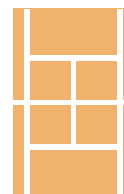




Sports and Leisure Conference and Exhibition

Pitch perfect plus: Adding value to your sporting assets



Programme 21st November

09:00 - 09:30

Registration & refreshments

09:30

Welcome & housekeeping:

Dorothy McLaren, CEO, SEA

09:40

Keynote: Rugby: Making it pitch perfect

TBC, Harlequin Rugby Player

10:05

The Gordon's rugby case study

Tom Mundy, Lettings & Events Manager, Gordon's School

10:30

Panel discussion: Taking it for the team: How to resource enterprise initiatives

Tom Mundy, Lettings & Events Manager, Gordon's School

Ed Moore, Sports Facility Manager, Shrewsbury School

Oli Watkins, Head of Commercial & Community Activities, Alleyn's School

11:00 - 11:20

Refreshments & Exhibition

11:20

It's not about size: Punching above our weight

Maria McLean, Commercial Manager, Rydal Penhros

11:55

Packaging the product: How to reach your audience

Team Repton with **Emma Fell**, Attenger Digital

Laura Keeling, Head of Enterprise Operations, Repton School

12:15 - 13:20

Lunch & Networking

13:20 - 14:10

Tour of the School

14:15

Breakouts:

A) Swim Safety: Ratios and are they enough?

Luke Ramsden, Head of Compliance, The Schools' Enterprise Association

Richard Flavell, Head of Customer Relations, Royal Life Saving Society UK (RLSS UK)

Nick Grazier, Head of Commercial, Royal Life Saving Society UK (RLSS UK)

B) Keep off the grass! Pitch management

Fiona Hyde, Director, Kestrel

C) Swim Research

Dorothy McLaren, CEO, The Schools' Enterprise Association

Ben Hope, Head of Research, The Schools' Enterprise Association

14:50

Padel panel: How to think long term in the face of trend pressure

Panel discussion facilitated by **Dorothy McLaren**, CEO, The Schools' Enterprise Association

Patrick Tinmouth, Commercial Manager, Caterham School

Emma Tumelty, Operations and Commercial Director, Bishop's Stortford College

Rob Jones, Business Development Manager, Soul Padel

15:20

Safeguarding in the sports' space

Jane Bee, Jane Bee Safeguarding

Luke Ramsden, Head of Compliance, The Schools' Enterprise Association

15:40 - 16:00

Refreshments & Exhibition

16:00

Beyond Rugby: The Warwickshire cricket case study

Rachel Watson, Commercial Business Development Manager, Rugby School Enterprises

16:25

Keynote: From swimming pools to pitches: how Mount Kelly shifted the focus

Guy Ayling, Head Master and Principal of the Foundation, Mount Kelly

16:50

Conference Close:

Dorothy McLaren, CEO, The Schools' Enterprise Association