



BUSINESS BOWL '25

THE USA/UK CHAMPIONSHIP WHERE EVERYONE WINS

SUPPORTED BY



Department for
Business & Trade

ELEVATOR PITCH: BUSINESS BOWL '25

“FOOTBALL MEANS BUSINESS”

Imagine transforming your audience into lifelong fans—just like the NFL has done globally.

Business Bowl '25, co-hosted by the UK Department for Business and Trade and the NFL, is a one-of-a-kind thought-leadership event that brings UK and US business leaders together to share the ultimate playbook for audience engagement.

Held in conjunction with the NFL London Series, this half-day event will feature industry-leading speakers, interactive workshops, and invaluable networking opportunities. Whether you're in retail, technology, or entertainment, you'll leave with actionable strategies to build emotional connections, foster loyalty, and turn customers into your biggest advocates.

Let's redefine what fandom means—together.



BUSINESS BOWL '25 OVERVIEW

EVENT OVERVIEW

- A half-day thought-leadership event bringing together UK and US business leaders to exchange insights on how to transform passive audiences into loyal, engaged fans.
- Leveraging the cultural influence of the NFL and the business expertise of the DBT, this event will explore strategies, innovations, and best practices for building emotional connections with customers, fostering community, and driving sustainable growth.

EVENT DETAILS

- **Date:** TBD, during NFL London Series 2025
- **Location:** Central London (specific venue TBD)
- **Duration:** Half-Day (4-5 hours)
- **Audience:**
 - UK and US business leaders from diverse industries
 - Marketing and branding professionals
 - Media, sports, and entertainment executives
 - Government representatives and policymakers



EVENT AGENDA

1. Registration and Networking Breakfast

Time: 8:30 AM – 9:15 AM

- Guests arrive and check-in.
- Networking over a light breakfast with NFL-themed touches.

2. Welcome and Opening Remarks

Time: 9:15 AM – 9:30 AM

- **Speakers:**
 - Representative from the UK Department for Business and Trade
 - Senior NFL executive
- **Introduction to the theme:** "Turning Audiences into Fans – A Playbook for Success."
- Overview of the shared vision between the UK and US.



EVENT AGENDA

3. Keynote Address: Building a Fan-Centric Brand

Time: 9:30 AM – 10:00 AM

- High-profile keynote speaker (e.g., NFL team owner or global CEO) discusses lessons from the NFL's success in creating one of the world's most passionate fan bases.

Topics: Fan loyalty, storytelling, digital engagement, and fostering community.



KEYNOTE SPEAKER IDEAS

Henry Hodgson

As the General Manager of NFL UK, Henry Hodgson brings extensive experience in international marketing and fan development. His insights into the NFL's strategies for cultivating a passionate fan base in the UK will provide valuable perspectives on audience engagement.

- [International Sports Convention](#)



Marissa Solis

Senior Vice President at the NFL, Marissa Solis has been instrumental in promoting inclusion and equity within the organization. Her leadership in fostering diverse fan communities provides a unique perspective on building inclusive audience engagement strategies.

- [Time](#)



KEYNOTE SPEAKER IDEAS

Nneka Abulokwe OBE

Founder and CEO of MicroMax Consulting, Nneka Abulokwe OBE is a trailblazer in digital governance and technology. Her extensive experience in transforming organizations through digital innovation provides valuable insights into engaging modern audiences.

- [Wikipedia](#)



Ben Francis MBE

Founder and CEO of Gymshark, Ben Francis MBE has transformed a startup into a global fitness brand through innovative social media engagement and community building. His entrepreneurial journey provides valuable insights into turning audiences into dedicated fans.

- [The Times](#)



KEYNOTE SPEAKER IDEAS

Sara Richter

Chief Marketing Officer of Emarsys, Sara Richter specializes in personalized customer experiences. Her expertise in leveraging technology for audience engagement will offer attendees actionable strategies to enhance customer loyalty.

- [Vogue Business](#)



David Olusegun

Co-founder of Creative Control Ventures, David Olusegun partners with celebrities to launch consumer brands, effectively turning audiences into dedicated fans. His innovative approach to brand development and audience engagement provides practical insights for attendees.

1. [The Times](#)



FOR CONSIDERATION . . .

Including **Ambassador Woody Johnson**, co-owner of the New York Jets and former US Ambassador to the Court of St. James's, as a keynote speaker would significantly enhance the event. His unique blend of experience in sports management, international diplomacy, and business leadership offers valuable perspectives on audience engagement and brand development.

Potential Contributions:

- **Sports Management and Fan Engagement:** As the owner of an NFL franchise, Johnson can provide firsthand insights into strategies for building and maintaining a loyal fan base in a highly competitive sports market.
- **International Business Relations:** His tenure as U.S. Ambassador to the UK underscores his expertise in fostering cross-border collaborations, aligning with the event's goal of enhancing UK-US business partnerships.
- **Brand Development:** Drawing from his leadership roles, Johnson can discuss effective methods for transforming audiences into dedicated fans through innovative marketing and community engagement initiatives.



EVENT AGENDA

4. Panel Discussion: The Business of Fandom

Time: 10:00 AM – 10:45 AM

Moderator: Media or business journalist (TBD)

Panelists:

- UK business leader from a major retail or entertainment brand
- NFL executive or team representative
- US-based tech entrepreneur specializing in audience engagement tools
- UK government representative discussing policy support for creative industries

Key Discussion Points:

- Cross-industry insights on converting customers into loyal advocates.
- Leveraging data, personalization, and social media to enhance engagement.
- Exploring cultural similarities and differences between UK and US audiences.



EVENT AGENDA

5. Networking Coffee Break

Time: 10:45 AM – 11:15 AM

6. Fireside Chat: The Role of Community in Fandom

Time: 11:15 AM – 11:45 AM

Format: Intimate conversation between an NFL player and a UK business leader.

Topics:

- Using values and purpose to build authentic connections.
- Insights into how sports and businesses inspire community and loyalty.

7. Interactive Workshop: Drafting Your Playbook

Time: 11:45 AM – 12:30 PM

- Breakout groups to brainstorm strategies for applying fan-building principles to their own organizations.
- Facilitated by industry experts with NFL case studies as inspiration.



EVENT AGENDA

8. Closing Remarks and Key Takeaways

Time: 12:30 PM – 12:45 PM

- Summary of key themes and actionable insights.
- Thank-you message from NFL and DBT representatives.

9. Networking Lunch and NFL Experience

Time: 12:45 PM – 2:00 PM

- Informal networking over a buffet lunch.
- **Exclusive NFL experience:** meet-and-greet with an NFL player, photo ops with the Super Bowl trophy, or an interactive skills session (e.g., passing or kicking challenges).



ADDITIONAL DETAILS

- **Marketing:** Collaborative promotion through DBT and NFL channels.
- **Branding:** NFL-branded stage design and event materials combined with DBT's professional identity.
- **Outcomes:** Participants leave with practical tools and new connections to drive fan engagement in their organizations.

This event promises a dynamic blend of thought leadership, networking, and inspiration, positioning the UK and US as leaders in fan-centric business innovation.



BENEFITS TO NFL

1. Brand Amplification:

- Strengthens the NFL's position as a global brand, expanding its footprint in the UK and fostering deeper engagement with an international audience.

2. Business Partnerships:

- Provides an exclusive platform to forge partnerships with influential UK businesses, paving the way for new sponsorships, collaborations, and expansion opportunities.

3. Thought Leadership:

- Positions the NFL as a thought leader in audience engagement and fan loyalty, sharing best practices that can inspire cross-industry applications.

4. Audience Growth:

- Engages a diverse audience of UK decision-makers, influencers, and policymakers, potentially converting them into advocates and fans of the NFL.



BENEFITS TO DBT

1. Economic Opportunity:

- Highlights the UK as a hub for innovative business practices and showcases its attractiveness as a market for US businesses, including the NFL.

2. Cross-Border Collaboration:

- Facilitates deeper collaboration between UK and US business leaders, driving bilateral trade, investment, and knowledge exchange.

3. Sector Promotion:

- Positions the UK as a leader in creative industries and audience engagement, emphasizing its global competitive advantage in technology, marketing, and entertainment.

4. Event Prestige:

- Aligning with the NFL London Series adds prestige to DBT's efforts to promote international business ties, leveraging the NFL's global visibility and cultural appeal.



BENEFITS TO ATTENDEES

1. Actionable Insights:

- Attendees will gain exclusive insights into the strategies behind the NFL's success in building one of the most loyal fanbases in the world, with actionable takeaways for their own businesses.

2. Networking Opportunities:

- The event provides unparalleled networking with high-level UK and US business leaders, fostering connections that could lead to strategic partnerships or new opportunities.

3. Interactive Learning:

- Workshops and panel discussions will enable attendees to explore practical applications of fan-building strategies, tailored to their industries.

4. Inspiration and Innovation:

- Participants will leave inspired by cross-sector ideas, case studies, and thought-provoking discussions that challenge conventional thinking about customer engagement.



YOUR PERFECT PARTNER

- Whitewall has worked with the world's leading companies for over 20 years; designing and delivering hundreds of on- and off-line experiences around the world.
- As a global supplier, we are able to operate 24/7 worldwide.
- We can cover all the logistical and production elements, experience engineering, design and content - and we can do all that anywhere on Earth.
- Our passion is turning audiences into fans – let us take your content and experiences to the next level!

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