

# UK EVENTS SUMMIT

In Partnership with WSA, In Association with Cube International

LANCASHIRE COUNTY CRICKET CLUB, EMIRATES OLD TRAFFORD


15 DECEMBER 2021

TIME GMT	STREAM 1	STREAM 2	STREAM 3	STREAM 4
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08:40 - 09:00	<b>WELCOME &amp; KEYNOTE</b>			
	Daniel Gidney, Chief Executive Officer, Lancashire County Cricket Club, Emirates Old Trafford, TBC Rt Hon Andy Burnham, Mayor of Greater Manchester, TBC			

09:00 - 09:45 Delegates have a choice of sessions	<b>PANEL 1</b>	<b>PANEL 2</b>	<b>PANEL 3</b>	
	Sustainability and your part in it	How to exploit your rights to increase your revenues	Increasing diversity and what it means to you	
	Sponsored by Cube International 	Sponsorship Available	Sponsorship Available	
	Silverstone, TBC	Scott McCubbin, Head of Business Development Premiership Rugby, <b>Confirmed</b>		
	Shambala Festival, TBC	Stuart Cain, Chief Executive Officer, Warwickshire Country Cricket Club, <b>Confirmed</b>		
eBike GP, TBC	Hannah Grosvenor, National Sales Director, The Jockey Club, <b>Confirmed</b>			

09:55 - 10:55 Delegates have a choice of sessions	<b>WORKSHOP BRIEFINGS</b>			
	<b>CLOSED SEPARATE SESSIONS</b>	<b>WORLD GYMNASTICS 2022</b>	<b>TOP PERFORMING STADIA</b>	<b>ESPORTS</b>
	N/A	Sponsorship Available	Hosted by Venues Now	Sponsorship Available
	UK Sport, TBC	Technology, World Gymnastics 2022, TBC	Wembley, TBC	Oliver Weingarten, Chief Executive Officer, Ldn United, <b>Confirmed</b>
	Local Authorities for Events Organisers (LAEOG), TBC	Operations, World Gymnastics 2022, TBC	Tottenham Hotspur, TBC	David Yarnton, Director, British eSports Foundation, <b>Confirmed</b>
Sports Ground Safety Authority (SGSA), TBC	Safety and Security, World Gymnastics 2022, TBC	TBC	Ben Akroyd, Chief Executive Officer, Arena Consulting, TBC	

<b>10:55 - 11:15</b>	<b>BREAK</b>		
<b>11:15 - 12:00</b> Delegates have a choice of sessions	<b>PANEL 1</b>	<b>PANEL 2</b>	<b>PANEL 3</b>
	What has covid done for us? (operational efficiencies)	Venue & stadia	The secret of mass participation events
	Sponsorship Available	Sponsored by G4S 	Sponsorship Available
	Jennifer Motet, Head of Events Operations, LTA, <b>Confirmed</b>	Paul Williams, Senior Security Manager, 02, <b>Confirmed</b>	Gary Wright, Chief Operating Officer, The Great Run Company, <b>Confirmed</b>
	Chris Bryant, Head of Tournament Delivery, The FA, <b>Confirmed</b>	Eileen Williams, Head of Security, Tottenham Hotspur, <b>Confirmed</b>	Hugh Brasher, Event Director, London Marathon, <b>Confirmed</b>
	Jon Dutton, Chief Executive, Rugby League World Cup, <b>Confirmed</b>	Emirates Old Trafford, TBC	Matthew Brooke, Managing Director, Tough Mudder, TBC

<b>12:00 - 13:00</b>	<b>LUNCH</b>
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<b>13:00 - 13:45</b>	<b>POLICY MAKING</b> UK Sport, TBC All Party Parliamentary Group (APPG), TBC Sports Recreation Alliance, TBC	<b>THE MANCHESTER BOMBING - CONVERTING PRIVATE TRAGEDY TO PUBLIC SAFETY</b> Nick Aldworth, Martyn's Law Consultant, <b>Confirmed</b> Figen Murray, Safety and Security campaigner and Martyn's Mothers, <b>Confirmed</b>
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<b>13:50 - 14:35</b> Delegates have a choice of sessions	<b>PANEL 1</b>	<b>PANEL 2</b>	<b>PANEL 3</b>
	Hosted by Mash Media	Sponsorship Available	Sponsorship Available
	What can sport learn from music?	Where should I hold my event?	What do sponsors want?
	TBC	Georgina Warren, Director, Major Events & City Experience, London & Partners, TBC	Adam Chataway, Camelot Group, TBC
	TBC	Robbie Clyde, Head of Event Scotland, Visit Scotland, TBC	Becky Hampton-Smith, Sponsorship Manager, Cazoo, TBC
	TBC	Zoe Walmsley, Senior Events Officer, Coventry City, <b>Confirmed</b>	Pepsi, TBC

WORKSHOP BRIEFINGS				
<b>14:45 - 15:45</b> Delegates have a choice of sessions	<b>BLIND GAMES 2023</b>	<b>UCI WORLD CHAMPIONSHIPS 2023</b>	<b>NATIONAL GOVERNING BODIES</b>	<b>OPPORTUNITIES AND THREATS: THE 2022 FESTIVAL LANDSCAPE</b>
	Sponsorship Available	Sponsorship Available	Hosted by UK Sport	Hosted by PLASA
	Technology, IBSA World Games 2023, TBC	Technology, UCI World Championships 2023, TBC	Brian Facer, Chief Executive Officer, British Cycling, TBC	Rich Bryan, CEO, Bearded Theory, <b>Confirmed</b>
	Operations, IBSA World Games 2023, TBC	Operations, UCI World Championships 2023, TBC	Jack Buckner, Chief Executive Officer, British Swimming, TBC	Becky Stewart, Operations Director, Cambridge City Council. <b>Confirmed</b>
	Security IBSA World Games 2023, TBC	Security, UCI World Championships 2023, TBC	Jonny Hamp, Head of Major Events, British Triathlon	Melvin Benn, Managing Director, Festival Republic, TBC

<b>15:45 - 16:05</b>	<b>BREAK</b>
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<b>16:05 - 16:50</b> Delegates have a choice of sessions	<b>PANEL 1</b>	<b>PANEL 2</b>	<b>PANEL 3</b>	
	Sponsorship Available	Sponsorship Available	Sponsorship Available	
	<b>What can music learn from sport</b>	<b>Great city activation</b>	<b>Fireside Chat</b>	
	Karl Fitzpatrick, Chief Executive Officer, Warrington Wolves, TBC	Martin Green, Commonwealth Games, Festivals UK, TBC	Andrew Gilligan, Head of Research and Insight, Manchester City FC, TBC	
	Karl Tomany, Business Development Manager, Manchester City FC, TBC	Birmingham City Council, TBC	Guillermo Marin, Director of Digital Transformation, GSIC TBC	
Daniel Gidney, Chief Executive Officer, Lancashire County Cricket Club, TBC	West Midlands Growth TBC			

<b>16:50 - 17:20</b>	<b>WHAT WE'RE DOING TO HELP YOU GET YOU BACK ON YOUR FEET</b>
	UK Sport, TBC
	Jim Winship, Secretary, The Events Industry Forum (EIF) - Brief on Purple Guide Update, <b>Confirmed</b> Simon Hughes, Chairman, Business Visits and Events Partnership, (BVEP), TBC

<b>17:20 - 17:30</b>	<b>CLOSE</b> Councillor Gerald Vernon-Jackson CBE
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