

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

THE POINT - ROOM 1
Balancing values with Profit stream

THE POINT - ROOM 2
Event planning and delivery stream

1864 SUITE

09:50 - 10:30

The Leaders Panel
Leadership for growth and development; Future challenges and how they are being addressed

Moderator: Paul Jefferson, Partner, Gateley Legal, **Confirmed**

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

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

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

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

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

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

John Muddeman, Major Events Consultant, UK Sport, **Confirmed**

Jason Ferguson, Chairman & CEO, World Professional Billiards & Snooker Association Group (WPBSA), **Confirmed**



Sponsored by Iventis

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

Moderator: Darren Whitehouse, Head of Strategy and Partnerships, SGSA, **Confirmed**

Dave Bellas, Area Manager, G4S Events, **Confirmed**

Chris Burr, Managing Director, G4S Events, **Confirmed**

Ken Scott MBE, Head of Inspectorate, SGSA, **Confirmed**

10:35 - 10:50

The Power of Events
State of the Nation and how the industry is working together to improve it

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

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

Moderator: Troy Pugmire, Managing Director, Gramercy Global Media, **Confirmed**

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

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

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

Alex Goldschmidt, Head of Business Development, The Jockey Club, **Confirmed**

Workforce Management
Recruitment, Motivation and retention; maximising diversity

Association of Festival Organisers panel







Moderator: Chris Martin, Founder & Director, Team Kinetic, **Confirmed**


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

Diane McLeod, Head of Workforce and Volunteering, London Marathon Events, **Confirmed**

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

National Governing Bodies (NGB) Closed Session

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| 11:40 - 12:10 | Networking Break Sponsored by Parim  | | |
| 12:15 - 12:55 | How best to manage your Supply Chain: Turning a Vendor from Supplier to Partner Tom Roche, Director, Sports & Events, Parker International, Confirmed Scott Cullimore, Channel Director EMEA, Evolv Technology, Confirmed Stuart Snowden, Managing Director Ipsem Squared, Confirmed | Tech and Digital Transformation for Greater Efficiency and Fan Engagement Moderator: Catherine Chapman, Senior Programme Manager, Wiz Team, Confirmed Charles Law, Chief Technology Officer, Rhine-Ruhr 2025 FISU World University Games, Confirmed Alejandro Perez-Llabata, Founder, International Universities Drone Racing Organisation (IURDO), Confirmed Eamon Kerrigan, Partnerships Director, Iventis, Confirmed | Greener Future run workshop: Beyond your Backyard. Engagement A Greener Future <i>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> Moderator: Claire O'Neill - Co-Founder & CEO - A Greener Future Confirmed Artur Mendes, Co-Manager, Boom Festival, Confirmed Dale Vince, Chairman of Forest Green Rovers FC, Confirmed Teresa Moore, Director, A Greener Future, Confirmed |
| 13:00 - 13:15 | Event Case Study: Lessons from The UCI World Championships Paul Bush, Director of Events, EventScotland, Confirmed | Event Case Study: Lessons From Eurovision Jen Falding, Strategic Lead for Major Sports Events Liverpool City Council, Confirmed Kate Gilston, Event Coordinator, Liverpool City Council, Confirmed | |
| 13:15 - 14:15 | Lunch & Networking Sponsored by GL Events  | | |
| 14:15 - 14:55 | Environmental, Social and Governance Best Practice Moderator: Chris Thompson, CEO, You Smart Thing, Confirmed Clare Briegal, CEO World Netball, Confirmed Gill Tee, Co Founder, Black Deer Festival, Confirmed Stephane Bazire, Head of Business Sustainability, Silverstone, Confirmed  | Filling in the valleys: how to stretch and maximise fan engagement beyond event days Moderator: Lee Dennison Head of Marketing and Client Services, Creative Technology, Confirmed Marta Pallarès, Head of Press and PR, PrimaVera Sound Festival, Mike Parrott, Head of Events, Manchester City Council, Confirmed Katie Brazier, Head of Major Events Delivery, Birmingham City Council, Confirmed | FGH Session <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 | Event Case Study: West Midlands Growth Company Joel Lavery, Strategic Lead Major Sporting Events West Midlands Growth Company Confirmed  | Social Purpose at the World Indoor Championships Glasgow 2024 World Athletics Indoor Championships Glasgow 24 Stuart Campbell, Championships Director, World Athletics Indoor Championships Glasgow 24, Confirmed |  |
| 15:15 - 15:45 | Networking Break | | |
| 15:50 - 16:30 | Future collaboration: how sport, music and culture should be aligning more closely <i>What that looks like and how to achieve it?</i> Moderator: Richard Walmsley, Major Event Chair, Miller Insurance (Sport and Entertainment) Confirmed Hannah Grosvenor, National Sales Director, Jockey Club, Confirmed Alexander Inglot, Commissioner, ESL Pro League, Confirmed Alex Perkins, Commercial Director, The Hundred, Confirmed Sponsored by Miller Insurance  | Where will we be in 10 years time (opportunities and threats) Moderator: Chris Barrett, Editor, Access all Areas Confirmed Chris Johnson, Co Founder, Shambala, Confirmed Sophie Morris, Chair, European Sponsorship Association, Confirmed Nicky Homes, Commercial Director, The Great Run Company, Confirmed | |

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| 16:35- 17:00 | Wrap Up Steve Heap, Chairman EIF/AFO, Confirmed James Price, Head of Communications, Lancashire County Cricket Club, Confirmed Neil Grimmer, CEO, SCE Staffing, Confirmed |
| 17:00 - 18:00 | Informal Networking Drinks - Pay Bar Open |
| 18:00 - 19:00 | Pre Dinner Drinks - MEI Sponsored |
| 18:30 - 21:30 | MEI Gala Dinner Awards Sponsored by EMFS Group Solutions  |