

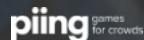
THE
BUSINESS
END

LET'S GET ENGAGED AGENDA

THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

www.footballblackbook.com

PARTNERS





FOREWORD

PATRICK MCCREANOR FOUNDER & CEO, FOOTBALL BLACK BOOK

When we launched The Business End, our ambition was to create something genuinely useful for the football industry: a specifically curated forum where senior decision-makers could come together, speak openly, and turn important conversations into meaningful relationships and action.

The response to today's event has been exceptional. Selling out the original capacity and then working with Millwall and Sodexo to make room for even more delegates demonstrates both the demand for this conversation and the importance of fan engagement across the modern game.

Supporters are the lifeblood of football, but engagement now extends far beyond what happens inside the stadium on a matchday. It encompasses digital experiences, data, content, technology, ticketing, commercial partnerships, community initiatives and every interaction that helps build a lasting connection between a club and its audience.

The quality and variety of people in the room is what makes this event so exciting. Throughout the day, I encourage you to contribute to the discussions, ask difficult questions, introduce yourself to someone new and make full use of the networking opportunities around you. The greatest value of an event like this often comes from the conversation that begins after a panel has finished.

I would like to thank Millwall Football Club and Sodexo for hosting us at The Den and for their tremendous support in accommodating the continued demand for places. I would also like to thank our partners, speakers, moderators, the Football Black Book team and everyone who has contributed to bringing today's event together.



THE DEN, MILLWALL FC 16TH SEPTEMBER 2026

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REGISTRATION, COFFEE & NETWORKING

9.00 - 9.40

LET'S GET AGENDA
ENGAGED

09.45 WELCOME ADDRESS

Sébastien Bassong

ELITE PERFORMANCE
STRATEGIST & FOOTBALL
BROADCASTER

Take What is Yours

Mark Fairbrother

MANAGING DIRECTOR

Millwall FC

Patrick McCreanor

FOUNDER & CEO

Football Black Book

10.00-10.45

Building a Commercial Fan Ecosystem

Turning fan data into stronger relationships, smarter
decisions and sustainable commercial growth



MODERATOR

TALIA LAZARUS

PRESENTER & BROADCASTER

**HOST OF
'I GOT BACK UP'**



GUY SWAN

CLIENT STRATEGY DIRECTOR

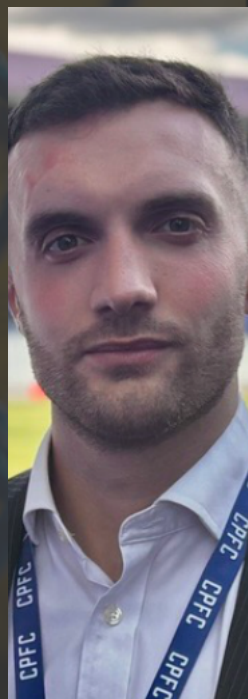
KCM



ALEX WELSBY

HEAD OF DATA AND INSIGHTS

ASTON VILLA FC



WILL FOLLIS

COMMERCIAL INSIGHTS
MANAGER

CRYSTAL PALACE FC



YINZCAM

The Digital Transformation of Birmingham City Football Club

A focused 30-minute session exploring how mobile technology, data and digital experiences can strengthen fan engagement before, during and after matchday.

10.50-11.20



PRIYA NARASIMHAN

CEO & FOUNDER

YINZCAM



GRANT BROKENSHIRE

CHIEF STRATEGY & BUSINESS OPERATIONS
OFFICER

BIRMINGHAM CITY FC

The Matchday Reinvented

Exploring technology, hospitality innovation and personalised touchpoints to evolve the live football experience.

11.25-12.10



MODERATOR



MICHELLE DRING

EX-DIRECTOR OF GROWTH AND
ENGAGEMENT

BRISTOL CITY FC



SARAH MEDCALF

HEAD OF SUPPORTER SERVICES

NEWCASTLE UNITED FC



STUART FENTON

HEAD OF AI

READING FC



CLARE KENNY

COO

TICKETCO

MODERATOR

SAMUEL FOSTER

FREELANCE SPEAKER
AND PRESENTER

The Evolution of The Live Fan Experience

How organisations are building intelligent CRM systems and using personalisation to deepen fan loyalty and commercial growth.

12.15-13.00



MODERATOR

TALIA LAZARUS

PRESENTER & BROADCASTER

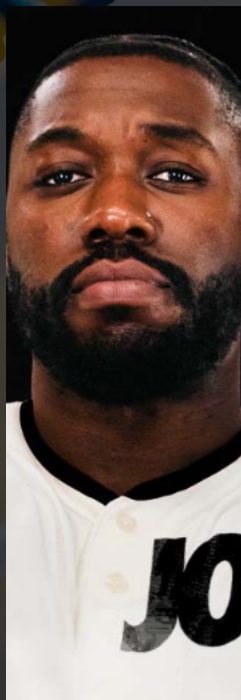
**HOST OF
'I GOT BACK UP'**



NIALL HENDRY

VP OF AI APPLICATIONS AND
SOLUTIONS

STATS PERFORM



JEWEL WILLIAMS

CONTENT CREATOR & PRESENTER
FOUNDER

JEWEL ONEFIVE



LUKE WILSON

CCO

MILLWALL FC

13.00-13.45

NETWORKING LUNCH

in association with



Opta
BY STATS PERFORM



13.50-14.00

piing games
for crowds

Peter Cassidy

**Commercial Director
Piing**

Global Growth

How clubs and organisations engage international audiences through localisation, OTT, multilingual content and regional partnerships.

14.00-14.45



MODERATOR

KARAM GREWAL

SPORTS CONTENT
SPECIALIST

MOISES VALOR

COO

FUTCRUNCH

OLIVIER BRÉMONT

SPORTS STRATEGY AND
BUSINESS DEVELOPMENT

GAME CHANGERS

JACK DAWSON

MARKETING MANAGER

STOKE CITY FC

ANTONY HILTON

SENIOR INSIGHT
MANAGER

FIFTY5BLUE

Content, Community & Culture

Exploring social strategy, creator partnerships and storytelling formats that resonate with next-generation audiences.

15.00-15.45



MODERATOR

TOBRISE CHINOSA
CREATOR

VOICES OF THE GAME

JAMIE BOYCE

**FREELANCE CONTENT
PRODUCER**

ANDREAS FABRICIUS
CEO

PLAYABLE

VALENTINA LURAGHI

**BRAND, MARKETING AND
CREATIVE DIRECTOR**

GLENN SHOOSMITH
CO-FOUNDER & CEO

PROVE ANYTHING

The Creator Economy

How clubs, brands and leagues are collaborating with creators and fan channels to drive authentic engagement.

16.00-16.45



MODERATOR

TOBRISE CHINOSA
CREATOR

VOICES OF THE GAME



MILES ADDY
DIRECTOR

THE CONTENT CLUB



BLAIR MCNALLY
FOOTBALL
CONTENT CREATOR



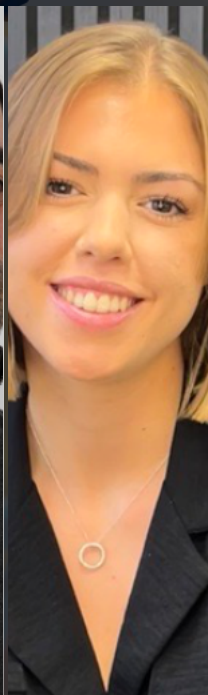
SÉBASTIEN BASSONG
ELITE PERFORMANCE
STRATEGIST & FOOTBALL
BROADCASTER

TAKE WHAT IS YOURS

Fan Loyalty & Retention

Exploring membership ecosystems, loyalty platforms and engagement strategies that increase lifetime fan value.

17.00-17.45



MODERATOR
TAREK MOUSTAFA
FOUNDER
LIFE THROUGH BALL

KAREN DOBRES
AUTHOR, FREELANCE AND
FORMER DIRECTOR OF LEWES FC

LEWIS BULLEN
HEAD OF TICKETING
& FAN ENGAGEMENT
MILTON KEYNES DONS F.C.

MADDY SMITH
GLOBAL ACCOUNT MANAGER
ICOUPON GLOBAL LTD

JONNY HEWLETT
SENIOR STRATEGY
DIRECTOR, SPORTS
AVERY DENNISON

17.45

DRINKS NETWORKING RECEPTION

Closing networking reception for delegates, speakers and partners