

UNDER ARMOUR

— PRESENTS —



POWERPLAY
THE FUTURE

POST SHOW REPORT LONDON 2023

www.powerplaythefuture.com

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THANK YOU

Dear all

After a busy build up to the conference and an exciting two days, the post-show report provides the summary and evidence of why we need to continue to drive 'Sport for Social Change'. The conversations and the human connections laid out the foundation to crystallise how action is needed now and in the future. The sponsors, speakers, partners, entrepreneurs and exhibitors created an environment where we all felt safe to be open and transparent about the issues that women in sport have faced and continue to face on a daily basis.

PowerPlay The Future saw a gathering of players and investors from around the world who all share our vision of supporting sports-tech founders within women's sports. From major partner announcements to influential discussions between our industry heavyweight speakers, and exciting new start-ups showcasing their innovations, it is hard to pick a personal highlight. With this in mind, I will let the numbers speak for themselves along with the inclusivity of people to bring their whole self from any part of society or profession within the industry and not be labelled but be understood for who they actually are.

By being mindful of our environment we made meaningful efforts to make the event more sustainable, we made a focus to minimise single use branding by removing lanyards and maximising the use of NFT ticketing and wallet technology for networking and sharing content. We are striving to reduce our carbon footprint and we hope that you can support us in this mission in our future events.

I would like to conclude by extending my appreciation and thanks to all those who sponsored, partnered, exhibited and participated in our second edition. We must join up our collective efforts to ensure that we understand the different cultures and societies that play a huge part in bringing together a more inclusive, equal, diverse and equitable world for Women's Sport & Physical Activity. Our international community of Women Sport professional is growing every day.

We hope to see you in one of our collection of events, starting with London for the third edition in Spring 2024. Then our North American edition begins in the fantastic city of Montreal, Canada in June 2024 and lastly, we go back to Europe in the city of Oslo, Norway in Autumn 2024.

Yours,



David Kreyling
CEO, Omnia Media

#everythinginsport

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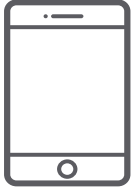


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READY SPORTS
READYSPOORT.XYZ

LONDON



75%

of attendees used our
NFT networking App

95%

rated London as a good or very good event
would recommend the event to their colleagues
are very likely to attend London 2024



Attendees from over 16 different countries



15k

website traffic
in last 9 months

+2k 

increase in followers across our social media platforms



100

Million pounds worth of
investment in the room

22

Showcases

12

Hours of
presentations

42

Exhibitors

0

Laynards

THOUGHTS FROM OUR PLAYERS

“PowerPlay The Future and Women’s Edition conference was a phenomenal event. the*gameHERs had an opportunity to attend and pitch our story. We are thrilled with the connections we made and look forward to future events with Everything in Sport.”



“The Everything in Sport Women’s Edition conference was a fantastic event that we are proud to have been a part of. It was brilliant to hear from such a mixture of speakers sharing their insights and stories, and the added value of being able to exhibit made for some great conversations across both days.

Presenting at PowerPlay The Future was a unique opportunity not often afforded to companies in this space, and it was humbling to hear from so many other brands working for the betterment of female sport.”



“Power Play The Future gave us a unique chance to connect with the stakeholders that matter for us to take the next step in our startup journey. No other venue offers such level of synergy between the tech and the sports world by connecting founders with industry experts and investors.”



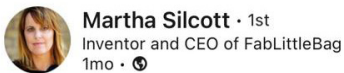
“Powerplay is really a first-in-class event, bringing together innovators, entrepreneurs and investors to help share the future of sport.”



MEDIA COVERAGE



The sports community is getting together again at **Everything in Sport** Women's Edition!! Ping me if you will be around to show you a demo of how **SAIVA Football** is contributing to the development of football athletes by activating game perception and decision-making training through the power of AI and VR.
[#saiva](#)
[#everythinginsport](#) [#businessconference](#)
[#womenssport](#) [#ai](#) [#vr](#) [#vrtraining](#) [#sporttech](#)
[#aitechnology](#) [#footballanalytics](#) [#soccertraining](#)
[#footballtraining](#)



Today I am in enemy territory! 🙌😄 excited to exhibit alongside The Dream Team of **Nixi Body Limited Rezon The Well HQ** at [#Everythinginsport](#) Thanks to the fab **Chris Baker** for all the organising !!!
[#periods](#) [#sports](#) [Maya Herm](#) Fab to see you too!!



Sylvie De Smet · 1st
Being together from a distance - connecting people
1mo · Edited · 🌐

what an amazing two days, thanks for inviting me with [#FrameUs](#)

[Alex Chalmers](#) [Gérôme Vanherf](#) [Coralie Doyen](#) [Lorin Hamlin](#) [Chris Baker](#) [Everything in Sport](#) [Under Armour](#) [SportsTech Belgium](#)

[#selfie](#) [#idol](#) [#fan](#) [#connectingpeople](#)
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👍👏🌟 You and 12 others

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Chantal Epp FRSA · 2nd
1mo · 🌐 [+ Follow](#)

Last week Baby Sky joined me at the **Everything in Sport** conference as the Chief Networking Officer for **ClicknClear!**
 She did a wonderful job in her new role.

[#conference](#) [#musictech](#) [#sportstech](#) [#musicrights](#)
[#musiclicensing](#) [#musicinsport](#)

See less





Rebecca Dixon · 1st
 Co-founder and CEO, the*gameHERs | Esports Trade Association Board of Directors | Raidiant Ambassador
 2w · Edited · 🌐

Incredible week earlier this month at [Everything in Sport's](#) Women's Edition at [Tottenham Hotspur Stadium!](#) 🇬🇧

Thank you to [Stadia Ventures Under Armour Alex Chalmers Lorin Hamlin Chris Baker](#) for an inspirational and important event! 🔥

It was a true honor to share [the*gameHERs](#) story alongside 24 female founded companies 🎉

And the location was divine! Come on you Spurs! 🏆

[#womeningaming](#) [#esportsindustry](#) [#entrepreneurship](#)

[Billie Purdie](#) [Laura Youngson](#) [Charlie Greenwood](#) [Andy Selby](#) [Michael Stafford](#) [Giulia Zecchini](#) [Jasmine Skee](#) [Chris Cockerell](#) [Mandeep Kaur](#) [Moore verta maloney](#)



Kelly Newton · 1st
 Founder of Nixi Body - Discreet Leakproof Underwear
 1mo · 🌐

An excellent first day at [Everything in Sport](#) Women's Edition.

Some cracking panels and a great opportunity to meet so many women making big waves in women's sports.

[#everythinginsport](#)
[#femtech](#) [#womenshealth](#)



Caroline Shukla · 1st
 1mo · 🌐

Exhibiting at [Everything in Sport](#) conference a few weeks ago was a wonderful experience! The conference brought together men and women, from all different sporting sectors, to discuss the changing environment of womens sport.

I got to exhibit and pitch Skcratch to a room of investors and also meet so many impressive female-run businesses making an impact on changing the landscape of sport. It's inspiring see people so passionate about progressing change and I'm very proud to have been sat alongside them presenting Skcratch.

A few of the incredible brands I want to highlight are below and their products and services are truly making a difference to womens sport 🍌

The Well HQ - "The Well is built on cutting-edge science, expertise and experience. Through community, resources and support for women and those who work closely with women, The Well HQ bridge the knowledge gap so that women can become the architects of their own health, happiness and performance."

Discover their book "The Female Body Bible" which is the playbook of all the elements that go into getting the most out of your body, and a selection of strategies that you can try to find out what works for you and your incredible body.



Cecilie Lea Lisberg · 1st
 CEO and Co-founder of ZOLES | 3D-Tech lover | SportsTech | Vision to disrupt the footwear & insole i...
 1mo · 🌐

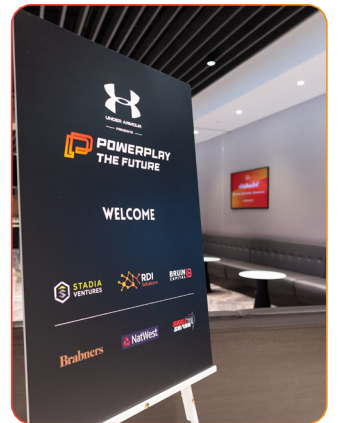
Absolutely amazing couple of days in London at [Everything in Sport](#) Women's edition. What a power play of female founders in sports, players, clubs, federations and more 🍌

Let's put more focus on women in sport! From gear, clothes, shoes, publicity, safety to the woman it's self 🍌

Thank you [Carsten Couchouron](#) from [Sports Lab Copenhagen](#) for setting the team; me and [ZOLES®](#), [Lise Pape](#) from [Walk With Path Limited](#) and [Lena Andersson](#) from [Go! Running Tours](#). Strong danish women! 🍌

And WHAT a setting it was on the beautiful [Tottenham Hotspur Stadium](#) p







Our Future Events



Everything in Sport
WOMEN'S EDITION

LONDON

SPRING 2024



Everything in Sport
WOMEN'S EDITION

CANADA

SUMMER 2024



Everything in Sport
WOMEN'S EDITION

NORWAY

AUTUMN 2024





CONTENT >

WE PUBLISH

DIGITAL >

WE CREATE

EVENTS >


WE PRODUCE




Everything in Sport
WOMEN'S EDITION

Sports Tech meets Capital

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