


UK EVENTS SUMMIT

In Association with Cube International

LANCASHIRE COUNTY CRICKET CLUB, EMIRATES OLD TRAFFORD

26 OCTOBER 2022

TIME (GMT)	ROOM 1 - THE POINT	ROOM 2 - 1864 SUITE
08:30 09:30	REGISTRATION & NETWORKING	
09:30 09:55	WELCOME ADDRESS & KEYNOTE Daniel Gidney, Chief Executive Officer, Lancashire County Cricket Club, Emirates Old Trafford, Confirmed Jon Dutton, Chief Executive Officer, Rugby League World Cup, Joining us via video link, Confirmed	
10:00 10:15	BIRMINGHAM COMMONWEALTH GAMES 2022 Rights Holder Case Study	QUICK REVIEW ON THE UK ESPORTS LANDSCAPE
	Ian Reid, Chief Executive, Birmingham Commonwealth Games 2022, Confirmed	James Dean, Director UK Strategy and Commercial, ESL Gaming, Confirmed
10:20 11:00	THE NEW LANDSCAPE FOR SAFETY & SECURITY SPONSORED BY G4S 	THE FUTURE OF LIVE EVENTS
	Moderator Chris Burr, Managing Director G4S Events, G4S, Confirmed	Moderator: Rupert Daniels, Director of Service and Skills, Department of International Trade, Confirmed
	Victoria Brookes, Senior Security Manager, Birmingham 2022 Commonwealth Games, Confirmed	Jon Drape, Director, Engine 4, Confirmed
	Peter Swordy, Director, Health Safety and Compliance, London Stadium, Confirmed	Craig Mathie, Managing Director, Bournemouth 7s, Confirmed
	Phil Davies, Head of Safety and Security, ECB, Confirmed	Eric Stuart, Chair, UKCMA, Confirmed
11:05 11:20	PRESENTATION CASE STUDY Rights Holder Case Study	PRESENTATION CASE STUDY Rights Holder Case Study: Commonwealth Games 2022
	Eoghan Gill, Director of Strategy, Foamhand, Confirmed	Joe Cusdin, CEO, Iventis, Confirmed
11:20 11:50	NETWORKING BREAK	
11:55 12:10	OVERCOMING THE CHALLENGES OF MASS PARTICIPATION EVENTS London Triathlon and other mass participation events	THE JOCKEY CLUB Rights Holder Case Study
	James Robinson, Managing Director, Limelight Sports Club, Confirmed	Tom Sammes, Head of Strategy at The Jockey Club, Confirmed

12:15 12:55	HOW TO DELIGHT BRAND PARTNERS	HOW TO ATTRACT AND KEEP THE RIGHT WORKFORCE
	Moderator: Shaun Whatling, CEO, Redmandarin, Confirmed	Sponsored By: Off to Work 
	Graeme Nicholson, Regional Sales Director, Heineken, Confirmed	Moderator: Philip Atkins, CEO, Off to Work, Confirmed
	Gareth Lloyd, UK Sponsorship Sales Director, ASM Global, Confirmed	Diane McLeod, Head of Workforce and volunteering, London Marathon, Confirmed
	Jonathan Gregory, Commercial Director, Goodwood Group, Confirmed	Steve Davies, Operations Director, Lancashire Country Cricket, Confirmed
		Ronan Moore, Managing Director, uTRAC Online, Confirmed

TIME (GMT)	ROOM 1 - THE POINT	ROOM 2 - 1864 SUITE
13:00 14:00	LUNCH	

14:00 14:15	THE POWER OF EVENTS: STATE OF THE INDUSTRY
	Rick Stainton, Founder, the Power of Events and CEO of Smyle Creative, Confirmed

14:20 15:00	HOW TO EVALUATE AND IMPROVE YOUR ENVIRONMENTAL, SOCIAL AND GOVERNANCE (ESG) LEGACY	PREPARATION FOR MAJOR EVENTS 
	Moderator: Chris Thompson, CEO, You Smart Thing, Confirmed	SPONSORED BY MILLER INSURANCE
	Richard Bate, Chief Safety & Sustainability Officer, E Bike Grand Prix, Confirmed	Moderator: Alex Mendis, Risk Advisor, Sport & Entertainment, Miller Insurance, Confirmed
	Pippa Ganderton, Product Director, ATPi Halo, Confirmed	Trudy Lindblade, Chief Executive Officer, Glasgow 2023 UCI World Championships, Confirmed
	Graham Dames, Business Development Manager: Events Infrastructure, Sunbelt Rentals, Confirmed	Sarah Bickerton, Director of Event Delivery and Operations, Manchester Central, Confirmed
		Clare Briegal, CEO, World Netball, Confirmed

15:05 15:20	SILVERSTONE Venue Case Study	BADMINTON ENGLAND Rights Holder Case Study
	Stephane Bazire, Head of Business, Sustainability & Partnerships, Silverstone, Confirmed	Sue Storey, CEO, Badminton England, Confirmed

15:25 15:55	NETWORKING BREAK	
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15:55 16:10	RIGHT HOLDER CASE STUDY	BEST PRACTICE SOCIAL IMPACT
	Invited TBC	Rahul Bissoonauth, UK Director, Yunus Sports Hub, Confirmed

16:15 16:55	HOW TO HARNESS TECH TO INCREASE REVENUES	OPERATIONAL BEST PRACTICE
	Moderator: James Price, Head of Communications, Emirates Old Trafford, Confirmed	SPONSORED BY THRIDIUM Thridium
	Alex Balfour, Former Head of Content, Birmingham 2022 Commonwealth Games, Confirmed	Moderator: Dimitris Drakoulis, Managing Partner, Thridium, Confirmed
	Michael Emery, Chief Executive Officer, Joymo, Confirmed	Bev Ward, Bid Consultant (Host Cities), The FA Confirmed
	Jonathan North, Digital Content Lead, MCC/Lords, Confirmed	Goc O'Callaghan, Experience Analyst, Crowd Dynamics International, Confirmed
	Antonio Romero, Chief Executive Officer, Leverade, Invited TBC	

17:00 17:25	END OF DAY SUMMARY	
	Moderator: Chris Barrett, Editor, Mash Media Group (Event Production Show, Access All Areas), Confirmed	
	Steve Heap, General Secretary, Association of Festival Organisers (AFO), Confirmed	
	John Muddeman, Major Events Consultant, UK Sport, Invited TBC	
	Claire O'Neil, Co Founder, A Greener Festival, Confirmed	
Rick Stainton, Founder, the Power of Events and CEO of Smyle Creative, Confirmed		

17:30 19:00	DRINKS RECEPTION
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19:00 21:30	GALA DINNER
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