction and private/public financing, venue naming rights, franchise relocation, sponsorships and promotional agreements, negotiation of media deals, and trademark protection and licensing.

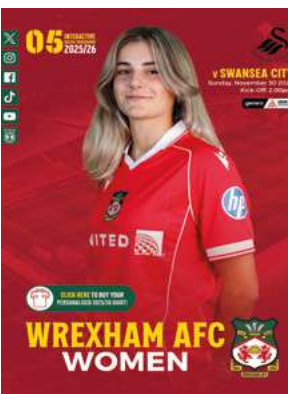
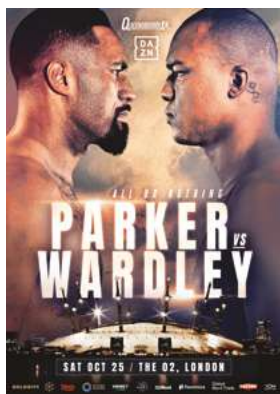
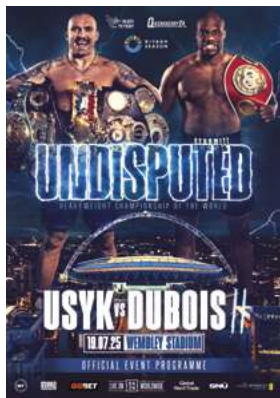
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Hashtag Digital Media produces unique digital interactive magazines and print publications for sporting events and major organisations.

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Our Mission

THE TECH BEHIND THE TIP-OFF

Whether BBL, ProA, ProB, women's leagues or youth competitions – we ensure the digital game operations run stable, fast and reliably. Our platform connects clubs, federations, media and fans in a unified data environment.

Databases, licensing, live statistics, standings, scouting tools, websites, live tickers, TV feeds and server infrastructure: all of this is planned, operated and continuously optimized by SCB.

BASKETBALL DATA ECOSYSTEM



We are the invisible infrastructure behind every jump ball, every score and every stream. SCB develops and operates the central tech ecosystem for organized basketball in Germany.

MEET US AT BOOTH 50

Our Services

FROM COURTSIDE TO CLOUD

One central platform, many critical components – modular, scalable and optimized for professional basketball operations.

STATS & DATA ENGINE

Real-time statistics from scorer's table to TV graphics. Box scores, advanced stats, standings, historic data and scouting views – consistent from one source.

Live stats · Scouting · Standings

SERVER & INFRASTRUCTURE

Hosting, performance tuning and high-availability setups specifically designed for game days, playoffs and peak traffic. Secure, scalable, monitored.

Cloud · Performance · Security

WEB & MEDIA INTEGRATION

Live ticker, embeds, widgets and API feeds for websites, apps, TV and streaming. Clean interfaces with clear SLAs & support.

Live ticker · TV feeds · APIs

LICENSE & MANAGEMENT

Player, team, and league management including licensing, data maintenance and permission concepts for federations, leagues and clubs.

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Super Code Bros is the data and tech backbone of German basketball. We operate the systems that power competitions – from live stats to league infrastructure.



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JOHN KEMP

ASSISTANT DIRECTOR – SUSTAINABLE GOLF DEVELOPMENT – THE R&A

As Assistant Director – Sustainable Golf Development, John Kemp is responsible for corporate sustainability at The R&A, the sustainability programme of The Open and AIG Women's Open, as well as leadership for the global sport through sustainable golf research, industry education and engagement in sustainability, and global agronomic standards setting.

John has previously worked in a range of roles including consulting to golf facilities, and with not-for-profit GEO Foundation for Sustainable Golf. John has worked and acted in voluntary capacity across a range of sports – from grassroots clubs to national governing bodies.



INDY KHABRA

CO-FOUNDER AND CO-CEO – LIVEWIRE

Indy Khabra is a global ad technology executive, entrepreneur, and industry thought leader. He is the Co-Founder of Livewire, an award-winning gaming marketing company launched in 2021 that helps the world's leading brands connect with highly engaged gaming audiences at scale. With deep expertise across strategy, data, technology, and emerging media, Indy leads Livewire's global growth, working with clients including NFL, Live Nation, DAZN, Verizon, Nike, Uber, and Amazon.

Prior to Livewire, Indy held senior leadership roles at Dentsu, where he led the Data, Technology, and Programmatic division, earning multiple industry accolades as part of the group's executive team. He is also an active mentor and advisor, has represented key industry bodies including ad:tech and AiMCO, and has served as a board member of the IAB.

Recognised as a Top MarComm Leader in Campaign's 40 Under 40, Indy is a regular contributor to leading industry publications and events, including Digiday, WARC, Campaign Asia, and Advertising Week, where he shares insights on the future of media, gaming, and advertising innovation.



DANIELLE LEE

DIRECTOR BRAND & MARKETING – METRO BANK

A creative innovator driven by commercial outcomes, Danielle has built her career by successfully balancing both sides of marketing. She has transformed marketing functions for both household names and challenger brands in the UK and Australia, from brand development to award-winning customer-focused solutions and step change advertising efficiencies. Her commitment to both team and task is her motivator, while consistent growth, nurturing and creating environments for people to thrive are her measures of time well spent. A strategic expert and lateral thinker, Danielle uses a mix of creativity, data and technology to achieve dependably top results.



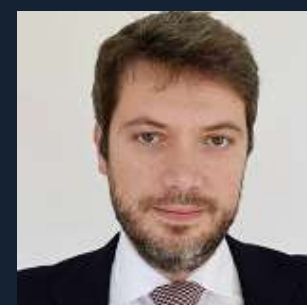
MARIE-LAURE LEMINEUR

HEAD OF SAFEGUARDING AND CHILD PROTECTION – FIFA

Marie-Laure Lemineur is the Head of Safeguarding and Child Protection within FIFA's Education and Social Responsibility Division. This department supports the 211 FIFA member associations across the world in creating a safer football culture.

Marie-Laure Lemineur has more than two decades of experience in the field of human rights education and the protection of children from abuse and exploitation online and offline, with roles in Central America, Asia and Europe. She has authored and co-authored several publications and also served on a number of international advisory entities and boards.

A law graduate from the University of Jean Moulin, Lyon, France, Marie-Laure earned her master's in international human rights law from the University of Essex, UK.



NIELS LINDHOLM

COMPLIANCE & RISK OFFICER – WORLD ATHLETICS

Niels Lindholm is the Compliance and Risk Officer of World Athletics. He also acts as an independent member of the International Paralympic Committee's Governing Board's Audit, Risk, and Finance sub-Committee, the Badminton World Federation's Vetting Panel, and World Sailing's Election Oversight Panel. He has been a Member of the International Partnership Against Corruption in Sport since 2019.

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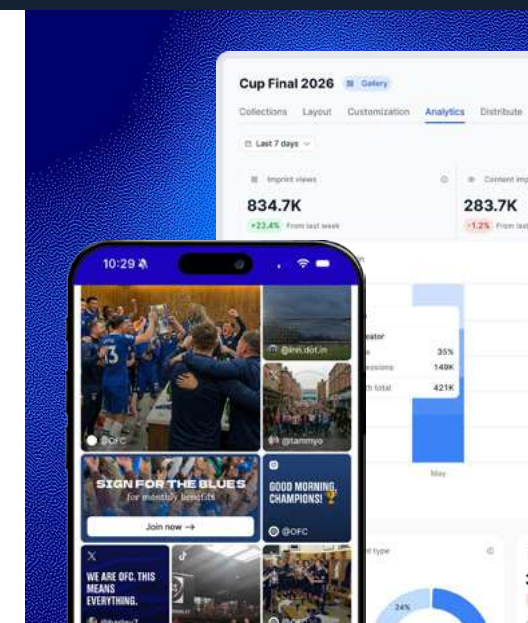
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**DAREK MACIOLEK**
CMO&CXO – BNP PARIBAS

Dariusz Maciołek has been Chief Marketing Officer at BNP Paribas Bank Polska for seven years. In January 2025 he also assumed the role of Chief Experience Officer and is a Member of the Board of the BNP Paribas Foundation. For over two years, he has been associated with the Polish Advertisers Organisation (POR), serving as its President since June 2025. Since July this year, he has been heading the Association of Marketing Communications Agencies. Previously, he was Director of Marketing and Corporate Communications at Aviva Poland.

At BNP Paribas Bank Polska, he leads a team of more than 60 professionals responsible for developing and delivering strategies across marketing and Customer Experience (CX). His role is to build a strong brand for the Bank and reinforce its market position, providing marketing support to individual business lines, and overseeing the achievement of strategic objectives related to Customer satisfaction. He works closely with business units and Tribes on Customer journey mapping and other client-centric initiatives, ensuring a consistent end-to-end experience. He is also responsible for the Bank's marketing strategy, communication, social media development, PR and internal communication, sponsorship, event organisation and marketing research.

Dariusz Maciołek has over 20 years of experience in marketing strategy, sponsorship, communication and social media, gained in both the financial sector (PZU, Rabobank, Provident) and the energy sector (PGE Polska Grupa Energetyczna).

His achievements in the field have earned him numerous prestigious accolades, including the CMO of the Year title awarded by Media & Marketing Polska, AD Marketer of the Year in the AD WO/MAN of the Year 2020 competition, Marketer of the Year 2022 in the prestigious MP Power event industry awards, and first place in the TOP 50 CMO in Poland ranking in 2023. Under his leadership, BNP Paribas Bank Polska campaigns have won seven Cannes Lions awards, including Titanium and the Glass Grand Prix, and in 2024 the #WPLYWOWI campaign received 11 awards from the Polish Creative Club (KTR).

**GARY MAPSTONE**
SENIOR ENERGY MANAGER – CLEARVUE.BUSINESS

As Senior Energy Manager at ClearVUE.Business, Gary Mapstone specialises in energy efficiency, cost reduction, and sustainability strategies. With a strong background in energy management and technical services, he helps businesses optimise their energy use, lower costs, and improve operational efficiency. His expertise spans renewable energy, solar solutions, and consulting, allowing him to deliver tailored strategies that align with corporate sustainability goals. With a deep understanding of the energy landscape, Gary provides ClearVUE.Business clients with data-driven insights and innovative solutions to enhance energy performance and navigate the transition to a low-carbon future.

**DAVID MATTHEWS**
HEAD OF INTEGRITY – THE FA

David has been at The FA since 2013, and last year took up the role of Head of Integrity - including being The FA's appointed Integrity Officer with UEFA. This was following over 10 years successfully managing the Investigations Team in the Legal and Governance Division.

His background prior to sport was as a Detective in the Metropolitan Police. The teams that David oversees carry out investigations into discrimination, betting, match and spot-fixing and social media misconduct, and are also responsible for The FA's Anti-Doping programme.

**JOEL MCDONALD**
ADDLESHAW GODDARD

Joel is a Chartered Trade Mark Attorney with over a decade's experience of advising clients in respect of their intellectual property portfolio.

Joel provides strategic and proactive advice to his clients on the protection of their IP, ensuring any protection that is being obtained or maintained, or any enforcement that is being pursued, serves a commercial purpose. He advises on all aspects of brand protection, from creation and clearance of new brands, prosecution of global IP filing programmes, enforcement and defence of IP rights in opposition and cancellation proceedings and maintenance of IP rights.

Joel has advised clients across a broad range of sectors, including sport, retail, FMCG, fashion and technology, always ensuring he is across the important commercial factors for any given sector.

**MATT MCKIE**
VP MARKETING – 2K

With over two decades of experience at the highest level of sports business, Matt McKie has shaped marketing strategy for some of the world's most iconic sporting properties. His career - spanning Nike, Manchester United, the Olympics, EA Sports FIFA, and 2K - demonstrates a unique ability to drive commercial success while maintaining cultural relevance. Matt is a specialist in navigating the evolving consumer landscape, focusing on how brands can successfully pivot to resonate with next-generation fans across global markets.



KIM MEJNERT FRYDENBJERG
HEAD OF EVENTS – WONDERFUL COPENHAGEN

Kim Mejnert Frydensbjerg leads the Events department at Wonderful Copenhagen, focusing on attracting and developing major events to the city, and maximizing the long-term positive impacts of events on the local community and economy.

With extensive experience in event management and sports administration, Kim has been instrumental in positioning Copenhagen as a leading destination for sustainable sporting events. Kim has played a key role in securing and managing high-profile events, integrating innovative sustainability practices and legacy planning into their execution.

Prior to his current role, Kim has served as the General Secretary at the Danish Rowing Federation, Head of Administration at FC Nordsjaelland, and initiator of Ironman Copenhagen.



JULES MERRISON
DIRECTOR OF IMPACT – INVICTUS GAMES BIRMINGHAM 2027

Group Captain Jules Merrison has 25 years of Armed Forces experience, serving in the Royal Air Force Medical Services. She has specialised in medical planning, operations and aeromedical evacuation, completing operational tours in Iraq and Afghanistan, working for NATO in Belgium, and completing a wonderfully sunny 2-year tour in Cyprus. In 2024, Jules was seconded to the Executive Team of Invictus Games Birmingham 2027. Jules is the Director of Impact and oversees, Sustainability, Accessibility, Social Impact, Culture and Arts, and Research. Whilst clearly not an expert in all these areas, Jules is working closely with excellent consultants and embracing entirely, this most excellent career pivot.



MAHETA MOLANGO
CHIEF EXECUTIVE OFFICER – THE PFA

Maheta Molango is the Chief Executive of the Professional Footballers' Association (PFA), the trade union representing all players across England's professional divisions – the Premier League, Women's Super League, Championship, League One and League Two.

A former professional footballer, Molango's playing career included spells in England with Brighton and Hove Albion, Wrexham and Lincoln City, and in Spain with Atletico Madrid. Off the pitch, he spent four years as CEO of RCD Mallorca, during which time the club achieved back-to-back promotions from Segunda B to La Liga. He has also led a legal career at Baker McKenzie, specialising in sports and employment law, as well as at Atletico Madrid where he served as legal counsel.

In his most recent role since joining the PFA in 2021, Molango was co-director of FIFA's club management programme. Molango teaches part-time at a number of higher education institutions, including ISDE, La Liga Business School, New York University (Madrid), as well as at the PFA's own Business School.



KAREN MOORHOUSE
CEO – ITIA

Karen is CEO of the International Tennis Integrity Agency. The ITIA is responsible for operating the anti-corruption and anti-doping programmes across professional tennis. Karen joined the ITIA in February 2023 after 14 years at the RFL where she was an Executive Director and Chief Regulatory Officer. Karen also served a Director on the Board of the Rugby League World Cup hosted in England in 2022. She remains a trustee of Rugby League Cares – an independent charity responsible for, amongst other things, delivering Rugby League's player welfare programme.



CATHAL O'CURRAIN
PARTNER – ADDLESHAW GODDARD

Cathal is a Legal Director in Disputes and a member of Regulatory Group in Ireland. Cathal is also a member of Addleshaw Goddard's global Sports Sector Group. He has made significant contributions in providing legal advice to regulatory bodies on complex matters, including the scope of European Union law as it applies to An Garda Síochána, the statutory powers of Tribunals of Inquiry and the interpretation of the Paris Agreement on Climate Change. Cathal has extensive expertise in advising Commissions of Investigation and Tribunals of Inquiry on all aspects of their work. As a Barrister, Cathal has more than 12 years' of advocacy experience in the representation of clients at all jurisdiction levels in the State, including before the Supreme Court. Cathal has also acted for clients in sensitive and publicised matters before the Workplace Relations Commission, the Labour Court and the Coroner's Court. He is adept at successfully navigating clients through complex and challenging litigation in the fields of public and regulatory law, inquiries, employment law and judicial review.



TARA PARASHAR
SENIOR STRATEGIST – EAR TO THE GROUND

Tara is one of Ear to the Ground's strategists. She is responsible for developing strategy that drives truly impactful creative work for PlayStation, New Balance and Coventry Building Society. Tara's background is in purpose-led marketing. In previous roles she has helped a major high street bank to develop their regenerative sustainability platform, led all of the social media output of the National Theatre and developed campaigns for BBC News.

Empowering Lives Through Tennis



Tennis For All Uganda (TFAU) is a nonprofit organization dedicated to making tennis accessible to children and youth in underprivileged communities across Uganda. Through sports, education, and community engagement, we aim to inspire hope, build life skills, and provide opportunities for personal and social development.

Our Mission

To use tennis as a tool for positive change by breaking barriers, promoting equality, and fostering a healthier, brighter future for all.

Our Key Projects

Youth Tennis Development Program

Offering free coaching and access to tennis equipment for children from underserved communities. Training certified local coaches to build sustainable tennis development in Uganda.

Education Sponsorship Initiative

Providing scholarships to children, ensuring they access quality education while pursuing their passion for tennis.

Health Awareness & Sports Camps

Combining tennis training with health education, including nutrition, mental health, and fitness awareness, to promote overall well-being.

Girls Empowerment Through Tennis

Creating safe spaces for young girls to thrive, teaching tennis alongside life skills to build confidence and leadership abilities.

Holiday Tennis Camps

Engaging youth during school holidays with structured tennis training programs to foster skills, discipline, and teamwork.

How You Can Support

We invite individuals, organizations, and partners to join us in creating a lasting impact. Here's how you can get involved:
Donate: Contribute to our programs to support equipment, training, and education sponsorships.

Partner With Us

Collaborate with TFAU to expand our reach and impact.

Volunteer

Share your time and expertise to support our initiatives on the ground.

Contact Us

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Email

info@tennisforalluganda.org/ercibraune@gmail.com

Phone

+447742941718

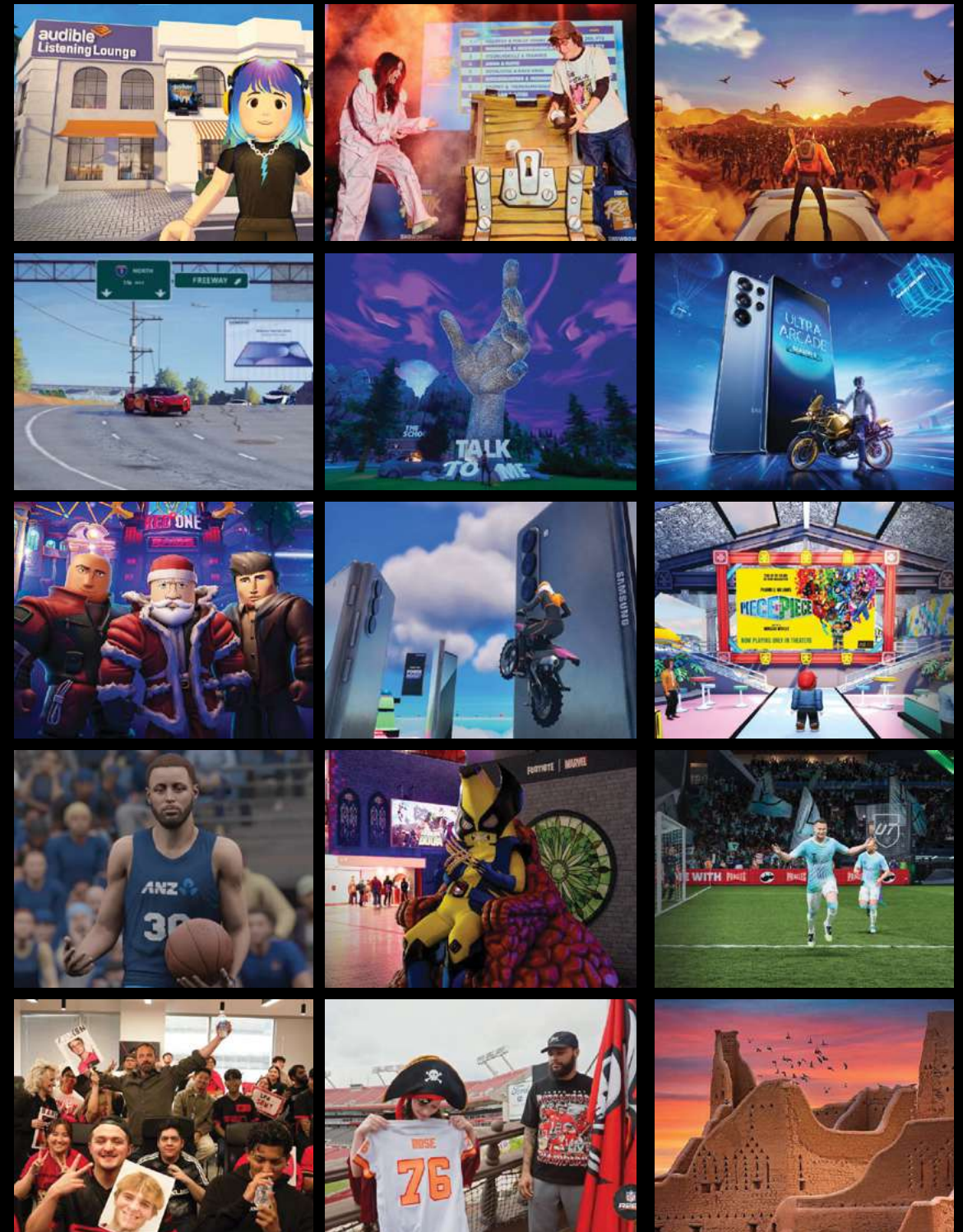
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WHEN YOU LOOK
YOUR *WORST***





MARCUS PARRY
SUSTAINABILITY MANAGER – TOTTENHAM HOTSPUR FOOTBALL CLUB

Marcus Parry is the Sustainability Manager at Tottenham Hotspur, recognised as the Premier League's Greenest Club. He leads the Club's environmental strategy and carbon reduction programme, embedding sustainability across operations and major events.

Tottenham Hotspur has achieved certification to ISO 20121 for sustainable event management through BSI and is a signatory to both the UN Sports for Climate Action Framework and Sports for Nature Framework, marking key milestones on the Club's journey to achieving net zero by 2040.

Marcus brings extensive experience in sustainability and environmental management, including a previous career at the John Lewis Partnership, giving him a broad and practical perspective on driving change across complex organisations.



MICHAEL PAYNE
CHARIMAN CEO – PAYNE SPORTS MEDIA STRATEGIES

Michael Payne was nominated as one of the world's most influential marketers by Advertising Age. He has spent the past 45 years at the forefront of the global sports marketing industry. Hired as the IOC's first marketing director, Michael helped oversee the transformation of the Olympics from bankruptcy to a billion dollar brand. After twenty years, he moved to F1 as Special Advisor to Bernie Ecclestone.

Michael has run his own boutique advisory group for the past two decades, conceiving and brokering some of the industry's biggest deals. He is highly regarded as one of the most transformative executives within the sports industry. He is regularly sought after by the world's media from BBC and CNN to the Financial Times, known for his provocative and insightful comments. In 2022 the IOC awarded Michael the prestigious Coubertin Medal for services to the Olympic Movement.



RAJEEV SATHYESH
MARKETING DIRECTOR (CMO) – HEINEKEN UK

Rajeev is an experienced marketing leader who has worked in different parts of the world on some of the most iconic brands like Gillette and Heineken that have a rich history in sports marketing and brand building. He is currently the CMO for the Heineken company in the UK.



ANNA SCOTT-MARSHALL
DIRECTOR OF COMMUNICATIONS & SOCIAL IMPACT – PARALYMPICS GB

Anna is Director of Communications & Social Impact at ParalympicsGB and is responsible for the organisation's marketing and communications, domestic and international relations and social impact strategy and programmes. Overseeing the development of the organisation's 10 year strategy 'Championing Change' the organisation has significantly shifted its ambition on social impact driven by the vision 'Through sport, inspire a better world for disabled people'.

Anna has been in role since 2015 growing the ParalympicsGB brand and its impact over three Summer and three Winter Paralympic Games. She is also a trustee of the National Paralympic Heritage Trust.



AMANPREET SINGH
SENIOR DIGITAL BRAND EXPERIENCES LEAD, PERSONAL CARE AND HEAD OF GAMING PARTNERSHIPS – UNILEVER

Amanpreet Singh is a Senior Digital Experiences Manager in the Personal Care division where they lead the AI innovation, Gaming and Immersive Experiences division for Unilever. A former professional gamer, Amanpreet brings a unique perspective to digital innovation—bridging brand storytelling with emerging platforms and cultural spaces. Their work spans across AI innovation, sport, gaming, music, and other cultural touchpoints, helping Unilever brands show up authentically and impactfully in the lives of modern consumers. Based in 100VE, Unilever HQ in London, Amanpreet is passionate about building digital ecosystems that connect people, purpose, and play.



RYAN SKEGGS
MANAGING DIRECTOR – WASSERMAN PERFORMANCE

Ryan is a data commercialisation strategist helping brands and rightsholders unlock the true lifetime value of their audiences.

He works at the intersection of sport, culture and technology. Designing data-led growth ecosystems that turn fans into new measurable commercial assets.

**LOUISE SKINNER**
PARTNER – MORGAN LEWIS

Louise Skinner is a partner in Morgan Lewis' Labour & Employment group and a co-leader of the firm's global Sports sector initiative. Based in London, Louise has many years' experience advising clients on the full spectrum of employment law issues, focusing particularly on the intersection with regulatory compliance.

Louise advises and has experience of working with clients across the sports sector including national governing bodies, global sports franchises, professional clubs and athletes, owners, suppliers, talent agencies, and media and betting companies. Louise has assisted clients to navigate complex employment matters for clients involved in the world's most high-profile sports such as football (soccer), including clubs in the English Premier League, Formula 1 motorsport and international rugby, providing particular support in connection with disciplinary, whistleblowing and regulatory investigations and proceedings.

Louise has a special interest in matters concerning equality and diversity in the workplace, offering sector-specific advice on issues relating to pay equity and systemic discrimination. In addition, Louise conducts investigations into workplace and team culture and advises on harassment prevention, crisis management and remediation.

**DAVID SLADE**
SENIOR DIRECTOR BRAND AND MARKETING – ATP TOUR

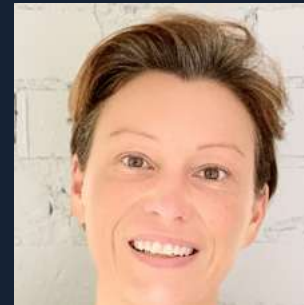
David has been working in the sports industry for almost two decades. Cutting his teeth across Hill + Knowlton, Adidas and CSM, he started working with the Brand and Marketing team at the ATP Tour in 2020. Over the last five years, he has been instrumental in creating a more commercially viable digital ecosystem for the ATP, inclusive of a defined social and editorial strategy with growth exceeding industry benchmarks and allowing for a much more fan-first value proposition for the tour. David has focused on a content first approach and the identification of core fan insights to lead decision making and the evolution of the ATP brand reputation. 'With tennis evolving faster than ever, putting the fan at the heart of all decision making will allow the sport to be more competitive with its wider sports and entertainment counterparts.

**CHARLOTTE SMITH**
EMPLOYMENT & SPORT PARTNER – WALKER MORRIS LLP

Charlotte is a Partner at Walker Morris LLP, specialising in employment and sports law. She is recognised in leading legal directories such as Legal 500 and Chambers, and is known for advising on high-profile, complex and sensitive matters, particularly in the football sector.

Her clients include a number of Premier League and English Football League clubs, working closely with in-house legal counsel, boards and senior executives, and HR professionals. Her practice includes negotiating senior appointments and exits (such as managers, coaching staff, and C-suite executives) and handling employment disputes in the employment tribunal and through sport-specific arbitration. She also advises on disciplinary and integrity matters, including breaches of rules and regulations, as well as discrimination, safeguarding, and sexual harassment investigations.

Charlotte is a regular contributor to thought-leadership in the sports law space, writing on topics such as the implications of the For Women Scotland judgment on transgender participants in sport, the interaction between criminal investigations and the employment relationship, and the governance and integrity challenges arising from high profile sports investigations.

**DONNA SOANE**
DIRECTOR OF GLOBAL SPONSORSHIP – ORANGE

Donna Soane started working for Orange in 2004 as a Brand Partnership Consultant. In 2006 she joined the Global Sponsorship Directive with the responsibility to deliver the successful 'Orange Wednesdays' partnership across Orange's international footprint. Donna is the strategic lead responsible for managing Orange's extensive international sponsorship portfolio.

Prior to Orange, Donna started her career as a journalist after studying a BA honours degree in journalism at the London College of Communications. She quickly established that her passion for communications translated well into brand marketing and in 1998 secured a position as Head of Business Development for EMAP, where she was responsible for developing strategic brand partnerships, such as the 'Kiss 100 house challenge', across EMAP's extensive radio, TV and magazine network.

In 2001, Donna was lured into the fast-growing world of telecommunications, where she was part of the global brand launch team for Three. Here, she worked with the same core team who had launched the Orange brand 7 years prior. Donna is married with one daughter.

**GEOFF STEWARD**
ADDLESHAW GODDARD

Geoff is an IP and commercial litigator with over 30 years of trial experience. He has acted for some of the world's biggest brands across a broad range of sectors (including sport, retail, FMCG, fashion, publishing, and aviation).

Geoff has significant experience in trade mark infringement, registered and unregistered design infringement, and copyright infringement as well as licensing, supply and contractual disputes. He has acted on numerous reported IP cases and passing off, including the leading authorities on post sale confusion in trade mark infringement, and on statutory acquiescence, and registered design infringement.

Brands are at the heart of Geoff's practice and he offers strategic advice from brand creation and filing strategy to enforcement.

**PAUL STEWART**
CO-FOUNDER – UNION OF SAFEGUARDING OFFICERS

Paul Stewart is a former Premiership and international footballer who played for some of the biggest clubs in the country including Man City, Spurs and Liverpool. All this whilst harbouring a dark secret, Paul suffered horrific abuse as a child by a youth football coach, which led him to an adult life of drink, drugs, and suicidal thoughts, Paul's Story was featured in BBC1's "Football Darkest Secret"

Paul talks openly and honestly about the impact the abuse had on his life, and now works within football for the EFL and Premiership educating and helping academy players and staff to cope with the pressures that football brings, his story is one of the most powerful stories you will hear, but it will bring hope as he still manages to succeed despite his experience.

**WILL STONE**
HEAD OF GLOBAL SOCIAL IMPACT – NFL

Will leads the global expansion of the NFL's social impact, including oversight of the NFL Foundation UK, the NFL's first international charity. He is also responsible for expanding the growth of the NFL Flag Programme in the UK & Ireland and increasing the NFL's connectivity across Government & other relevant bodies. Prior to joining the NFL in 2019, Will was Director of Arsenal FC's charity, The Arsenal Foundation. In January 2024, he was appointed Chair of Middlesex in the Community, the charitable arm of Middlesex Cricket.

**HENRY UTKU**
ASSOCIATE VICE PRESIDENT, BASKETBALL BUSINESS OPERATIONS –
NATIONAL BASKETBALL ASSOCIATION (NBA)

Henry started working at the NBA, a global sports, and media organization with the mission to inspire and connect people everywhere through the power of basketball, in 2013. He began with a dual role in both the Events and Basketball Operations departments in the league's Europe and Middle East HQ office in London. In 2018, Henry transitioned over to Basketball Operations full time and is now the team leader as Associate Vice President whose primary focus is on driving revenue through existing programs and building new grassroots initiatives, basketball business operations, and basketball development-oriented activities throughout the EME region.

Since joining the NBA, Henry has worked to develop the Jr. NBA League programme, a large scale youth competition which will feature 160+ leagues in 33 countries across Europe and the Middle East during the 2025-26 season. He also launched the first-ever NBA Basketball School programme which is a license model focusing on long-term athlete development. In addition, he was part of the team that developed 'NBA in the Classroom,' an off-court programme focused on careers, mental wellbeing and physical activity for students in school across the UK, ages 11-16. Most recently Henry was a key part of the team that signed a partnership for the first NBA Global Academy in Abu Dhabi due to launch very soon.

Prior to joining the NBA, Henry had a brief professional basketball career, playing in Turkey before moving back to the UK to work for Coca-Cola in the Events team on the London 2012 Olympics.

**MARIËLLE VAN DEN BREEMEN**
INTEGRITY MANAGER – KNVB

Mariëlle van den Breemen has served as an Integrity Manager at the Royal Dutch Football Association (KNVB) for four years. In her role, she is dedicated to safeguarding the integrity of the sport, focusing on issues such as match-fixing, betting on football, and financial misconduct.

With a keen eye for detail and a strong commitment to ethical conduct, Mariëlle works to detect, prevent, and address behaviors that could undermine fair play within Dutch football. Her work includes monitoring risks, advising stakeholders, and contributing to policies and initiatives that strengthen transparency and trust across the sport.

Driven by a passion for protecting the essence of football, Mariëlle continues to play a vital role in ensuring that the game remains honest, fair, and resilient against integrity threats.

Welcome to the home of the Safeguarding Quality Mark.



Safeguarding Fundamentals Quality Marks are a pioneering standard dedicated to transforming the safety and well-being of children.

Safeguarding Fundamentals work across professional and grassroots sport, in education and children's activities.

The Silver and Gold awards follow a bespoke process designed to support each individual Welfare and Safeguarding team. SGF accreditation provides critical reassurance to parents about the safety and care of their children.

Safeguarding Fundamentals work as critical and trusted friends. We provide confidential advice for internal audit, self-evaluation and preparation for inspection. Our Assessors review all aspects of safeguarding arrangements, including strategic oversight and hearing the child's voice.

Safeguarding Fundamentals Silver and Gold Marks were designed by inspirational England international footballer Paul Stewart and Antonia Noble, a senior barrister with a global reputation in safeguarding. The Awards supports all governing body safeguarding requirements and statutory legislation.

Paul's personal journey from survivor of childhood abuse to advocate, imbues our mission with profound authenticity and first-hand experience.

<https://safeguardingfundamentals.com>

admin@sgf-uk.com

<https://www.facebook.com/groups/safeguardingfundamentals>

<https://www.linkedin.com/company/safeguardingfundamentals>



BE HEARD

Stay Safe. Play Better.



"I wish I had said something."

Paul Stewart

England International,
Tottenham Man City, and
Liverpool



Here to Listen. Here to Help.

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www.safeguardingfundamentals.com

Why stadium legal strategy shouldn't be left on the bench.



Sports clubs are increasingly permitting third party use of their venue for concerts, sporting events, corporate functions and other activities to generate additional revenue, foster community engagement and elevate the club's brand visibility.

The scale of this trend shows just how significant these opportunities have become. In 2025, Premier League venues hosted some of the world's biggest music acts of the year: Beyoncé's Cowboy Carter Tour filled Tottenham Hotspur Stadium for six nights, Sam Fender homecoming shows at St James' Park drew over 150,000 fans to the North East, and Dua Lipa headlined at Anfield. Hampden Park, Villa Park, and the Principality Stadium welcomed Kendrick Lamar and SZA, while Wembley staged BLACKPINK's record-breaking K-pop show.

And it's not just major football stadiums.

Hull's Sewell Group Craven Park—home of Hull KR—hosted Coldplay's Music of the Spheres World Tour for two sold-out nights in August, marking one of the band's only UK stops outside London. These shows attracted tens of thousands of fans and transformed a rugby venue into a global entertainment stage.

Globally, the trend is even more pronounced. AT&T Stadium in Dallas hosted AC/DC and Post Malone alongside non-sporting spectacles like Monster Jam, while Italy's iconic San Siro Stadium in Milan transformed into a concert arena for Bruce Springsteen's European tour. These examples highlight a clear shift: modern stadiums are no longer just sporting arenas - they're multi-purpose entertainment hubs.

The benefits of stadium hire

Lucrative as they can be, these events offer more than just a revenue stream for your club. They can deliver a significant boost to the local economy and strengthen the bonds between the club and its community.



But with opportunity comes complexity, and the contractual issues behind these arrangements are far from straightforward. These opportunities have a habit of materialising (or sometimes slipping away) quickly, so deals are almost always done at pace in order to secure the event. That urgency can lead to oversights, which is why you should identify and prioritise key contractual protections.

Essential contract clauses to protect your interests:

- 'Hire Period' clauses to define the precise periods of exclusive and non-exclusive access, including setup and breakdown, and to avoid operational disruption.
- Post-event obligations and remedies to ensure that the stadium is restored to its original condition, including inspection rights and liquidated damages for delays.
- Clear cost mechanisms that ensure all parties understand what is (or isn't) included in the 'hire fee', and how additional costs are to be apportioned.
- Ticketing provisions ensuring that the right quantities go on sale to the right people, without hampering staffing responsibilities, branding rights, or any pre-allocated tickets (for example to club sponsors or members). Ticketing provisions will also deal with complementary tickets and their allocation.
- Food and beverage rights to clarify who operates stalls, revenue-sharing arrangements, and compliance with health and alcohol regulations.
- Merchandise and IP protections to safeguard club branding and ensure quality control while maximising the revenue opportunities for all parties.
- Hospitality and sponsor obligations to allocate responsibilities for VIP areas and avoid conflicts with existing sponsorship rights.

- Branding and signage clauses to regulate temporary event branding and ensure removal post-event.
- Cancellation provisions setting out notice periods, financial consequences, and force majeure protections.
- By addressing these issues upfront, you can reduce risk, protect revenue streams, and ensure smooth delivery of third-party events without compromising their own operations or reputation.

How we can support you

Hosting third-party events requires careful planning and robust contractual protections.

Walker Morris has extensive experience advising sports organisations on venue hire agreements for music concerts, boxing matches, international tournaments and other sporting events.

We can help you:

- Draft and negotiate venue hire agreements tailored to your operational needs.
- Identify and mitigate legal and reputational risks.
- Ensure compliance with applicable laws and regulatory requirements.
- Protect your commercial interests while maximising revenue opportunities.
- If you are considering opening your doors to concerts or other events, get in touch to ensure your arrangements are watertight.

Who to contact:
Luke Jackson



Director and Deputy Head of the Sports Practice at Walker Morris
+44 (0)781 693 3684
luke.jackson@walkermorris.co.uk

SPORT EVENT DENMARK

Uniting People

Uniting People

**GLORIA VISERAS OLY**
SENIOR MANAGER SAFEGUARDING – IOC

Gloria Viseras joined the IOC Safe Sport Unit in the Health, Medicine and Science Department in September 2022 as Senior Manager Safeguarding coming from FIFA where she worked as Senior Event Safeguarding Manager.

At 15 she was the Artistic Gymnastics National Champion and one of the only 9 women who represented Spain in the Moscow Olympic Games in 1980.

For over a decade, she has been a strong advocate for safe sport and working at national and international levels to support persons with lived experiences and help organisations implement safeguarding good practices that foster safe and supportive sporting environments for all participants, especially young athletes.

In Spain, in addition to her extensive awareness raising work and the continuous support to athletes with lived experiences, she co-authored the safeguarding policy and procedures currently implemented by the Spanish High Council for Sport and of mandatory implementation by all National Sports Federations. At international level, she has extensively collaborated with the Council of Europe, the European Commission and other international organisations on different projects, conferences and activities.

At the IOC she is leading on the topic of Safeguarding with the implementation of Games-time safeguarding measures and embedding safeguarding across the lifecycle of Olympic events, contributing to the development of educational resources for stakeholders across the Olympic Movement and supporting sports organisations in the development and implementation of safeguarding policies and procedures.

**MARIJN VREDENDAAL-LUCHTMAN**
GLOBAL HEAD OF SPONSORSHIPS – JUST EAT TAKEAWAY.COM

With over 20 years of experience spanning Tech, Media, FMCG, and Telecom, Marijn is a dynamic and results-driven leader known for combining deep industry expertise with an innovative mindset. In her current role, Marijn oversees all UEFA sponsorships (including Champions League) for Just Eat Takeaway.com, leading impactful partnerships & marketing campaigns that blend commercial success with a strong commitment to environmental and social sustainability. She is particularly proud of the numerous sustainable initiatives launched in collaboration with UEFA, which have contributed to meaningful change in these areas.

**HENDRIK WEBER**
SVP SPORTS-TECHNOLOGY-INNOVATION – DFL DEUTSCHE
FUSSBALL LIGA

Dr. Hendrik Weber heads the Sports Technology and Innovation department at the DFL Deutsche Fussball Liga (Bundesliga), based in Frankfurt, which – together with its subsidiaries – is responsible for organising and commercialising German professional football.

In recent years, Hendrik has held various positions within the DFL Group. Among others, he founded Sportec Solutions AG (STS), which he first managed for 6 years as Co-CEO and now supports strategically as Deputy Chairman of the Supervisory Board.

STS bundles topics such as sports data analytics, sports innovation and sports technology for German football. Hendrik previously worked in management consulting (e.g. Deloitte) as well as in the entrepreneurship environment and has a strong academic background. He holds an MBA and PhD (University of Bayreuth, Technical University of Dresden, University of Delaware).

**ANNE-MARIE WHITELEY**
ASSOCIATE – ADDLESHAW GODDARD

Anne-Marie has experience in working on a broad range of commercial matters and has spent 18 months on secondment to a large sportswear retailer. During this time she has worked on a number of commercial matters including large scale outsourcing contracts, supply of goods and services agreements and Government framework agreements.



DENSIGN WHITE
CEO – INTERNATIONAL MMA FEDERATION (IMMAF)

Olympian Densign White was announced as the CEO of the International Mixed Martial Arts Federation (IMMAF) in November 2014.

The British judoka has past international sporting credentials that include triple Olympian, World Championship medallist, 5 times European medallist and Commonwealth Champion.

At the close of his competitive days, White chose to pursue a career in sports administration serving 11 years as the Chairman of the British Judo Association, from 2001 to 2012. He moved onto serve internationally as the European Judo Union Head Sports Director and has acted for 2 years as an executive member of the British Olympic Association. In total White has four decades of experience in judo under his belt, as athlete, coach and administrator; and continues to coach today.

In 2018, White was elected to the Council of the Sport Integrity Global Alliance (SIGA), an organisation founded to tackle corruption in sport by industry stakeholders.

White was the Chairman for Sporting Equals, which works to promote ethnic diversity in UK sport, and a trustee of the charity, the Tessa Sanderson Foundation.



TOM WHITESIDE
HEAD OF GROUP SPONSORSHIP – AVIVA

Tom is currently Group Head of Sponsorship at Aviva, where he has developed the new venue-led group sponsorship strategy for the UK, starting with Manchester's new landmark new arts, culture and music venue – Aviva Studios. He joined Aviva in 2022 from Toyota, where he oversaw three Olympic and Paralympic Games as UK Sponsorship Lead. Prior to this, Tom worked at Sports Marketing Agency Synergy as consultancy lead for clients such as Martini, BMW and RBS.



KAI WHITING
SUSTAINABILITY STRATEGY AND CONTENT LEAD – CLEARVUE.
BUSINESS

Kai Whiting is the Sustainability Strategy at ClearVUE.Business. He has a PhD in Sustainable Energy Systems from the University of Lisbon. His previous roles include Associate Professor, Sustainability Manager and Energy and Carbon Consultant. He has worked for the United Nations Industrial Development Organisation (UNIDO), various universities across the world and provided sustainable development consultancy to global companies, educational institutions, non-governmental organisations (NGOs) and government entities.

Kai has led several ecoliteracy projects in the Middle East, Asia and Latin America. He has co-authored two books on Stoic philosophy, which touch upon environmental ethics and community building. His research has appeared in the UK Independent, The Daily Mail and The Financial Times.



ZENA WOOLRIDGE
PRESIDENT – WORLD SQUASH

Zena's career in the sports sector has always combined her paid role in university sport with various non-exec national and international roles.

Until 2021 she was Director of Sport at the University of Birmingham where she was the sport lead on the development and commercial operation of over £60m of new facilities. This included four competition and training venues for the 2022 Commonwealth Games.

Zena has held various NED roles in multi-sport and in squash, national and international. She chaired England Squash 2006-12 and was President of the European Squash Federation 2013-19. During that same period Zena was also a member of the British Universities & Colleges Sport (BUCS) Board and of Birmingham's Commonwealth Games Bid Committee.

In December 2020, Zena was elected President of the World Squash Federation (WSF) and was re-elected for a second 4-year term in December 2024. In October 2023 squash was confirmed as an additional sport for Los Angeles 2028, the sport's Olympic debut after almost 40 years of trying and regarded as the greatest moment in the sport's 160 year history.

In October 2025 Zena was elected to the Board of ARISF, the Association for IOC Recognised International Federations.

Branding & Signage

We have a proud heritage of delivering branding and signage for the world's biggest and most iconic events. It's a discipline refined over decades, and one that sits at the very heart of who we are.

From creative design and precision production through to seamless installation, our teams transform stadia, venues, cities, corporate events and retail environments into powerful, immersive brand experiences. Whether it's venue dressing and intuitive wayfinding, dramatic building wraps, motorsport trackside branding or larger-than-life trophy replicas, we create the visual moments that frame unforgettable experiences — and our branding specialists are with you at every step.

Custom Fabrication

Our state-of-the-art production centres deliver bespoke fabrication, high-impact digital print and premium finishing for signage, 3D features, fit-outs and exhibition stands.

With a truly global footprint, we support clients seamlessly at both international and local levels. Our in-house capabilities are strengthened by a worldwide network of trusted partners, giving us the scale, flexibility and resilience required for complex programmes. Ideal for marketing events and one-off bespoke builds, our specialist fabrication teams manage everything end to end — from planning and design, including detailed 3D renders, through to manufacture, delivery and on-site installation of every custom-built element.

Live Events

Across sport, music, entertainment and culture, we exist to help create unforgettable live moments that resonate with fans and audiences alike. Whatever the scale or ambition, we define, design and deliver impactful live experiences around the world — moments that are felt long after the lights go down.

With unrivalled event production expertise in-house, our teams develop bold ideas and bring them to life with precision and flair. From concerts and award shows to gameday operations and broadcast integration, our Live Events specialists draw on a powerful toolkit, including a comprehensive range of stage production assets from our US-based operations. Across our global markets, we own and maintain an extensive rental inventory, reinforcing our commitment to efficiency, flexibility and a circular approach to live event delivery.

Experiential Operations

In a passion-driven industry, our experiential operations teams sit at the heart of creating powerful activations that forge genuine connections between brands and audiences. Drawing on deep specialist expertise, we deliver end-to-end solutions — from immersive live events to bespoke fan experiences designed to engage, excite and inspire.

Whether it's a branded environment within a fan village or a fully touring showcase, we provide every element required to connect companies with consumers in bold and innovative ways. Our global mobile tours and product showcases are built to maximise engagement and immersion, delivering memorable brand experiences for virtually any audience, anywhere in the world.



Driving Positive Change Through Conservation and Community Investment

As part of our three-pronged approach to supporting sea, land, and wildlife conservation, we continue to invest in a number of high-impact, nature-based solutions partnerships.

We are actively supporting our local Trussell Trust Foodbank through volunteering and donations. Additionally, we have planted 18,000 trees in collaboration with The Future Forest Company and 10,000 seagrass seeds planted in the UK in partnership with Project Seagrass.

Our investments also include joining forces with The Born Free Foundation to fund multiple beehive fences, predator protective bomas, and most recently, supporting their water management and conservation project within Kenya and their communities.

These initiatives aim to promote coexistence through community engagement, reduce human-wildlife conflict, and support sustainable livelihoods.

Wildlife, particularly elephants, can destroy crops in a matter of minutes, leading to retaliatory actions from farmers who are already struggling with poverty. Beehive fences leverage elephants' natural fear of bees to effectively prevent crop raids, thus protecting both farmers' livelihoods and the elephants themselves. This project also supports the bee population, which is essential for global food security and biodiversity.

This year, our focus is on protecting water flow and ensuring equitable sharing of resources for both local communities and wildlife. These projects are vital for managing the impacts of climate change, which intensifies drought conditions and increases the likelihood of conflict between people and wildlife over essential resources. We are proud to put sustainability and social values at the heart of everything we do and every event we deliver.



Ten Rules that turn Sustainability into Action

The Ten Golden Rules we follow to ensure that we minimise our environmental footprint are:

1. Planning

Plan, plan, plan, and plan again. Planning in sustainability from the start of an event ensures this becomes front and centre and is built into every phase: venue scoping through to substrate selection, packaging materials, number of deliveries, recycling and re-use post event.

2. Design development

Ensuring a clear artwork programme driven by larger batch productions will result in a more effective combination of deliveries, reduction on return visits to venues and reinforce the re-use of items across the event schedule.

3. Discourage

Remove PVC from as many materials as possible, including banners, mesh and self-adhesive vinyl.

4. Encourage

Use polyester wherever possible, as it is recyclable and reusable.

5. Reuse & recycle

All hard materials to be reusable or recyclable. We no longer stock or print on foamex and have swapped this for Akyprint.

6. Promote the rental option

Use existing systems and structures wherever possible, creating a more circular economy and promoting reuse - while also offering cost savings.

7. Local sourcing

Utilise local suppliers for identified elements, reducing transport costs and providing benefits to the hosting city and community.

8. Operational responsibility

Specify electric plant, avoid generators and plan efficient vehicle movements.

9. Sustainable logistics

Reduce or remove travel costs as much as is humanly possible, using remote, from plan or locally-manned surveys and installation crews where possible.

10. Smart de-rigging

Plan ahead, store and reuse where possible, recycling substrates where reuse is not possible. Employ strategic thinking regarding take down including transport and waste disposal.



By following these simple rules all aspects of live event branding and equipment can be delivered in the most environmentally efficient and effective manner.

Contact us for more information on how we can make your events more sustainable:





ISC INTERNATIONAL
SPORTS AWARDS

ISC INTERNATIONAL SPORTS AWARDS
APPLICATION DEADLINE – 6 NOVEMBER 2026

We Are The Collective

The Collective is the industry's leading partner in building the business rationale for investing in women. Focused exclusively on driving investment in women through sports, music, and entertainment, we turn advocacy into action by developing data-backed strategies, partnerships, and campaigns that elevate women and amplify their economic impact.

Powered by innovative research, proprietary insights, and custom tools, we create content, communities, and collaborations that don't just support women, they drive measurable business growth.

We don't just market to women; we quantify their value, influence, and purchasing power, creating strategies that drive growth and long-term business success.

That's why brands and rights holders turn to The Collective first because we turn advocacy into action, passion into profit, and investment in women into a business imperative.

THE COLLECTIVE

wearethecollective.com



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Morgan Lewis



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