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# 2022 Masterclass Series: **Lausanne 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.



Tuesday 20<sup>th</sup> September 2022



09:00 - 14:00 CET



Maison du Sport International (MSI), Av. de Rhodanie 54, 1007 Lausanne

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## Introduction

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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 second Masterclass of 2022 - The Lausanne Masterclass, especially for International Federations and the community across the business of Sport in Canton Vaud.

As the world of federated sport is increasingly being disrupted by new sport formats and younger fans continue to gravitate towards online environments, many International Federations are already looking at how they can diversify and grow the revenues they need to survive and thrive in a new era.

Join the debate with senior commercial, marketing and digital leaders across the International Federations community and beyond to discuss how IF's can optimise and grow the next generation of revenue streams.

## Topics include:

### **Growth trends in sport - the data download**

A leading agency shares with us the latest data around opportunities for sport to grow and capture the attention of new generations of fans and brands.

### **Growing digital sponsorship revenue**

Is the traditional sponsorship bundle going to continue to provide the optimal revenue return or is a new approach needed? Are we fully leveraging our digital assets to create value for partners?

### **B2B vs D2C: the future of broadcast revenues**

Broadcasters and other media stakeholders discuss the content and rights they will be looking for above all others in the future as well as the risks and opportunities of going direct to consumer.

### **The future of sponsorship in a web3 world**

Leading web3 brands discuss their approach to sponsorship and how International Federations need to adapt if they want to partner with brands in this growing sector.

## 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 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.

## Previous Guest Speakers

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



# iSportConnect

Connecting the business of sport

## Testimonials

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“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 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’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



“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



“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 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



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# To register for the 2022 **Lausanne Masterclass**

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

Register today to guarantee your place. Space is limited.



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