

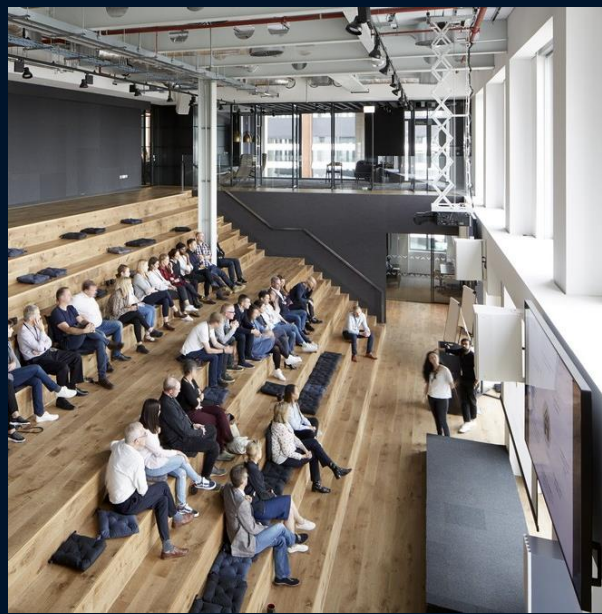
SPORT
INDUSTRY
SOCIALS



SPORT INDUSTRY SOCIALS

Sport Industry Socials is an exciting new series of informal networking opportunities happening throughout 2022.

Each event will focus on trending topics and is ideal for anyone who wants to expand their knowledge and network at the same time.



SPORT INDUSTRY SOCIALS



The first Sport Industry Socials event 'Finding A Fanbase' will take place at The HKX Building in Pancras Square on Thursday 7th July.

4pm - Arrival and drinks reception

5pm - Interactive discussion

6pm - Drinks on the terrace

Finding A Fanbase

7th July - Havas Village

In the first Sport Industry Socials event of the year, leading figures representing sports on different stages of their journeys - emerging, established and traditional - discuss the challenges of finding and retaining fans in a crowded marketplace.

From emerging sports such as the eSkootr Championship, which made its debut in 2022, to cricket, which dates back to the 16th century, we explore the obstacles and opportunities of earning eyeballs in a digital age.

Interactivity is encouraged in this session and our host will regularly turn to the audience to steer the discussion. All invitees will be able to submit questions ahead of time with no topic off the table.

Finding A Fanbase

Rightsholders

Emerging



Conceived by motorsport entrepreneur Hrag Sarkissian and former racing driver Khalil Beshir, the eSkootr Championship is a brand new electric scooter racing series that debuted in 2022.

(Re)established



Originally created and organised by Red Bull in 2003, the re-imagined Air Race World Championship returns after a three-year hiatus with new management, technology and formats.

Established



Founded in 2015, the ESL Pro League is the world's premier Counter-Strike: Global Offensive competition. Season 16 will see 34 international teams competing for \$850,000 in prize money.

Traditional



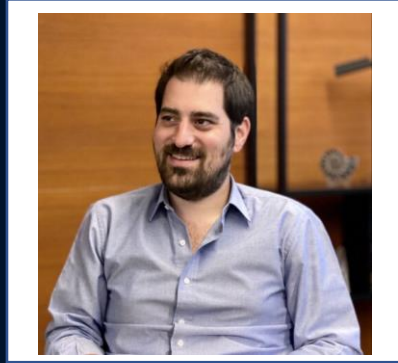
In 2021, the ECB launched The Hundred, cricket's newest competition. This summer, The Hundred will continue to excite cricket fans new and old, with its innovative mix of high energy sporting action and epic entertainment.

Finding A Fanbase

Host



Speaker



Speaker



Speaker



Speaker



Emma Lax
Cake, Head of Strategy

Hrag Sarkissian
eSkootr, Founder and CEO

Willie Cruikshank
World Air Race, Race Director

Dave Souza
ESL Pro League,
Communication Director

Jen Vile
The Hundred, Marketing Director

SPORT INDUSTRY SOCIALS

Receive two tickets to each of the 2022 Sport Industry Social events by purchasing a [Sport Industry Membership](#).

For enquires around purchasing individual tickets please contact:
molly.reynolds@sportindustry.biz

