



**LEADERS
MEET™
THE GAME CHANGERS**

The Agenda

Date

7 October 2016

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Venue

Chelsea FC, London

The Agenda

This unique day of thought leadership will showcase world class examples of growing audiences and fan bases for women's sports, driving participation, connecting with female consumers and highlighting challenges female executives face in careers in sport. You'll hear keynote sessions and discussion panels from some of the main players who are actively working to keep this at the forefront of their agenda – and succeeding.



Sessions

Secure your pass

Session 1

Confirmed speakers

Margot Harley, Head of Consumer Business, Sydney Roosters
Debbie Jevans, Executive Director, EFL
Maggie Alphonsi, Retired International Rugby Player & Commentator

Diversity & Inclusion: Giving Women Influence at The Top

Only six percent of FTSE 100 companies are led by female CEOs and that percentage drops in sport. There are a myriad of challenges involved in addressing this balance and this panel brings together leading figures to provide a frank and honest perspective on these difficulties yet also the opportunities for female executives to succeed in business and sport.

Session 2

Confirmed speakers

Alison Kervin, Sports Editor, Mail On Sunday
Kelly Simmons MBE, Participation and Development Director, The FA
Casey Stoney, Professional Footballer, Arsenal Ladies

Sport for All: Participation and The Importance of Women to UK Sport

Sport transcends entertainment and has the ability to unite and cross social divides. To harness the social benefits of sport, key figures in government and organising bodies are driving awareness and participation amongst women and creating a legacy for the benefits of future generations. This session will be an exclusive update on the programmes and initiatives that are reshaping women's sport and society on the whole.

Session 3

Confirmed speaker

Lisa Borders, President, WNBA

Audiences and Promotion: Creating The Pinnacle of Women's Sport

The WNBA has become the most successful professional women's sports league in the world setting an inspiring example to leagues worldwide. With the backing of major sponsors, enhanced attendances and unprecedented promotion from broadcasters the league has been taken to the next level and laid the foundations for future success. This session will detail the much needed lessons for success and opportunities for growth within women's sport.

Sessions

Session 4

Confirmed speakers

Jo Barnett, Managing Director, Virgin Money Giving
Simon Hetherington, Commercial Director, Kia Motors UK Ltd

Harnessing Emotion: How Brands Target and Interact With Women through Sport

Women dominate consumer purchasing but the female consumer segment has lagged behind in terms of brand marketing spend in sport. A number of innovative brands are increasingly harnessing the passion of sport to successfully target female consumers, using a unique approach that is relevant to women and with a different mix of marketing channels. This panel will look at the activations and campaigns that have really stood out and are breaking new ground to yield impressive business results.

Session 5

Confirmed speaker

Barney Francis, Managing Director, Sky Sports

Reach for The Sky: Making Women's Sport Front and Centre of Sport Broadcasting

The role of broadcasters play a central role to the health and growth of female sport around the world. Discover what Sky are doing to promote women's sport and how they are attracting more male and female fans to engage and place female sport at the forefront of their operations.

Session 6

Confirmed speakers

Eni Aluko, Professional Footballer, Chelsea FC
Libby Greenhalgh, Navigator, Team SCA
Sam Quek, Olympic Gold Medallist, GB Hockey

An Athlete's Perspective: Growing Women's Sport

The success of female athletes has skyrocketed in recent years with increased exposure in publicity and endorsements across a range of sports. Hear first-hand experiences from leading female athletes along with their thoughts on what needs to be done to further boost the profile of female sport.

Session 7

Confirmed speakers

Rosie Underwood, Beauty Director, OK! Magazine
Richard Clark, Marketing Director, boohoo.com

Transferrable Lessons: Engaging With Women Outside Of Sport

To take female engagement in sport to the next level, the industry must look outside of its bubble and learn how leading female brands and publishers engage with their target market. Understand what catches their attention and how sport can use these lessons and implement them in future strategy.

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