

THE EVENTS SUMMIT

Inspiring sports, music and cultural events to be better, safer and more profitable

1st November 2023

08:45 - 09:20 Formal Registration & Networking in the Exhibition Room

MAIN AUDITORIUM

09:30 - 09:45 Keynote Welcome & Opening Remarks

MAIN AUDITORIUM

Balancing values with Profit stream

1864

Event planning and delivery stream

WORKSHOP ROOM

09:50 - 10:30 **The Leaders Panel**
Leadership for growth and development; Future challenges and how they are being addressed

Daniel Gidney CEO, Lancashire Cricket Club, **Confirmed**

Jon Dutton, CEO British Cycling, **Confirmed**

Nicky Chance Thompson, Piece Hall, **Confirmed**

Event Planning Best Practice
Key metrics, lessons learnt, silver bullets and pitfalls

Eamon Kerrigan, Partnerships Director, Iventis, **Confirmed**

Emma Holling, Event Director, Underneath the Stars, **Confirmed**

Judy Bec, Operations Director, Boomtown, **Confirmed**

Mark Ring, Head of Events, British Marine/Southampton Boat Show, **Confirmed**

Rebecca James, Tournaments Director, Lawn Tennis Association, **Confirmed**

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The Challenges of Managing Zone Ex
Discussing New Protocols for Safety & Security in Crowded Places



10:35 - 10:50 **The Power of Events**
State of the Nation and how the industry is working together to improve it

Introduction by Sophia Awan, Partnerships Manager, Moneycorp, **Confirmed**

Rick Stainton, Founder, The Power of Events, **Confirmed**

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Establishing a Green Events Code of Practice and best practice for the UK Live Events Sector

The UK festival and event industry's environmental steering group.

Gain insights into the latest developments on the Green Events Code of Practice, which will establish consistent national minimum standards and best practice for all outdoor events and Local Authorities, plus the new Environmental chapter of the Purple Guide. Learn what this means for your events and how to use these free resources

Introduction by Pippa Ganderton, Product Director, ATPI Halo, **Confirmed**

Chris Johnson, Chair of Vision:2025, **Confirmed**

10:55 - 11:35 **Maximising Revenues: Ticketing, Sponsorship and new Digital Revenues:**

Jonathan Gregory, Commercial Director, Goodwood, **Confirmed**

Gareth Lloyd, UK Sponsorship Sales ASM Global, **Confirmed**

Waleed Jahangir, CEO Algebra Festivals, **Confirmed**

Workforce Management

Recruitment, Motivation and retention; maximising diversity



Association of Festival Organisers panel

John Rostron, CEO, Association of Independent Festivals, **Confirmed**

Diane McLeod, Head of Workforce and Volunteering, **Confirmed**

Christina Thakor-Rankin, Principal Consultant, 1710 Gaming, **Confirmed**

11:40 - 12:10 Networking Break

12:15 - 12:55	<p>How best to manage your Supply Chain: Turning a Vendor from Supplier to Partner</p> <p>Scott Cullimore, Channel Director EMEA at Evolv Technology, Confirmed</p> <p>Tom Roche, Director, Sports & Events, Parker International, Confirmed</p> <p>Hannah Griffiths, VP of Sales, Joymo, Invited</p>	<p>Tech and Digital Transformation for Greater Efficiency and Fan Engagement</p> <p>Charles Law, Chief Technology Officer, Rhine-Ruhr 2025 FISU World University Games, Confirmed</p> <p>Alex Ingot, The Commissioner, ESL Pro League, Confirmed</p>	<p>Greener Future run workshop: Beyond your Backyard. Engagement A Greener Future</p> <p><i>Greening up event planning, operations and logistics is a challenge but we have the tools and knowledge to do so. The biggest change will happen when sports, music and all event types become beacons for the changes that we need to see in the world. The larger the platform the larger the responsibility. Our panel will give insight into how they are leading by example to harness the influence and to activate their community. Be it with sponsors, fans, governments or suppliers, we discuss navigating credible, authentic and impactful communication that is a world away from greenwash or green hush</i></p> <p>Host: Claire O'Neill - Co-Founder & CEO - A Greener Future Confirmed</p> <p>Artur Mendes, Co-Manager, Boom Festival, Confirmed</p> <p>Dale Vince, Chairman of Forest Green Rovers FC, Confirmed</p> <p>Teresa Moore, Director, A Greener Future, Confirmed</p>
13:00 - 13:15	<p>Event case study: Lessons from The UCI World Championships</p> <p>Paul Bush, Paul Bush, Director of Events, EventScotland, Confirmed</p>	<p>Event Case Study: Lessons From Eurovision</p> <p>Jen Falding, Strategic Lead for Major Sports Events Liverpool City Council, Confirmed</p>	
13:15 - 14:15	Lunch & Networking		
14:15 - 14:55	<p>Environmental, Social and Governance Best Practice</p> <p>Moderator: Chris Thompson, CEO, You Smart Thing, Confirmed</p> <p>Claire Briegal, CEO World Netball, Confirmed</p> <p>Mark Osikoya, CEO Commonwealth Games, England, Confirmed</p> <p>Gill Tee, Co Founder, Black Deer Festival, Confirmed</p> <p>Gabby Austen Browne, Diversity and Inclusion Educator, Confirmed</p>	<p>Filling in the valleys: how to stretch and maximise fan engagement beyond event days</p> <p>Stephane Bazire, Head of Business Sustainability & Partnerships, Silverstone, Confirmed</p> <p>Marta Pallarès, Head of Press and PR, PrimaVera Sound Festival, Confirmed</p> <p>Mike Parrott, Head of Events, Manchester City Council, Confirmed</p>	<p>FGH Session</p> <ul style="list-style-type: none"> • <i>Best practice workforce management: how to recruit and retain the best staff- can be changed to</i> • <i>Best practice workforce management: how to recruit and retain the best staff, in Association with RedSoda</i> 
15:00- 15:15	<p>Event case study: IWG Women & Sport World Conference 2026</p>	<p>Event Case Study Opportunities Presented by the World Indoor Athletics, Glasgow 2024</p> <p>Stuart Campbell, Operations Director, Confirmed</p>	
15:20 - 16:00	<p>Future collaboration: how sport, music and culture should be aligning more closely</p> <p><i>What that looks like and how to achieve it?</i></p> <p>Richard Walmsley, Major Event Chair, Miller Insurance (Sport and Entertainment) Confirmed</p> <p>Hannah Grosvenor, National Sales Director, Jockey Club, Confirmed</p> <p>Roger 'Dodge' Woodall, Founder, Bournemouth 7s, Confirmed</p> <p>Simon Oliveira, MD KIN Partners, Confirmed</p> <p>Alex Perkins, Commercial Director, The Hundred, Confirmed</p> <p>Sponsored by Miller Insurance</p> 	<p>Where will we be in 10 years time (opportunities and threats)</p> <p>Chris Barrett Editor, Access all Areas Confirmed</p> <p>Chris Johnson, Co Founder, Shambala, Confirmed</p> <p>Phil Bowdery Executive VP, Live Nation, Confirmed</p> <p>Sophie Morris, Board Director, European Sponsorship Association, Confirmed</p>	

16:05- 16:25	Wrap Up Steve Heap, Chairman EIF/AFO, Confirmed James Price, Head of Communications, Lancashire County Cricket Club, Confirmed Rick Stainton, Founder, The Power of Events, Confirmed
16:30 - 18:00	Coffee Break and Networking
18:00 - 21:30	MEI Gala Dinner Awards