

THE EVENTS SUMMIT - TUESDAY 8 OCTOBER 2024

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

Sponsorship/Moderator Available

09:35 - 10:20



Jon Dutton OBE, CEO, British Cycling



Vicky Gosling OBE, CEO, GB Snowsport



Piers Martin, Leadership Development, Premier League

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



Jack Meadows, Sales Manager, ID&C | Identilam

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1864 SUITE

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

HOW DO THEY DO IT 'OVER THERE'?

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



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

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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EVENT CASE STUDY: BLACK MAGIC


11:15 - 11:30



Rob Waters, Sales Director EMEA, Blackmagic Design

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



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

 Moderator: Dawn Beeby, Commercial Director, FEP PAY


12:15 - 12:55  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

Sponsored by Freemans Event Partners 

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

Wiz Team, TBC

Sponsored by PMY 


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

 Moderator: Martin Prendergast, Director, European Sponsorship Association

Kelly Greene, Head of Digital Marketing, Marketing Partnerships, Live Nation UK, Invited

Gina Ha, Head of Research and Insights, Marketing Partnerships, Live Nation UK, Invited

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


THE SOLHEIM CUP 2026
 What's the plan and how can you get involved?


 Fiona Harold, Commercial Director, Ladies European Tour

THE POINT: ROOM 1
 MAIN AUDITORIUM

SPORTAINMENT: THE MARRIAGE OF SPORT & MUSIC
 14:15 - 14:55


14:15 - 14:55  Chris Barrett, Content Director, Mash Media


 Katie Tyler, Head of Marketing & Communications, Silverstone


 Ben Hatton, Chief Operating Officer Aston Villa


THE POINT: ROOM 2
 WORKSHOP BREAKOUT ROOM 1

SUSTAINABILITY
 14:15 - 15:35
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

 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


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1864 ROOM
 WORKSHOP BREAKOUT ROOM 2


The Keeping People Safe Challenge
 14:15 - 15:35
#KeepingPeopleSafe
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

CLUB SUITE
 WORKSHOP BREAK OUT ROOM 3

EQUALITY, DIVERSITY & INCLUSION
 14:15 - 15:35
This house believes... 10 challenges the industry sets itself to raise the bar on this issue- and how they will be achieved


 Moderator: Karen Webb Moss, Chair, British Swimming


 Emanuela Pagliei, Producer, Neon


 Santana Guerout, CPO, Band on. the Wall


MEMBERS SUITE
 WORKSHOP BREAK OUT ROOM 4

BUILDING & NURTURING TALENT
 14:15 - 15:35
This house believes...10 challenges the industry sets itself to achieve to raise the bar on this issue and how they might be achieved.

 Moderator: Rick Stainton, Founder, The Power of Events

 Nick Morgan, Chief Executive Officer, We Group

 Dr Tracy Rea, Chair, Parkour UK

 Peter Raymond, Course Director, ESA Diploma

**WOMEN'S MAJOR SPORTING EVENTS:
PAST, PRESENT AND FUTURE**




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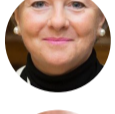


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Moderator/Sponsorship Available

- 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

Sponsorship/Moderator Available

- 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
- TBC reporting back on Equality

- 16:35 - 16:45 CLOSING REMARKS AND PLANS FOR THE EVENTS SUMMIT 2025

16:45 - 18:00 INFORMAL NETWORKING DRINKS

18:00 - 21:30 MEI GALA DINNER AWARDS