

Fostering collaboration between sports, cultural and music events for inspiration and growth

Supporting: More than Equal

Proudly boasting a gender balanced thought leadership ratio

08:30 - 09:00 Formal Registration & Networking in the Exhibition Room

MAIN AUDITORIUM


09:10 - 09:30 **OPENING REMARKS**

THE POINT - ROOM 1

THE LEADERS PANEL: INSPIRATION FROM EVENT LEADERS

Leadership for growth and development; Lessons learnt from the past; Future challenges and the planning behind addressing them






09:35 - 10:20

-  Moderator: Richard Walmsley, Head of Sport Federations and former Chair Professional Tennis Events, Miller Insurance
-  Jon Dutton OBE, CEO, British Cycling
-  Vicky Gosling OBE, CEO, GB Snowsport
-  Piers Martin, Leadership Development, Premier League

THE UNIQUE POWER OF EVENTS

What are the ROI's for hosting/organising councils and cities? Exploring the return on investment AND the return on inspiration to be derived from hosting and running live events. Is the hassle worth it? Why bother?

10:25 - 11:10

-  Moderator: Rick Stainton, Founder, The Power of Events
-  Tom Besford, Chief Executive, Sound Roots
-  Joel Lavery, Strategic Lead Major Events, West Midlands Growth Company
-  Gary Wright, Chief Executive Officer, The Great Run Company
-  Yarv Abbas, Head of sports and events, Manchester Alive, Manchester Active

EVENT CASE STUDY: BLACK MAGIC

11:15 - 11:30





-  Rob Waters, Sales Director EMEA, Blackmagic Design



THE POINT - ROOM 2

FLYING HIGH OR FALLING SHORT: EVENT PLANNING AND DELIVERY




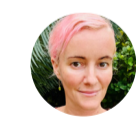

Key metrics, lessons learnt, silver bullets and pitfall

-  Moderator: Alistair Turner, Managing Director, EIGHT PR & Marketing/NOEA
-  Gill Tee, Founder, Black Deer Festival
-  Sue Brand, Founder, It's in the Bag and Festival Director, Test Fest
-  Jon Hodson, Business Development executive, ID&C | Identilam







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HOW DO THEY DO IT 'OVER THERE'?

Continental event organisers present their business models and lessons for success.

-  Modertaor: Steve Laws, Co-Founder & CEO, Taylorbridges
-  Treve Evans, Senior International Relations Manager, AIPH International Association of Horticultural Producer
-  Eric Lamquet, Director, ATP Challenger Tour
-  Nika Brunet Milunovic, Project and Event Manager
-  Harry Feigen, Managing Director, Proud Events


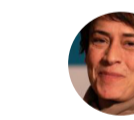


EVENT CASE STUDY: IDEAS TO SAVE MONEY OR MAKE MORE MONEY

-  Chris Thompson, Managing, Director, You.Smart.Thing 
-  Ferenc Mátyás, Head of Growth, Continest 
-  Peter Raymond, Course Director, ESA Diploma 

1864 SUITE


PROTECT DUTY. IT'S COMING - ARE YOU READY?

Explaining the ramifications of Protect Duty and the need for early preparation

-  Moderator: Chris Burr, Managing Director, G4S UK
-  Anne Marie Chebib, Director, The United Kingdom Crowd Management Association (UKCMA)
-  Dan Humphreys, Deputy National Police Co-Ordinator, Euro 2028
-  Jackie Ferdinand, Director of Safeguarding & Inclusion, West Ham

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UNDERSTANDING FOOTBALL'S FAN REVIEW AND THE RAMIFICATIONS THIS MAY HAVE FOR THE BROADER EVENTS INDUSTRY





-  Ken Scott MBE, Head of Inspectorate, Sports Ground Safety Authority (SGSA)

WHY ARE EVENTS LEAVING REVENUES ON THE TABLE?
New insights into revenue streams. Balancing profit with good governance

- 12:15 - 12:55
-  Moderator: Dawn Beeby, Commercial Director, FEP PAY
 -  Kate Beavan, Strategic Advisor at More than Equal, Former F1 Director of Hospitality and Experiences
 -  Angela Hodson, Sales Director, Emirates Old Trafford
 -  Jason Mumby, Client Partnership Director, Freemans Event Partners

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TECH AND DIGITAL TRANSFORMATION FOR GREATER EFFICIENCY & FAN ENGAGEMENT




-  Moderator: Oliver Guy Watkins, General Manager Implementation Europe, PMY
-  Laura Armstrong, Project Lead, British Summer Time Festival
-  Alison Crowe, Director of Digital & Data, England & Wales Cricket Board
-  Cathy Chapman, Senior Programme Manager, Wiz Team

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UNDERSTANDING THE LIVE MUSIC FAN JOURNEY
A deep dive into festival sponsorship with Live Nation and partners

-  Moderator: Martin Prendergast, Director, European Sponsorship Association
-  Heidi Jagger, Senior Sponsorship & Brand Activation Manager, Three
-  Kelly Greene, Head of Digital Marketing, Marketing Partnerships, Live Nation UK
-  Gina Ha, Head of Research and Insights, Marketing Partnerships, Live Nation UK

THE WOMENS' RUGBY WORLD CUP 2025
 What's the plan and how can you get involved?

- 13:00 - 13:15
-  Sarah Massey, Managing Director, Womens' Rugby World Cup 2025
 -  Emma Lax, Strategy Director, Havas Play 

13:15 - 14:15 LUNCH & NETWORKING

	THE POINT: ROOM 1 MAIN AUDITORIUM	THE POINT: ROOM 2 WORKSHOP BREAKOUT ROOM 1	1864 ROOM WORKSHOP BREAKOUT ROOM 2	CLUB SUITE WORKSHOP BREAK OUT ROOM 3	MEMBERS SUITE WORKSHOP BREAK OUT ROOM 4
	SPORTAINMENT: THE MARRIAGE OF SPORT & MUSIC 14:15 - 14:55	SUSTAINABILITY 14:15 - 15:40 <i>This house believes...10 challenges the industry sets itself to raise the bar on the issue of sustainability - and ideas on how they can be achieved</i>	The Keeping People Safe Challenge 14:15 - 15:40 #KeepingPeopleSafe <i>Expand your knowledge and test your skills in Front of Stage Safety, Crowd Movement, Citizen Aid, A Question of Events, Crowd Dynamics and Counter-Terrorism. £5000 of prized to be won</i>	EQUALITY, DIVERSITY & INCLUSION 14:15 - 15:40 <i>This house believes... 10 challenges the industry sets itself to raise the bar on this issue- and how they will be achieved</i>	BUILDING & NURTURING TALENT 14:15 - 15:40 <i>This house believes...10 challenges the industry sets itself to achieve to raise the bar on this issue and how they might be achieved.</i>
14:15 - 14:55	<ul style="list-style-type: none">  Moderator: Chris Barrett, Content Director, Mash Media  Katie Tyler, Head of Marketing & Communications, Silverstone  Ben Hatton, Chief Operating Officer Aston Villa  Rebecca Kane Burton, General Manager, Co Op Live 	<ul style="list-style-type: none">  Moderator: Chris Thompson, Managing, Director, You.Smart.Thing  Claire Daniel, Operations Director, Edgbaston  Prof Daniel Parson, Pro-Vice Chancellor, Loughborough University  Megan Thomas, Managing Partner, Manchester Office, Environmental Resources Management 		<ul style="list-style-type: none">  Moderator: Karen Webb Moss, Chair, British Swimming  Emanuela Pagliei, Producer, Neon  Santana Guerout, CPO, Band on. the Wall 	<ul style="list-style-type: none">  Moderator: Rick Stainton, Founder, The Power of Events  Nick Morgan, Chief Executive Officer, We Group  Peter Raymond, Course Director, ESA Diploma  Mel Archer, Event Operations Manager, LS Events
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**WOMEN'S MAJOR SPORTING EVENTS:
PAST, PRESENT AND FUTURE**

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Moderator: Bonnie May, CEO, Global
Infusion Group

15:00 - 15:40



Tammy Parlour MBE, CEO, Women's
Sports Trust



Lucy Basden-Smith, Managing
Director, Havas Play



Astrid Thams Labayen, Managing
Director, Hexagon Cup

WHAT DOES THE FUTURE LOOK LIKE: OPPORTUNITIES & THREATS



Moderator: Johannes Erasmus, Head of Partnerships, SFL - a d&b solutions Company.

15:45 - 16:15



Karen Webb Moss, Chair, British Swimming and More than Equal



Tim Hunt, Chief Commercial Officer, Y11 Sport & Media Holdings Ltd



Melissa Lawton, Chief Content Officer, SailGP

REPORTING BACK ON THE INDUSTRY PLEDGES FROM THE 3 WORKSHOPS

Scribe/reporter report back from their 3 workshops

16:20 - 16:35



Neil Grimmer, CEO, Sports, Concerts and Events (SCE) - Reporting back on Nurturing & Talent



Stuart Snowden, Managing Director, IPSEM Squared - Reporting back on Sustainability

16:35 - 16:45

CLOSING REMARKS AND PLANS FOR THE EVENTS SUMMIT 2025

17:00 - 19:00 **INFORMAL NETWORKING DRINKS**

19:00 - 21:30 **MEI GALA DINNER AWARDS**