



2022 Global Masterclass Series

Brands Masterclass - How to Stand Out from the crowd



Wednesday 19th October 2022



09:00 - 15:00 BST



Orbit Tower: Queen Elizabeth Olympic Park, London

Complimentary invitation



On the 10th anniversary of the London 2012 Olympic Games, we will hold a special Anniversary Brands Masterclass at the iconic **Orbit Tower in the Olympic Park.**

Exclusive for **brands only** allowing you to explore the issues you face individually and collectively within the world of sport, in a **confidential** environment.

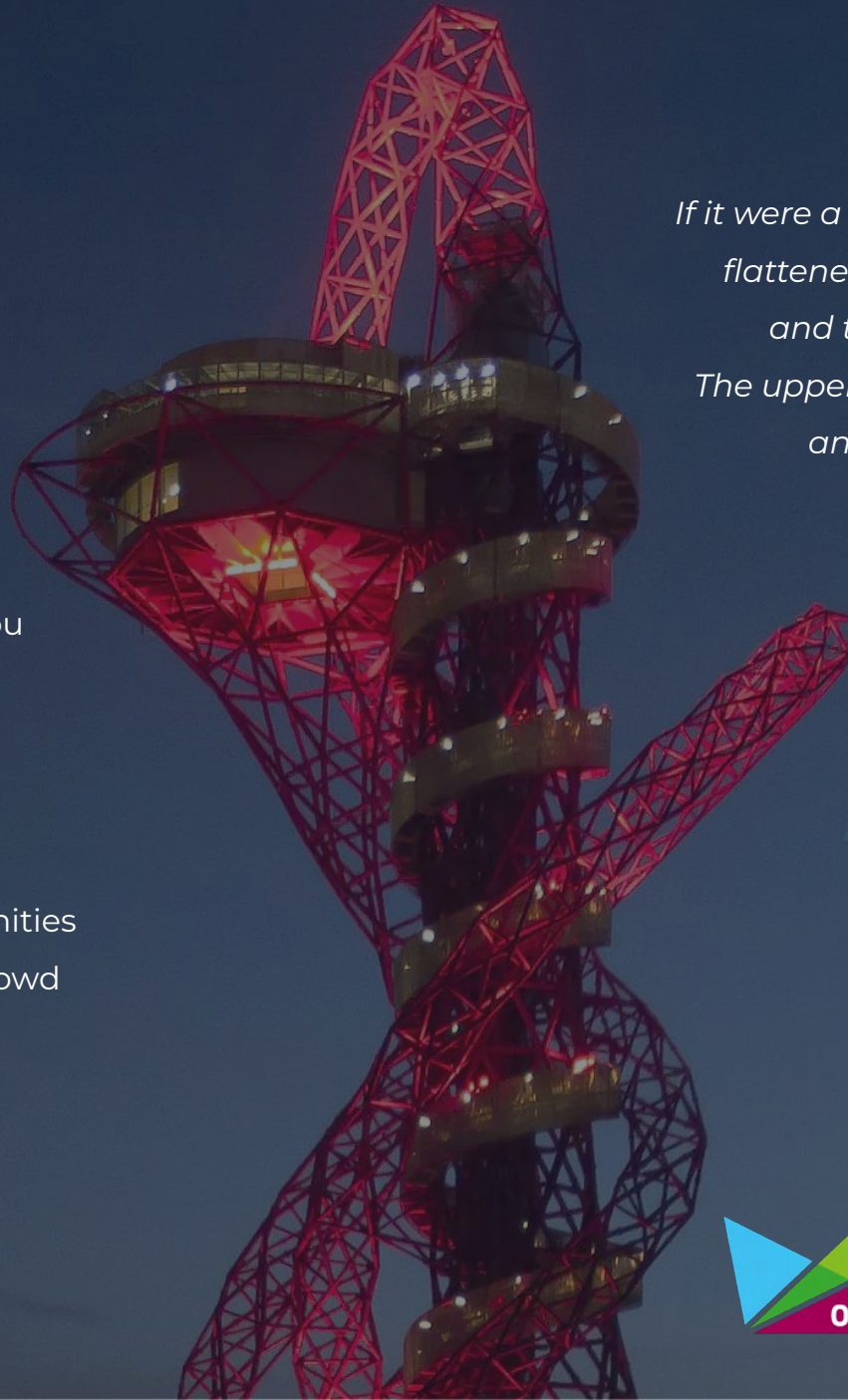
Be sure to join us as we pull back the curtains on the opportunities and challenges facing brands aiming to stand out from the crowd

RSVP ray.james@isportconnect.com

Orbit Tower:

If it were a vertical tower, with all the loops flattened out, it would be 560m high and taller than the Eiffel Tower.

The upper viewing platform is 80m high and the lower is 76m high.



AGENDA

9:00 - Registration & Networking

9:45 - Welcome Address

10:00 - Presentation: Fan intelligence Index 2022/23 Report
The global industry standard for ranking cultural relevance in sport, esports and gaming

10:30 - Panel:
Using Data to drive ROI from Sports Partnerships

11:30 - Networking Break

Brands Masterclass

12:00 - Panel:
Brand Purpose, Moving from Commitment to Action

13:00 - Lunch/Networking

14:00 - Panel:
Technology's role in creating new Fan Experiences

15:00 - Wrap up/ closing & networking

Previous Guest Speakers



Dominic Wolz
Sponsorship
Director



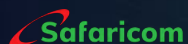
Fiona Taag
Head of Global
Sponsorship



James Hagen
Global CEO



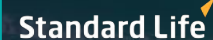
Zaheeda Suleman
Head of Brand



Rory Anderson
CEO



Nuala Walsh
Head of Global
Marketing



Eelco van der Noll
Head of Global
Strategic Partnerships



Mason Edwards
COO



Brad Ross
VP Global Sports &
Entertainment Marketing
and Partnerships



Willem Dinger
Global Director - Brand
Partnerships/ Web 3.0/
Gaming



Nilay Gözegir Eralp
Global Brand Director



Michael Robichaud
SVP, Global
Sponsorship



Gerhard Fourie
Director of Marketing &
Brand Strategy



Danielle Atkins
VP Brand &
Marketing



Peter Gutierrez
CEO



Luke Harper
Head of Brand
Partnerships



Peter Waweru
Head of Marketing



Pia Schorner
Head of Gaming &
Sponsoring



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/non members of brand marketing community with a focus

Space is limited

Capacity is capped at 70 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.



To register for the 2022 **Brands Masterclass** please contact
ray.james@isportconnect.com

Register today to guarantee your place. Space is limited.



Wednesday 19th October 2022



09:00 - 15:00 BST



Orbit Tower: Queen Elizabeth Olympic Park, London