



ISC

# Women's Sport Business Summit

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



In Partnership with



**EAR TO  
THE GROUND**

**drp<sup>c</sup>** | creative  
sports  
activations

**KNOW  
FANS  
BEST** **TWO  
CIRCLES**

**POPULOUS**

## Programme

| Time          | Subject - Room                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Name - Position                                                          | Organisation                                                 |
|---------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------|
| 09:15 – 10:00 | Registration and Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                          |                                                              |
| 10:00 – 10:10 | Welcome and Introductions                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Adam Leventhal, ISC Host                                                 |                                                              |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Felicity Kvesic, ISC Host                                                |                                                              |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Melissa Soobrattry, Senior Content Strategist                            | (ISC Advisory Board Member)                                  |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sarah Lewis, Chair                                                       | British Olympians Association<br>(ISC Advisory Board Member) |
| 10:10 – 10:50 | Winning Together: The Future of Brand Partnerships in Women's Sport                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Claire Gatum, Senior Sponsorship Manager                                 | Royal London                                                 |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Ashley Goldie, UKI   Senior Media & Content Manager                      | Personal Care, Unilever                                      |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Hollie Cullen, Senior Brand Manager KETTLE® CHIPS                        | Valeo Foods UK                                               |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Lauren Bansal, Senior Client Partner                                     | DRPG                                                         |
| 10:50 – 11:30 | 6 Rules for Making Fans Feel Something in Women's Sport<br><i>Fandom isn't built by views, it's built by feeling. This session looks at how content can move beyond visibility to build real emotional connection, and why knowing exactly who you are as a brand or rightsholder is as important as what you post. Six simple rules for making fans feel something that lasts.</i>                                                                                                                                                                                                                                                                                                                                      | Katie Ferguson, Client Services Director                                 | Two Circles                                                  |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Imogen Thom, Head of Content Strategy                                    | Two Circles                                                  |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Sue Day, Director of Women's and Para Football                           | The FA                                                       |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Caroline Lepetit, Head of Customer Strategy & Marketing                  | LTA                                                          |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Catherine Rowley, Head of Brand Marketing                                | WSL Football                                                 |
| 11:30 – 12:00 | Coffee and Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                          |                                                              |
| 12:00 – 12:10 | ISC Women's Sport Business Awards ceremony                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                          |                                                              |
| 12:10 – 12:50 | Driving the future of Women's Sport on and off the field                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Anna Edwards, Managing Partner                                           | EPP                                                          |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Laura Fairweather, Head of Growth                                        | Octagon                                                      |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Lauren Webb, Business Director, New Business & Marketing                 | Dentsu Sports International                                  |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Tara Parashar, Senior Strategist                                         | Ear To The Ground                                            |
| 12:50 – 13:00 | Game time with Piing<br><i>Audience participation required</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                          |                                                              |
| 13:00 – 14:00 | Lunch and Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                          |                                                              |
| 14:00 – 14:30 | As one of the world's leading toy and family entertainment companies, Mattel creates brands that inspire, entertain, and shape culture across generations. Among them, Barbie has earned a unique place at the intersection of sports, purpose and storytelling—celebrating extraordinary athletes, championing representation, and inspiring people of all ages to imagine what's possible. Join us as we explore how Barbie is redefining the role of sport in culture through partnerships with world-class athletes, leagues, and global sporting moments. Discover how the brand is using the power of sport to celebrate achievement, inspire the next generation, and create lasting impact on and off the field. | Mahta Eghbali, VP and Head of Brand Partnerships and Strategic Alliances | Mattel                                                       |
| 14:30 – 15:30 | Women's Sport Fandom: Building Communities That Last                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Ari Lorenzana, Senior Experiential Designer                              | Populous                                                     |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Elisa Gaudet, Founder                                                    | Women's Golf Day                                             |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Heather McCormick, Group Communications & Public Affairs Director        | London Marathon Group                                        |
|               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Atlanta St John, Head of Women's Rugby                                   | World Rugby                                                  |
| 15:30 – 16:30 | Drinks reception and Networking                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                          |                                                              |



# ISC INTERNATIONAL SPORTS AWARDS

APPLICATION DEADLINE – 6TH NOVEMBER 2026

## AWARD CATEGORIES

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



# ISC INTERNATIONAL SPORTS AWARDS

## 30 | UNDER THIRTY

APPLICATION DEADLINE – 6TH NOVEMBER 2026



REGISTER TODAY

# ISC WEEK & FESTIVAL LONDON 2027

MARCH 22-26



## Day 1 | MAR 22

ISC Brands Forum  
The Ivy Restaurant, London



## Day 2 | MAR 23

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



## Days 3 & 4 | MAR 24-25

International Sports Convention  
Tottenham Hotspur Stadium, London



## Day 5 | MAR 26

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



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# WHAT'S STOPPING YOU?

When deadlines tighten but your  
agency knows how to flex and deliver,  
**YOU'LL BE UNSTOPPABLE.**

**WORCESTERSHIRE  
CCC KIT REVEAL**

Viewed by over 2.4 million people worldwide.



Watch the film

# FROM MOMENT TO MOVEMENT

## FEELING A PART OF SOMETHING BIGGER

### Worcester County Cricket Club

**We were challenged with launching the club's new kit.**

**What we could have done:** Put the players in the kit, created some social assets.

**What we did:** We built a campaign around 'Worcestershire Sourced' putting the ownership of the club into the hands of local people. We focused on four volunteers: youth mental health advocates, litter pickers, homelessness support networks and therapy dog handlers. We culminated their stories with the volunteers meeting the players at the Malvern Hills.



There will always be challenges with short lead times, and after a 2.5-day shoot and 10 days of editing, we created a hero film, individual social edits and a tailored broadcast edit.

Our main thinking was, people don't connect with a product because you show it to them, they connect when they see themselves in the story.



**2.4 million views**

Highest ever social engagement

+60% pre-orders in first 72 hours

## GREAT SPORTS EXPERIENCES ARE ENGINEERED, NOT SIMPLY STAGED.

**Sport has always been about emotion.**

Today, creating that goal-scoring feeling is only one part of the challenge. Audiences, whether you're at a stadium, at home or at the International Sports Convention, expect experiences that are immersive, shareable and relevant to them.

**The strongest experiences don't happen by accident, they're engineered around a single question:**

What do we want people to feel, do or change? This means bringing together a heady mix of top-notch creativity, technology, storytelling, and if needed, production to make that message work throughout the campaign.



At **DRPG**, we treat every sporting activation uniquely, depending on the challenge faced, whether that is bringing UEFA Women's Football to life inside Amazon workplaces, turning a cricket club's kit launch into a celebration of community, or using film to turn a Commonwealth Games partnership into a wider internal movement.

**They all follow the same ideology:** experience is most powerful when it has purpose.

## THE BOXER

As an official events provider for the 2022 Commonwealth Games, we launched the partnership with the campaign throughline of 'Own The Moment'.

**Our challenge:** How do we launch 'Own The Moment' as an internal campaign and engage with team members on the importance of the partnership?

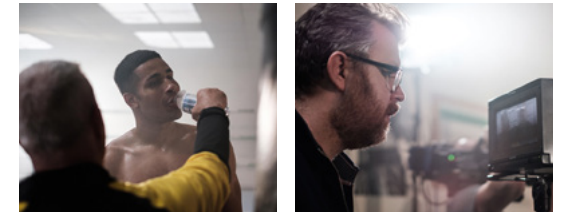
**What we could have done:** Created an Own The Moment brand, pushed it through internal channels. Job done.

**What we did:** We partnered with Delicious Orie, gold winning boxer, to create an emotive led film that related his experience in the sport to our campaign. Only one evening and morning was available with the athlete, every moment had to count. Multiple locations, multiple stakeholders and the Games brand guidelines had to be managed with constraint.

The creative solution was about making the audience feel the athlete's experience,

and this comes with our own film making experience. Think, an escalating tempo in the edit and award-winning sound design to emulate the boxer's journey through effort, intensity, burnout and eventually success.

The film became bigger than the sum of its parts, and 'Own The Moment' was launched externally as a standalone campaign, due to its success internally.



**10,000+ views**

Six award wins since launch



## TURNING PARTNERSHIP INTO PARTICIPATION

**Our challenge:** How do you bring a global sporting partnership to life for employees across multiple operational sites, without disrupting the working environment?

**What we could have done:** Put a trophy behind a rope for people to look at.

**What we did:** We transformed four Amazon locations across London and Manchester into interactive football experiences, using a modular environment that could be broken down and easily transported, a digital penalty shootout, trophy photo opportunities, branded creative, official UEFA merchandise and QR-enabled touchpoints.

Importantly, the physical activation was supported by internal communications, content and campaign activity before, during and after the tour. We combined creativity, technology and

great branding to create not just a moment in time but a lasting legacy.

**The result:** While maintaining full compliance with UEFA's trophy protocols and operational requirements, we created an engaging installation with large employee participation and provided Amazon with an evergreen content library that continued engagement after the trophies had moved on.



**DRPGGroup.**

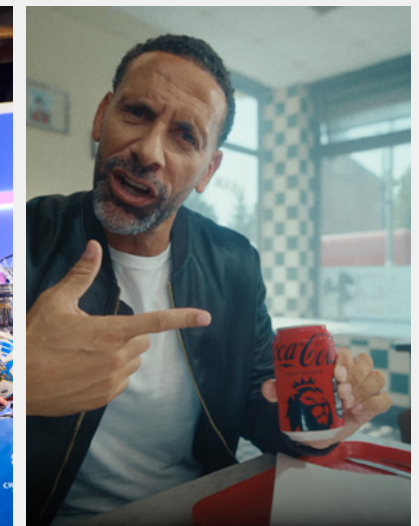
**WHAT COULD YOUR NEXT SPORTING MOMENT ACHIEVE?**

Explore our work



# 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 the Fan Intelligence® Index 26/27 report for a chance to win a Real Madrid shirt signed by Roberto Carlos.

SONY



snipes™



POWER  
ADE



Coca-Cola



asics



Heineken®

## FAN ENGAGEMENT IS **BORING**

That's why we built **Piing**.

We turn event breaks into high-energy, interactive crowd games that get fans off their phones and onto the big screen.

Our award-winning technology connects fans' mobile devices directly to stadium screens, turning thousands of people into one connected crowd - in real time.

Trusted by global leaders including **McLaren F1**, **adidas** and **Brighton & Hove Albion**, we help brands and rights holders create unforgettable fan experiences, boost stadium atmosphere and capture valuable first-party data.

**Piing** - fan engagement that isn't boring.



## UK Women's Football

# Designing the Future of Matchday



Seen Studios

# ATTENTION IS RENTED. BELONGING IS EARNED.

**Seen Studios designs the physical spaces, experiences and moments that turn audiences into communities – for Nike, The North Face, Dr Martens, Timberland and more.**

Sponsorship gets you the placement.  
It doesn't get you the feeling. We design the moments fans actually queue for, post about and remember.

Talk to us [contactLDN@seen-studios.com](mailto:contactLDN@seen-studios.com)  
[www.seen-studios.com](http://www.seen-studios.com)

Photography by TDM.Space



The future of womens sport  
is shaped by the leaders  
you appoint today.

**ODGERS**   
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Executive Search | Leadership Advisory



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THE BUSINESS OF SPORT  
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sports  
activations

**KNOW  
FANS  
BEST** | **TWO  
CIRCLES**

**POPULOUS**

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