



Life with Football Legislation

Preparing for meaningful fan engagement & consultation

Wednesday, 14 May 2025 10.45 AM - 3:30 PM

Football faces a challenge to improve relations with its supporters. **Kevin Rye** from Think Fan Engagement, publishers of the industry-leading Fan Engagement Index, and the Consultation Guru, **Rhion Jones**, the UK's champion of public & stakeholder consultation, host this first-ever Seminar/Workshop where you can hear from leading experts and practitioners.

This is an opportunity to understand the emerging statutory requirements and consider *best practice* in the fields of **fan engagement and consultation**. Designed for those needing to plan and implement new, compliant 'fan engagement' and 'fan consultation' activities, as well as those with a professional or personal interest in the field, it is also an occasion to network with others addressing the same agenda.

The El Alamein Room, The Victory Services Club, Marble Arch, London WC2 2HF

Programme

10.15 Assemble & networking

10:45 Start: Welcome & Introduction

11.00 *Why regulation can be good for football* – Aaryaman Banerji
(Head of Football Governance Lane Clarke and Peacock (LCP))

11.15 *The journey towards better fan engagement* – Kevin Rye (Think Fan Engagement)

11.30 *The basic concepts of public/stakeholder involvement* – Rhion Jones (Consultation Guru)

11.45 *How we engage with our supporters.*

Mo Maghazachi – (Everton FC & Everton Fan Advisory Board)

12.15 *What engagement are supporters looking for?*

Mark Meehan (Chair, Chelsea Supporters Trust),

Dave Pennington (Vice Chair, Manchester United Supporters Trust)

12.45 Networking lunch

13.30 *The emerging best practice model for fan engagement* – Kevin Rye and David Lowes (Director of Fan Engagement at Lincoln City FC)

14.00 *The statutory requirement to consult; implications and best practice* – Rhion Jones

14:30 *Driving fan engagement through a strategic approach to communication*

David Millar, Head of Communications, LCP:

14.50 Workshop Roundtables: *How will football change?*

15.30 Conclusions and Close

Fee: **£159** per person. Discounts for multiple bookings

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