

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**

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**

Sponsored by Iventis



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 Anwan, 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

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, Workfoce Director, London Marathon, TBC

Christina Thakor-Rankin, Principal Consultant, 1710 Gaming, TBC

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>Mike Emery, Chief Executive Officer, Joymo, Invited Param Kanabar, Chief Executive Officer, NoQ, 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>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</p> <p>Confirmed</p> <p>Artur Mendes, Co-Manager, Boom Festival, Confirmed</p>
13:00 - 13:15	<p>Event case study: Lessons from The UCI World Championships</p> <p>Trudy Lindblade, CEO, 2023 UCI Cycling World Championships TBC</p>	<p>Event Case Study: Lessons From Eurovision</p> <p>Susan Gibson, Head of City Events, Liverpool City Council, Confirmed</p>	<p>Dale Vince, Chairman of Forest Green Rovers FC, Confirmed</p> <p>Teresa Moore, Director, A Greener Future, Confirmed</p>
15:40 - 16:10 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 Bazires, Head of Business 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: Opportunities Presented by Women's Euros</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, Head of Sport, Miller Insurance, 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>	

	Wrap Up
16:05- 16:25	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 - 19:00	Coffee Break and Networking
19:00 - 21:30	MEI Gala Dinner Awards