

THE
BUSINESS
END

LET'S GET ENGAGED

AGENDA
CONCEPT

THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

LET'S GET
ENGAGED

From followers to revenue

Building a Commercial Fan Ecosystem

Fan engagement is no longer about reach, it is about conversion, retention, and lifetime value. This panel will explore how clubs and federations are transforming audiences into measurable commercial ecosystems. From CRM integration and first-party data strategies to subscription models and premium experiences, senior leaders will share how engagement directly fuels revenue growth while protecting long-term brand equity.

The matchday reinvented

Experience as Competitive Advantage

The stadium remains football's most powerful asset, but expectations have changed. This session will examine how clubs are redesigning the live experience through technology, content, hospitality innovation and personalised touchpoints. Discussion will focus on increasing dwell time, secondary spend, fan satisfaction and post-match digital continuation, ensuring matchday is not an event, but a connected journey.

THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

AGENDA
FOOTBALL
BLACKBOOK

LET'S GET
ENGAGED

The creator economy

Collaborating with Content Creators to Drive Authentic Engagement

Independent creators, fan channels and influencer-led media platforms are reshaping how football stories are told and consumed. This panel will explore how clubs, leagues and brands can strategically collaborate with content creators to unlock new audiences, increase trust, and drive measurable commercial outcomes. From co-created campaigns and behind-the-scenes access to revenue-sharing models and brand alignment, leaders will discuss how to embrace the creator economy without losing control of narrative or integrity.



Fan loyalty & retention

Turning Passion into Long-Term Value

Acquiring fans is expensive. Keeping them is strategic. This session will focus on retention strategy, loyalty platforms, membership ecosystems and reward structures that deepen emotional connection while increasing lifetime value. Senior executives will share how they measure loyalty beyond attendance, how they reduce churn in digital products, and how engagement programmes can become sustainable commercial models rather than short-term promotional tools.

THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

AGENDA
FOOTBALL
BLACKBOOK

LET'S GET
ENGAGED

Content, community & culture

Winning the Attention Economy

Clubs are no longer just sports teams; they are media brands competing in the attention economy. This session explores social strategy, short-form content, creator partnerships, fan-generated content and storytelling formats that resonate with Gen Z and next-generation audiences. The focus: how to build authentic digital communities that translate into loyalty and long-term commercial value.

Web3, loyalty platforms & the future of fan ownership

Redefining Digital Fan Participation

As technology evolves, so too does the concept of fan participation. From blockchain-based loyalty programmes to tokenisation, gamification and immersive digital environments, this panel will explore what's hype, what's scalable and what delivers real commercial impact. Industry leaders will assess how innovation can enhance, not replace, authentic supporter relationships.

THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

AGENDA

LET'S GET
ENGAGED

Data, personalisation & the power of first-party insight

Turning Fan Data into Commercial Advantage

With third-party cookies disappearing and global competition intensifying, owning, and activating fan data has never been more critical. This panel will unpack how leading organisations are building intelligent CRM systems, deploying AI-driven personalisation, and using behavioural insight to deepen loyalty. Practical case studies will highlight how data is moving from reporting function to commercial growth engine.

Global Growth

Engaging Fans Beyond Borders

Football's biggest opportunity lies in international markets, but engagement cannot be one-size-fits-all. This discussion will focus on localisation strategies, international tours, OTT platforms, multilingual content, and regional partnerships. Leaders will share how they balance global brand consistency with culturally relevant engagement that drives monetisation in emerging markets.



THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

AGENDA
16TH SEPTEMBER 2026