



2022 Masterclass Series: **Brands Masterclass**

A place to connect. To inspire. To share ideas. To start conversations
and open doors with the world's largest private sports business network.



Thursday 20th October 2022



10:00 - 14:00 CET



Emirates Stadium, Hornsey Rd, London N7 7AJ

www.isportconnect.com | [#connectingthebusinessofsport](https://twitter.com/connectingthebusinessofsport)



Introduction

iSportConnect's Masterclass Series are sector specific and identify important emerging trends and developments across the business of sport.

An invitation-only event for our community of senior executives, our events provide a media/agency free opportunity to network and learn with like-minds, building the relationships that will change our industry for the better.

iSportConnect welcomes you to join our fourth Masterclass of 2022 - The Brands Masterclass, especially for brands looking to maximise their engagement with sport as well as rights owners trying to improve the ROI they generate for brand partners.

There is much talk about the world lurching into a global recession which means that many marketing budgets face being cut. The marketing investments made in sport by brands will in turn be put under the spotlight. How can brands and rights owners evolve to ensure that the value of a partnership continues to grow and remain relevant into the future.

Join the debate with senior brand, marketing and partnerships executives across the business of sports to discuss how sport and sponsors need to evolve to remain relevant to each other.



Topics include:

Brands in sport - the data download

A leading agency shares with us the latest data around opportunities for brands to use sport as a vehicle to achieve their business goals and win new consumers.

Ethical consumerism and the sustainability debate

Is sport doing enough to keep pace with the demands of society from a sustainability perspective? Is sport a credible platform for brands to display their sustainability credentials?

The opportunity for brands in women's sport

Women's sport has broken new ground in recent years both on and off the field. Where are the opportunities for savvy brands to get involved?

The future of Esports partnerships

According to forecasts, the number of global Esports enthusiasts is expected to grow to almost 600 million by 2024. What's the secret to a successful Esports partnership?

Physical Events Are Back

Our events will be in person to our Exclusive community only under the Chatham House Rule, allowing discussions to remain confidential.

Exclusivity

Events are invitation only, open exclusively to all members of our community with a focus on International Federations

Space Is Limited!

Capacity is capped at 120 delegates allowing intimate access to key decision makers in the sports industry.

Networking

Networking sessions with your fellow delegates enable you to leave with lots of learnings from the event.

Previous Guest Speakers

 <p>Al Guido President</p> 	 <p>Fatma Samoua Secretary General</p> 	 <p>Sally Bolton CEO</p> 	 <p>Sir Martin Sorrel Founder & CEO</p> 	 <p>H.E Arfer Al Awani General Secretary</p> 	 <p>Craig Reddie IOC Member</p> 	 <p>Richard Masters CEO</p> 	 <p>Micky Lawler President</p> 	 <p>Ferran Sorriano CEO</p> 
 <p>Dan Rossomondo Head Global Media</p> 	 <p>Ellie Norman Former CMO</p> 	 <p>Marissa Pace Former CMO</p> 	 <p>Marisol Casado President</p> 	 <p>Balazs Furjes Commissioner</p> 	 <p>Guy-Laurent Epstein Marketing</p> 	 <p>Andrea Radrizzani Owner</p> 	 <p>Etienne Thobois CEO</p> 	 <p>Peter Hutton Head global sport</p> 



iSportConnect

Connecting the business of sport

Testimonials

In partnership with:



“Sports Business is a topic we hardly talk about because we often don’t have the time, so the opportunity to gather that iSportconnect is giving us is amazing as we can learn what each organisation does best.”

FRÉDÉRIC LONGUÉPÉE
Deputy General Manager - PSG



“It’s a gathering of all the stakeholders in sports, to discuss where we are now and where we are going in the future.”

MOHAMMED BIN SULAYEM
Vice President - FIA



“iSportConnect is definitely a global leader in this space. I’m incredibly privileged and proud to be a part of it.”

KEITH PELLEY
CEO – European Tour



“It was a brilliant event. Thanks for having me, it was a pleasure to share the stage with you. Should you need anything from me I will be always available here in Dubai.”

LUIS CARDENAS
Head of Business Development MENA - LaLiga



“It was fantastic. I really enjoyed it. I think these events are really important as they allow us to gather together and share the best practice with other sports. I have learnt a lot.”

BRETT GOSPER
Head of Europe & UK - NFL



“It was a great event and I’m glad I was able to contribute. It was an excellent panel and I enjoyed it immensely.”

DAVID GOLD
Chairman - West Ham United FC



To register for the 2022 **Brands Masterclass**

Please contact: henry@isportconnect.com
+44 (0) 20 3500 1450

Register today to guarantee your place. Space is limited.



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