








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 <i>Leadership for growth and development; Future challenges and how they are being addressed</i> Moderator: John Burns, 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 <i>Key metrics, lessons learnt, silver bullets and pitfalls</i> Moderator: 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 Sponsored by Iventis 	The Challenges of Managing Zone Ex <i>Discussing New Protocols for Safety & Security in Crowded Places</i>  
10:35 - 10:50	The Power of Events <i>State of the Nation and how the industry is working together to improve it</i> Introduction by Sophia Awan, Partnerships Manager, Moneycorp, Confirmed Rick Stainton, Founder, The Power of Events, Confirmed Sponsored by Moneycorp 	Establishing a Green Events Code of Practice and best practice for the UK Live Events Sector <i>The UK festival and event industry's environmental steering group.</i> <i>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</i> 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	Workforce Management <i>Recruitment, Motivation and retention; maximising diversity</i> Association of Festival Organisers panel 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	

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>Moderator: Rebecca Hopkins, CEO, The STA Group, Confirmed</p> <p>Charles Law, Chief Technology Officer, Rhine-Ruhr 2025 FISU World University Games, Confirmed</p>	<p>Greener Future run workshop: Beyond your Backyard. Engagement A Greener Future</p> <p><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></p> <p>Moderator: 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> <p>Kate Gilston, Event Coordinator, 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>Clare 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>Gabrielle Austen Browne, Diversity and Inclusion Educator, Confirmed</p> <p></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> <p></p>
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, Championships Director, World Athletics Indoor Championships Glasgow 24, 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>Moderator: 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>Alexander Inglot, Commissioner, ESL Pro League, Confirmed</p> <p>Alex Perkins, Commercial Director, The Hundred, Confirmed</p> <p>Sponsored by Miller Insurance</p> <p></p>	<p>Where will we be in 10 years time (opportunities and threats)</p> <p>Moderator: 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	<div>Wrap Up</div> <div>Steve Heap, Chairman EIF/AFO, Confirmed</div> <div>James Price, Head of Communications, Lancashire County Cricket Club, Confirmed</div> <div>Rick Stainton, Founder, The Power of Events, Confirmed</div>
16:30 - 18:00	Coffee Break and Networking
18:00 - 21:30	MEI Gala Dinner Awards