














THE EVENTS SUMMIT - TUESDAY 8 OCTOBER 2024






Fostering collaboration between sports, cultural and music events for inspiration and growth



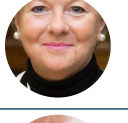

Supporting: More than Equal

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				KEYNOTE WELCOME & OPENING REMARKS Member of the SLT, UK Sport			
		THE POINT - ROOM 1 Balancing values with Profit stream		THE POINT - ROOM 2 Event planning and delivery stream		1864 SUITE Interactive workshops/discussion	
		THE LEADERS PANEL: INSPIRATION FROM EVENT LEADERS <i>Leadership for growth and development; Lessons learnt from the past; Future challenges and the planning behind addressing them</i>		FLYING HIGH OR FALLING SHORT: EVENT PLANNING AND DELIVERY <i>Key metrics, lessons learnt, silver bullets and pitfall</i>		PROTECT DUTY. IT'S COMING - ARE YOU READY? <i>Explaining the ramifications of Protect Duty and the need for early preparation</i>	
09:35 - 10:20		Sponsorship/Moderator Available		Moderator: Alistair Turner, Managing Director, EIGHT PR & Marketing/NOEA		Sponsorship/Moderator Available	
		 Jon Dutton OBE, CEO, British Cycling		 Gill Tee, Founder, Black Deer Festival		 Anne Marie Chebib, Director, The United Kingdom Crowd Management Association (UKCMA)	
		 Vicky Gosling OBE, CEO. GB Snowsport		 Sue Brand, Founder, It's in the Bag and Festival Director, Test Fest		Russ Phillips LCGI MSyI, Counter Terrorism Risk Manager, Invited	
		 Piers Martin, Leadership Development, Premier League					
		THE UNIQUE POWER OF EVENTS <i>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?</i>		HOW DO THEY DO IT 'OVER THERE'? <i>Continental event organisers present their business models and lessons for success.</i>			
10:25 - 11:10		Moderator: Rick Stainton, Founder, The Power of Events		Sponsorship/Moderator Available			
		Rebecca Stewart, Event Manager, Cambridge Folk Festival (Cambridge City Council), Invited		 Marta Pallarès Olivares, Head of Press & PR, Primavera Sound			
		Joel Lavery, Strategic Lead Major Events, West Midlands Growth Company, Invited		 Nika Brunet Milunovic, Project and Event Manager, Metal Days			
		Zac Fox, Group Chief Operating Officer, Kilimanjaro Live, Invited		Nat Taylor, Head of Events, Mainstage Festivals, Invited			
		Laura Pierce, Head of Major Sports Events, Greater London Authority (GLA), Invited					
11:15 - 11:30		UNDERSTANDING FOOTBALL'S FAN REVIEW AND THE RAMIFICATIONS THIS MAY HAVE FOR THE BROADER EVENTS INDUSTRY		EVENT CASE STUDY: MEI PREMIUM MEMBER AND CLIENT GUEST DISCUSS A SPECIFIC EVENT DELIVERY			
		 Ken Scott MBE, Head of Inspectorate, Sports Ground Safety Authority (SGSA)					

11:30 - 12:15		NETWORKING BREAK	
12:15 - 12:55	WHY ARE EVENTS LEAVING REVENUES ON THE TABLE? <i>New insights into revenue streams. Balancing profit with good governance</i>	TECH AND DIGITAL TRANSFORMATION FOR GREATER EFFICIENCY & FAN ENGAGEMENT	
	Sponsorship/Moderator Available	Moderator: Wiz Team, Invited	
	 Kate Beavan, Former F1 Director of Hospitality and Experiences	Sarah Beattie, Chief Marketing Officer, Six Nations, Invited	
	 Angela Hodson, Sales Director, Emirates Old Trafford	Sarah Roberts, Operations Director, Coop Live, Invited	
	Jason Mumby, Client Partnership Director, Freemans Event Partners, Invited		
	Steve McArdle, Director stadia and venues, Global Payments, Invited		
13:00 - 13:15	THE WOMENS' RUGBY WORLD CUP 2025 What's the plan and how can you get involved?	THE SOLHEIM CUP 2026 What's the plan and how can you get involved?	
	 Sarah Massey, Managing Director, Womens' Rugby World Cup 2025	 Fiona Harold, Commercial Director, Ladies European Tour	
13:15 - 14:15		LUNCH & NETWORKING	

	THE POINT: ROOM 1 MAIN AUDITORIUM	THE POINT: ROOM 2 WORKSHOP BREAKOUT ROOM 1	1864 ROOM WORKSHOP BREAKOUT ROOM 2	CLUB SUITE WORKSHOP BREAK OUT ROOM 3	MEMBERS SUITE WORKSHOP BREAK OUT ROOM 4
14:15 - 14:55	SPORTAINMENT: THE MARRIAGE OF SPORT & MUSIC 14:15 - 14:55	SUSTAINABILITY 14:15 - 15:55 <i>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</i>	FHG SESSION 14:15 - 15:55 <i>This house believes...10 challenges the industry sets itself to raise the bar on the issue of security - and ideas on how they can be achieved</i>	EQUALITY, DIVERSITY & INCLUSION 14:15 - 15:55 <i>This house believes... 10 challenges the industry sets itself to raise the bar on this issue- and how they will be achieved</i>	BUILDING & NURTURING TALENT 14:15 - 15:55 <i>This house believes...10 challenges the industry sets itself to achieve to raise the bar on this issue and how they might be achieved.</i>
	Sponsorship/Moderator Available	Sponsorship/Moderator Available		 Moderator: Karen Webb Moss, Chair, British Swimming	 Moderator: Rick Stainton, Founder, The Power of Events
	 Katie Tyler, Head of Marketing & Communications, Silverstone	 Claire Daniel, Operations Director, Edgbaston		Helen Davies, Equity, Diversity & Inclusion Lead, Emirates Old Trafford, Invited	
	Joe Steel, Interim Marketing Director, The Hundred, Invited	 Prof Daniel Parson, Pro-Vice Chancellor, Loughborough University		Emanuela Pagliei, Producer, Neon, Invited	
		Chris Thompson, Managing Director, You. Smart.Thing, Invited			

15:00 - 15:35	WOMEN'S MAJOR SPORTING EVENTS: PAST, PRESENT AND FUTURE	CONT.	CONT.	CONT.	CONT.
	 Moderator: Tammy Parlour MBE, CEO Women's Sports Trust				
	 Kelly Simmons, Director of Women in Football				
15:40 - 16:10	WHAT DOES THE FUTURE LOOK LIKE: OPPORTUNITIES & THREATS				
	Sponsorship/Moderator Available				
	 Karen Webb Moss, Chair, British Swimming and More than Equal				
	 Tim Hunt, Chief Commercial Officer, Y11 Sport & Media Holdings Ltd European Sponsorship Association, Invited				
16:15 - 16:30	REPORTING BACK ON THE INDUSTRY PLEDGES FROM THE 3 WORKSHOPS Scribe/reporter report back from their 3 workshops				
16:30 - 18:00	INFORMAL NETWORKING DRINKS				
18:00 - 21:30	MEI GALA DINNER AWARDS				