SIGA MEMBERS, COMMITTED SUPPORTERS AND PARTNERS INCLUDE, AMONGST OTHERS:
SPORT INTEGRITY WEEK SPEAKERS AND PARTNERS INCLUDE, AMONGST OTHERS:
WEEK SIGA SPORT INTEGRITY

7 - 11 SEPTEMBER 2020
The Sport Integrity Week™ is aimed at promoting the implementation of the highest integrity standards at all levels and across all areas of Sport.

Bringing together relevant industry leaders, decision-makers and top experts, the Sport Integrity Week™ will offer a unique, powerful platform to raise awareness about the most critical challenges facing Sport and the wider industry, facilitate collective action and pave the way to the necessary reforms.

The 2020 Sport Integrity Week™ will take place in a brand new digital format, comprising of live interactive panel discussions via SIGA’s free to access digital platform Whova - #SIW, and a series of interviews with some of the most senior leaders from the world of Sport.

Structured around 5 core themes, the Sport Integrity Week™ will offer insightful discussions, knowledge sharing and networking opportunities. It will also promote best practice, enhance dialogue and cooperation, as well as instigate cultural, global approaches and action-oriented solutions.
Sport Integrity Week™ is the world’s premium digital conference and thought leadership dynamo for sport integrity leaders and all those who want to see the industry being governed and operated under the highest integrity standards.

Connecting senior executives, thought leaders, policy-makers, forward-thinkers, global sponsors, media and champions on sport integrity, the Sport Integrity Week™ represents the perfect intersection for all key stakeholders to come together and usher the sporting industry into a new era!

EMANUEL MACEDO DE MEDEIROS,
CEO, SIGA
CHAIRMAN & CEO, SIGA AMERICA
ONE WEEK

FIVE WORKING DAYS

ALL OVER THE WORLD

SAFEGUARDING SPORT INTEGRITY

ALL KEY STAKEHOLDERS

PRESSING FOR POSITIVE CHANGE

CREATING A GLOBAL MOVEMENT
SPORT INTEGRITY WEEK
#SIW
The Most **Pressing Challenges** facing Sport and the wider Industry - The Most **Influential Leaders, Opinion-Makers and Influencers** - High-Level, **Expertise-Driven, Action-Oriented** Discussions - **All Sports - All Continents - All Key Stakeholder Groups** – One **United Front** - Leading the Way for **Sport Integrity** Worldwide

**WEBINAR SERIES**

**D DAY 01**
7 SEPTEMBER
GOOD GOVERNANCE, ANTI-CORRUPTION & INTERNATIONAL COOPERATION IN SPORT

**D DAY 02**
8 SEPTEMBER
FINANCIAL INTEGRITY, TRANSPARENCY AND SUSTAINABILITY IN SPORT

**D DAY 03**
9 SEPTEMBER
SPORTS BETTING INTEGRITY

**D DAY 04**
10 SEPTEMBER
SPORTS BUSINESS, MEDIA & TECHNOLOGY

**D DAY 05**
11 SEPTEMBER
YOUTH DEVELOPMENT & CHILD PROTECTION IN SPORT
# Agenda at a Glance

## Day 1 - Monday, 7 September 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>10.00 CET</td>
<td>Welcome &amp; Opening Address</td>
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<tr>
<td></td>
<td>• Welcome Address</td>
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<td></td>
<td>• Introducing the Sport Integrity Week, Raising the Bar for Sport Integrity</td>
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<td>• Testimonials</td>
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<tr>
<td>12.00 CET</td>
<td>Web Media Conference</td>
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<tr>
<td>13.00 CET</td>
<td>#SIGA Women: How to Balance the Board in Sport</td>
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<tr>
<td>14.00 CET</td>
<td>Fireside Chat: Edwin Moses</td>
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<tr>
<td>14.45 CET</td>
<td>Sport Integrity: Vision 2030</td>
</tr>
<tr>
<td>15.35 CET</td>
<td>Fireside Chat: Renée Montgomery</td>
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<tr>
<td>16.10 CET</td>
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<tr>
<td>16.30 CET</td>
<td>Fireside Chat: Jon Duncan</td>
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<tr>
<td>17.00 CET</td>
<td>Fighting International Crime in Sport</td>
</tr>
<tr>
<td>18.00 CET</td>
<td>Time for Action: A United Front for Clean Sport in Brazil!</td>
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<tr>
<td>18.00 CET</td>
<td>Workshop: SIGA Global Mentorship Programme</td>
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<td>On Female Leadership in Sport</td>
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<td>20.00 CET</td>
<td>Sport Integrity Oceania</td>
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## Day 2 - Tuesday, 8 September 2020

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08.00 CET</td>
<td>The Impact of COVID-19 on Sport Integrity: An Inter-Regional Expert Debate</td>
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<tr>
<td>09.00 CET</td>
<td>Keynote Address: Winners Play by the Rules</td>
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<tr>
<td>09.30 CET</td>
<td>AxisStars: A New Standard for Athlete Protection Off the Field</td>
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<tr>
<td>11.00 CET</td>
<td>Sustain the Game Powered by the FSA</td>
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<tr>
<td>14.00 CET</td>
<td>The King Protea is the Symbol of Team South Africa, Yet Females Can Play a Crucial Role in the Governance of South African Sport</td>
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<tr>
<td>15.00 CET</td>
<td>The Name of the Game: Follow the Money!</td>
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<tr>
<td>16.30 CET</td>
<td>Keynote &amp; Fireside Chat: Francis Gurry</td>
</tr>
<tr>
<td>17.00 CET</td>
<td>Fight for Your Rights: Digital Piracy &amp; IP Protection</td>
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<tr>
<td>18.00 CET</td>
<td>Sport Integrity Canada: Exploring Risks, Seizing Opportunities, Projecting the Future</td>
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<tr>
<td>19.00 CET</td>
<td>Caribbean: Protecting Media Rights and Sports Economic Viability</td>
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<td>Time</td>
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<tr>
<td>10.00</td>
<td>MESSAGE: FERNANDO VEIGA GOMES</td>
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<tr>
<td>10.15</td>
<td>MESSAGE: MIGUEL OLIVEIRA</td>
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<tr>
<td>10.30</td>
<td>WHAT IS ESPORTS AND HOW DOES IT FIT INTO SPORT?</td>
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<tr>
<td>12.00</td>
<td>MONEY TALKS: MATCH-FIXING &amp; CRIMINAL INFILTRATION IN SPORT</td>
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<tr>
<td>14.30</td>
<td>KEYNOTE ADDRESS: BRIAN LEWIS</td>
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<tr>
<td>15.00</td>
<td>ESPORTS: THE FUTURE, NOW!</td>
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<tr>
<td>16.15</td>
<td>KEYNOTE &amp; FIRESIDE CHAT: SANDRA DOUGLAS MORGAN</td>
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<tr>
<td>17.00</td>
<td>SPORTS BETTING INTEGRITY USA: THE WILD WEST?</td>
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<td>18.30</td>
<td>BETTING AND SPORT: A MATCH MADE IN HEAVEN?</td>
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<tr>
<td>09.00</td>
<td>INTEGRITY AND THE EMERGING SPORTS MARKET POWERED BY INDIA ON TRACK</td>
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<tr>
<td>10.00</td>
<td>MAINTAINING INTEGRITY THROUGH SPORTS TECHNOLOGY</td>
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<td>11.30</td>
<td>KEYNOTE &amp; FIRESIDE CHAT: AHMAD ALKHATIB</td>
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<tr>
<td>12.00</td>
<td>INTEGRITY REPUTATION: GETTING A COMPETITIVE ADVANTAGE IN SPORT</td>
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<tr>
<td>13.15</td>
<td>OPERATION NO MORE ABUSE IN SPORT: USING TECHNOLOGY AND REAL WORLD TACTICS TO PREVENT RACISM</td>
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<td>14.00</td>
<td>SIGNING CEREMONY OF COOPERATION AGREEMENT: SIGA – INDIA ON TRACK</td>
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<tr>
<td>15.00</td>
<td>GLOBAL BUSINESS: PRESSING FOR SPORT INTEGRITY</td>
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<tr>
<td>17.00</td>
<td>SPORT INTEGRITY, TECHNOLOGY &amp; INNOVATION: THE NEXT BIG THING</td>
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<td>09.00</td>
<td>INTEGRITY AND THE YOUNG PLAYER POWERED BY INDIA ON TRACK</td>
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<tr>
<td>10.00</td>
<td>YOUTH, EQUALITY AND GENDER EQUITY: SUSTAINABLE DEVELOPMENT IS SEEDED HERE!</td>
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<tr>
<td>10.00</td>
<td>INTEGRITY AND THE YOUNG PLAYER POWERED BY INDIA ON TRACK</td>
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<tr>
<td>11.30</td>
<td>SAFEGUARDING CHILDREN FROM MORAL AND SEXUAL ABUSE IN SPORT</td>
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<tr>
<td>12.30</td>
<td>SPORT BETTING IN ESPORTS</td>
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<td>13.00</td>
<td>AN ATLANTIC PERSPECTIVE ON THE CHALLENGES AND OPPORTUNITIES OF FOOTBALL YOUTH DEVELOPMENT</td>
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<td>13.00</td>
<td>HOLISTIC HEALTH: CHAMPIONS IN MIND &amp; BODY</td>
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<td>14.00</td>
<td>SAFEGUARDING CHILDREN IN SPORT: A PERSONAL, LEGAL AND PSYCHOLOGICAL ACCOUNT</td>
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<tr>
<td>15.00</td>
<td>A CLEAR AND PRESENT DANGER: SAFEGUARDING CHILDREN AND YOUNG PEOPLE IN SPORT</td>
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<td>16.00</td>
<td>COACHING THE COACHES: THE GROWING FIELD OF COACH DEVELOPMENT</td>
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<td>17.00</td>
<td>OUT OF SIGHT, OUT OF MIND? HUMAN TRAFFICKING AND SMUGGLING IN SPORT</td>
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<td>18.00</td>
<td>SPORT INTEGRITY AS A CATALYST FOR SOCIAL DEVELOPMENT</td>
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<tr>
<td>19.00</td>
<td>RAISING THE BAR IN SUPPORT OF YOUTH SPORT COACHES</td>
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</tbody>
</table>
DAY 1
MONDAY, 7 SEPTEMBER 2020

DAILY THEME
SPORTS GOVERNANCE, ANTI-CORRUPTION & INTERNATIONAL COOPERATION IN SPORT

10.00 CET
WELCOME & OPENING ADDRESS

WELCOME ADDRESS
Franco Frattini
Chairman, SIGA, Justice and Chamber President, Supreme Administrative Court, Italy | former Minister of Foreign Affairs, Italy | former Vice President and Commissioner for Justice, Freedom and Security, European Commission

INTRODUCING THE SPORT INTEGRITY WEEK. RAISING THE BAR FOR SPORT INTEGRITY
Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

TESTIMONIALS
SIGA is proud to present a selection of testimonials from a range of key sports stakeholders and diversity of backgrounds, sharing their perspectives upon the evolving Sport Integrity landscape. They speak directly to the heart of Integrity issues and set the tone for a progressive week ahead dedicated solely to the positive evolution of Sport and the wider industry.

12.00 CET
WEB MEDIA CONFERENCE

SIGA RECOMMENDATIONS ON RACE, GENDER, DIVERSITY & INCLUSION IN SPORT

Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

Brian Lewis
President, Trinidad & Tobago National Olympic Committee | Member, SIGA Council | Chair, SIGA Task Force of Race, Gender, Diversity and Inclusion | President, Caribbean Association of National Olympic Committees (CANOC)
A 2019 independent survey carried out by SIGA demonstrates that the percentage of women’s representation at the highest executive organs of the 32 internationally recognised sports federations was merely 18.3%. This means we still have a long way to go to achieve true diverse representation within the governance of Sport! In pursuance of its efforts to enhance good governance at all levels of Sport, SIGA is committed to promoting a gender equity governance culture, where access to leadership roles in sports organisations is determined, not by gender, race or any other discriminatory factor, but by merit. This panel will help illuminate the ideal roadmap for tangible progress by shining a light on key issues, such as the current barriers women face in shattering the gender glass ceiling in the sports industry, the important role that men, as well as women, in leadership positions can play and SIGA’s 2020/2021 Global Agenda on Female Empowerment and Leadership in Sport.
SPORT INTEGRITY WEEK
7 - 11 SEPTEMBER 2020

HIGH LEVEL WEBINAR & FIRESIDE CHATS

14.00 CET

FIRESIDE CHAT: EDWIN MOSES

Edwin Moses OLY
Legendary track and field Champion, 2x Olympic Gold Medalist, Chairman Emeritus, United States Anti-Doing Agency (USADA), Former Chairman, Laureus World Sports Academy, Chairman of the United States Anti-Doping Agency (USADA), Former Chairman, Laureus World Sports Academy

Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

14.45 CET

SPORT INTEGRITY: VISION 2030

We are all witnessing a transformational moment in the History of global Sport. The challenge we all face is how to best navigate these uncertain times and ensure sport can emerge from this period of uncertainty and instability as quickly and as strongly as possible. The need for global leadership and concerted action has never been greater or more urgent. The entire sport movement, governments, international organisations, athletes, fans and all sports stakeholders need to adapt, if sport is to survive this unprecedented crisis. However, should survival be all that we aspire to at this time of potential rebirth? Can the post-COVID environment also provide us all with a catalyst for a better, healthier, integrity-rich sporting eco-system? What role should Sport play in the quest for social and racial equality? What is the vision that we should aim to accomplish by the end of the current decade? What lessons have we learned from the past 10 years’ failures and progresses that can help Sport Integrity to be at the podium in 2030? How can we ensure that this opportunity is not wasted, and Sport Integrity reaches the podium?

To address these vital issues, we are proud to present a series of high-profile, forward-thinking and action-oriented initiatives, including a global leaders webinar session, inspirational keynote speeches and thought-provoking fireside chats with the SIGA CEO and Chairman & CEO of SIGA AMERICA, Emanuel Macedo de Medeiros.

Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

Mike Golub
President, Portland Timbers Football Club, 2019/2020 Major League Soccer Champion

Jessica Berman
Deputy Commissioner & Executive Vice President, National Lacrosse League

Malaika Underwood
Senior Vice President, Licensing, One Team Partners

Dan Mannix
CEO, CSM North America

Moderator
## High Level Webinar & Fireside Chats

### Fireside Chat: Renée Montgomery

<table>
<thead>
<tr>
<th>Time</th>
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<tbody>
<tr>
<td>15.35 CET</td>
<td>Fireside Chat: Renée Montgomery</td>
<td>Renee Montgomery, Emanuel Macedo de Medeiros</td>
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</table>

- **Renee Montgomery**
  - American basketball player
  - WNBA Sixth Woman of the Year (2012)
  - WNBA All-Star (2011)
  - NCAA Champion (2009)

- **Emanuel Macedo de Medeiros**
  - CEO, SIGA | Chairman & CEO, SIGA AMERICA
  - Founder and former CEO, European Professional Football Leagues & World League Association

### Fireside Chat: Gianni Merlo

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<tr>
<td>16.10 CET</td>
<td>Fireside Chat: Gianni Merlo</td>
<td>Gianni Merlo, Emanuel Macedo de Medeiros</td>
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</table>

- **Gianni Merlo**
  - President, AIPS - International Association of Sports Press

- **Emanuel Macedo de Medeiros**
  - CEO, SIGA | Chairman & CEO, SIGA AMERICA
  - Founder and former CEO, European Professional Football Leagues & World League Association

### Fireside Chat: Jon Duncan

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<td>Fireside Chat: Jon Duncan</td>
<td>Jon Duncan, Emanuel Macedo de Medeiros</td>
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</table>

- **Jon Duncan**
  - Vice President, Enforcement, The National Collegiate Athletic Association (NCAA)

- **Emanuel Macedo de Medeiros**
  - CEO, SIGA | Chairman & CEO, SIGA AMERICA
  - Founder and former CEO, European Professional Football Leagues & World League Association
The depth, scale and impact of corruption and criminal infiltration in sport is increasing globally. Facilitated by a permissive climate, fuelled by poor leadership, poor governance and lack of independent scrutiny increased presence of organised crime continues to cast an unnerving shadow over the sporting industry. The ramifications of COVID-19 have, and will, provide criminals with even greater opportunities to expand their operations and their impact throughout Sport. Here we will explore this troublesome landscape and ascertain if we, sports bodies, international organisations and governments are doing enough? If not, why? And what more needs to be done?

**17.00 CET  FIGHTING INTERNATIONAL CRIME IN SPORT**

Integrity, Transparency and Good Governance, these are the Rating Integra pillars, developed by the main players of the Sport in Brazil.

In this panel we will talk about the importance of the Rating Integra for Brazilian sport. This tool is pioneer in the World and aims to help sport entities and to increase sponsorship in high performance sports.

**18.00 CET  TIME FOR ACTION!**

**A UNITED FRONT FOR CLEAN SPORT IN BRAZIL!**

Integrity, Transparency and Good Governance, these are the Rating Integra pillars, developed by the main players of the Sport in Brazil.

In this panel we will talk about the importance of the Rating Integra for Brazilian sport. This tool is pioneer in the World and aims to help sport entities and to increase sponsorship in high performance sports.
**Workshop: SIGA Global Mentorship Programme on Female Leadership in Sport**

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<thead>
<tr>
<th>Time</th>
<th>Speaker Name</th>
<th>Role/Title</th>
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<tbody>
<tr>
<td>18.00 CET</td>
<td>Katie Simmonds</td>
<td>General Counsel &amp; Senior Director, Global Partnerships, COO, SIGA AMERICA</td>
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<td></td>
<td>Elda Gjoka</td>
<td>Strategic Advisor to the President of Kosovo Olympic Committee, KOS NOC Senior Coordinator with SIGA, CEO &amp; Founder Genuine Effect Ltd. Consulting and Marketing Company</td>
</tr>
<tr>
<td></td>
<td>Alison Giordano</td>
<td>Vice President, Consumer Marketing &amp; Sponsorships, Mastercard</td>
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<td></td>
<td>Anna Blanchard</td>
<td>Senior Manager, Partnership Marketing, Major League Soccer</td>
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<td></td>
<td>Christine Franklin</td>
<td>Executive Vice President, Octagon</td>
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<td></td>
<td>Angela Smith</td>
<td>Chair, Stoke City Supporters Council Member of GB World Champion Squash Team</td>
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<td></td>
<td>Catherine Ordway</td>
<td>Sport Management/ Sport Law, University of Canberra</td>
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<td>Graziella Thake</td>
<td>Bpsych MPsych, CEO The Optimisation Hub, 2020 IWD leader of the year 2010 Transformational Leader International Speaker Diversity</td>
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<td></td>
<td>Isobel (Izzy) Carnwath</td>
<td>Brand and Communications Director, International Mixed Martial Arts Association</td>
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<td></td>
<td>Katherine Anderson</td>
<td>Youth Protection Officer, Major League Baseball</td>
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<td>Emily Jane Organ</td>
<td>Production and Talent Manager, beIN Sports</td>
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<td>Deidre Anderson</td>
<td>Master Trainer, Optimisation Hub</td>
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<td>Jaime Bivona</td>
<td>Group director, Octagon</td>
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<td>Marely Flores</td>
<td>International Sport Events Manager</td>
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<td></td>
<td>Lisa Delpy Neirotti</td>
<td>Associate Professor &amp; Director, Sports Management Programs (BBA, MS &amp; MBA), The George Washington University</td>
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<tr>
<td></td>
<td>Sarah Solemale</td>
<td>Senior MA Governance Services Manager, FIFA</td>
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<td>Sally Roberts</td>
<td>Founder and CEO, Wrestle Like a Girl</td>
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20.00 CET  

SPORT INTEGRITY OCEANIA: THE CHANGING LANDSCAPE OF SPORT GOVERNANCE AND INTEGRITY – A VIEW FROM DOWN UNDER

Such is the level of concern at the growing threat to the integrity of Sport, the Governments of Australia and New Zealand have both commissioned reviews in recent years. Recommendations from the Australian review have been implemented including the creation of a single nationally coordinated organisation to address sport integrity issues in Australia (Sport Integrity Australia). Here we will discuss the challenges to sport integrity in Oceania and how the way forward might progress with SIA, and other concepts. The session will also explore the need for sport to appropriately address the health, safety and wellbeing of participants, including the need to combat bullying and abuse and other threats to positive sporting experiences.

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Sal Perna</td>
<td>Racing Integrity Commissioner, Victoria, Australia</td>
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<tr>
<td>Grant Raper</td>
<td>Detective Chief Inspector, CRIU Organised Crime Squad, Australia</td>
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<tr>
<td>David Howman</td>
<td>Chair of the Board of Directors, Athletics Integrity Unit (World Athletics)</td>
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<tr>
<td>Stuart Hodge</td>
<td>CEO, New South Wales League, Australia</td>
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**THE IMPACT OF COVID-19 ON SPORT INTEGRITY: AN INTER-REGIONAL EXPERT DEBATE**

Organised by the International Centre for Sport Security (ICSS) within the framework of the first Sport Integrity Week convened by the Sport Integrity Global Alliance (SIGA), the Inter-Regional Expert Debate is themed, “The Impact of Covid-19 on Sport Integrity: an Inter-regional Expert Debate”.

The COVID-19 global pandemic has placed unprecedented challenges on international sport, where it sees massive economic loss to both sport and athletes alike. This has become a critical time in which sport faces enhanced integrity challenges on many fronts, including the ongoing manipulation of sport during this critical time.

This session has an expert panel, who will be discussing the current global challenges faced by sporting organisations and identify integrity solutions, to safeguard sport against organised crime, and other forms of manipulation.

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<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Hani Ballan</td>
<td>CEO Qatar Stars League, Deputy Chairman of AFC’s &amp; FIFA’s Referee Committee</td>
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<tr>
<td>Massimiliano Montanari</td>
<td>CEO, ICSS</td>
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<tr>
<td>Leif Villadsen</td>
<td>Deputy Director, UN Interregional Crime and Justice Research Institute (UNICRI)</td>
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<tr>
<td>Christian Emeruwa</td>
<td>Ph.D, C.S.S.S.P, Head</td>
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**Moderator**
Fred Lord
Director, Anti-Corruption and Transparency, ICSS

**KEYNOTE ADDRESS: WINNERS PLAY BY THE RULES**

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<tbody>
<tr>
<td>Mohammed Hanzab</td>
<td>Vice Chair, Civil Society I SIGA, Founder and Chairman, International Centre for Sport Security (ICSS)</td>
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**DAILY THEME**
FINANCIAL INTEGRITY, TRANSPARENCY AND SUSTAINABILITY IN SPORT
How sustainable is the current model of English football? Recent problems at Bury, Wigan, Bolton and others suggest not very. The issues have evolved and are now deep rooted in our national game. We haven’t arrived here overnight and we will not resolve it overnight. The panel will discuss and take questions regarding what they believe the current issues to be, why stronger governance might be required and their thoughts on how to be “Sustain the Game”.

11.00 CET

SUSTAIN THE GAME POWERED BY THE FSA

How sustainable is the current model of English football? Recent problems at Bury, Wigan, Bolton and others suggest not very. The issues have evolved and are now deep rooted in our national game. We haven’t arrived here overnight and we will not resolve it overnight. The panel will discuss and take questions regarding what they believe the current issues to be, why stronger governance might be required and their thoughts on how to be “Sustain the Game”.

Moderator

David Goldblatt
Football writer & broadcaster

AXISSSTARS: A NEW STANDARD FOR ATHLETE PROTECTION OFF THE FIELD

As sport focuses on transparency & integrity, are the best interests of athletes considered? Organisations recognise them as valuable assets, they can get far wider reach through athletes’ platforms than their own, but do their motivations support athletes long term?

Sports Stars live a lifetime in 15 years with many decisions to take about playing contracts, endorsement deals etc. How can they be sure they’re taking the right advice and preparing adequately for the future?

Ex-footballer Louis Saha discusses the need and vision behind AxisStars, the private network supporting professional Sports Stars in their conversion from ‘commodities’ to an impactful community.

Moderator

Kate Hamer
Co-Founder & COO, Axis Stars

09.30 CET

AXISSSTARS: A NEW STANDARD FOR ATHLETE PROTECTION OFF THE FIELD

As sport focuses on transparency & integrity, are the best interests of athletes considered? Organisations recognise them as valuable assets, they can get far wider reach through athletes’ platforms than their own, but do their motivations support athletes long term?

Sports Stars live a lifetime in 15 years with many decisions to take about playing contracts, endorsement deals etc. How can they be sure they’re taking the right advice and preparing adequately for the future?

Ex-footballer Louis Saha discusses the need and vision behind AxisStars, the private network supporting professional Sports Stars in their conversion from ‘commodities’ to an impactful community.

Moderator

Kate Hamer
Co-Founder & COO, Axis Stars

11.00 CET

SUSTAIN THE GAME POWERED BY THE FSA

How sustainable is the current model of English football? Recent problems at Bury, Wigan, Bolton and others suggest not very. The issues have evolved and are now deep rooted in our national game. We haven’t arrived here overnight and we will not resolve it overnight. The panel will discuss and take questions regarding what they believe the current issues to be, why stronger governance might be required and their thoughts on how to be “Sustain the Game”.

Moderator

David Goldblatt
Football writer & broadcaster

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Moderator

Kate Hamer
Co-Founder & COO, Axis Stars

09.30 CET

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Moderator

David Goldblatt
Football writer & broadcaster
14.00 CET

THE KING PROTEA IS THE SYMBOL OF TEAM SOUTH AFRICA, YET FEMALES CAN PLAY A CRUCIAL ROLE IN THE GOVERNANCE OF SOUTH AFRICAN SPORT

Sport governing bodies at international and national levels are increasingly under public scrutiny due to the lack of accountability, integrity and transparency. With principles such as respect, transparency, integrity, control, accountability and democracy; good governance should form the foundation of the executive body governing a sporting organisation.

Within the session, space will be given to introduce, commend and listen to the thoughts, experiences and challenges faced by South African sport leaders against a backdrop of themes of gender equality, anti-doping, corruption and the King IV code on good governance. Whoever said that sport is a man’s world, has never met the ‘African proteas’ of sport.

Nomsha Mahlangu  
Senior Director of Sport, University of Johannesburg, President, University Sport South Africa (USSA), President, Federation of Africa University

Hajera Kajee  
Vice President, Table Tennis South Africa

Professor Chanderpaul Singh  
Research Professor, Da Vinci Institute School of Business Leadership

Ilhaam Groenewald  
Chief Director, Maties Sport / Stellenbosch University

Pamela Serra  
Section Head: Sport and Recreation Management, Tshwane University of Technology

15.00 CET

THE NAME OF THE GAME: FOLLOW THE MONEY!

The world is entering a period of global economic austerity, and Sport, like all other industries, will be further impacted. As History tell us, in times of financial hardship governments and financial regulators tend to lose up their net, and criminality may often go unchecked. Against this background, how are sports governing bodies, governments, economic regulators, financial industry services and law enforcement coping with the fast-changing global financial landscape? What sort of financial supervision, due diligence and oversight is in place at national and international level, to safeguard sport from transnational money laundering, tax evasion and criminal infiltration?

Emanuel Macedo de Medeiros  
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

Conrado Plano  
Head of the Clearing House department, FIFA

Andrea Traverso  
Director, Financial Sustainability and Research, UEFA

Gary Kalman  
Director of the US Office at Transparency International

Ben Jacobs  
Sports Broadcaster

Moderator
Sport needs income streams that sustain its activity and ensure its long-term development. The commercialisation of sports content, in particular audiovisual rights, is the main income stream and the key pillar upon which the development model of the whole sporting industry has been based over the past three decades. Regrettably, this development model is under threat, victim of continued lack of legal protection at a national and international level.

In this Webinar, we will look into this vital problem, and ask the hard questions. How deep goes the rabbit hole as far as digital piracy and cannibalisation of sports media right are concerned? What is the real magnitude and ramifications of this illegal practice? How widespread is the problem? What needs to be done? How lethal this threat is to the economic viability of Sport and its ability to pursue its social, cultural and educational role to the fullest? Our panel of experts will examine these and other pressing issues, how to fight piracy on multiple platforms, and what needs to be done to preserve the rule of law, the integrity of sport and its long-term sustainability and further development.

**16.30 CET**

**KEYNOTE & FIRESIDE CHAT: FRANCIS GURRY**

Francis Gurry
Director General, World Intellectual Property Organisation (WIPO)

Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

**17.00 CET**

**FIGHT FOR YOUR RIGHTS: DIGITAL PIRACY & IP PROTECTION**

Sport needs income streams that sustain its activity and ensure its long-term development. The commercialisation of sports content, in particular audiovisual rights, is the main income stream and the key pillar upon which the development model of the whole sporting industry has been based over the past three decades. Regrettably, this development model is under threat, victim of continued lack of legal protection at a national and international level.

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**Sophie Jordan**
General Counsel / Executive Director of legal Affairs, beIN

**Mark Lichtenhein**
Chairman, Sports Rights Owners Coalition

**Damian Collins**
Member of Parliament, United Kingdom, Chairman, Digital, Culture, Media and Sport Committee (2016-2020)

**Jacques de Werra**
Director of the Digital Law Center of the University of Geneva

**Ben Jacobs**
Sports Broadcaster

**Moderator**
SPORT INTEGRITY CANADA: EXPLORING RISKS, SEIZING OPPORTUNITIES, PROJECTING THE FUTURE

Experts from leading Sport entities in Canada will join together in a unique panel to address issues of integrity, security and safety in sport in country. The panellists will share their national and international experience in the sporting security industry, and will provide an insightful background into initiatives they are implementing and promoting to protect sport, youth and fans across Canada. The panel will focus on the current status of sport integrity and safety in Canada, as well as the future state of sport security.

Earl Cochrane
Strategy and Development Officer, Canada Soccer

Marc Tassé
Executive Director, Canadian Center Corruption & Ethics

Rod Buckingham
Director, Security, Canadian Football League

Ilan Yampolsky
Director, SafeSport & Integrity, Tennis Canada

Dale Sheehan
Director, Capacity Building and Executive Education, ICSS

CARIBBEAN: PROTECTING MEDIA RIGHTS AND SPORTS ECONOMIC VIABILITY

The advances in communication technology have revolutionized sport broadcast and media coverage globally. Copyright and other related rights have become the bedrock of revenue generation and competitive sport transformation to create a global billion-dollar industry. While sport is cyclical, it exists in an environment that is driven by on-demand content that offers the consumer whenever, wherever content. In this context, getting “a piece of the piece” and sustaining those gains may be under threat especially for small states where sport has significant Socio-economic implications.

This panel will consider the implications and realities of the business of sport, the role of traditional and new media, the question of copyright and “ownership” and the athlete and the viewership.

Ytannia Wiggins
Director, Barbados Olympic Association Inc and Caribbean Association of National Olympic Committees, Barbados

Sean Riley
President, Sean Riley Media, USA

Carla Parris
Entertainment & Sports Lawyer, Producer of the Business of Carnival YouTube series, Parris Productions Ltd., Trinidad and Tobago

Dalton Myers
Consultant, Strategic Sports Consultancy, Jamaica

Nicole Duke-Westfield
Principal Consultant, Westfield Communications, Trinidad & Tobago

Moderator

Moderator
There are enough similarities between Esports and sports to justify them being in the same broad category, but enough differences to justify the topic of this panel. When it comes to integrity, however, Esports behaves very much like traditional sports – it faces threats from cheating and doping to win and match-manipulation for betting fraud, but, in the absence of a meaningful overarching governing body, there are huge challenges for the industry and countering those integrity threats. Esports is approaching a $1 billion business and the betting turnover for 2020 will exceed $15 billion, so it’s safe to say it should be at the table, especially when sports betting integrity is discussed.
Match fixing and criminal infiltration are amongst the most serious threats to Sport Integrity. They undermine the public’s trust on the authenticity of sporting results and sporting truth on and off the field of play. The widespread examples of nefarious practice clearly demonstrate the need for immediate, concerted and global action to prevent it and combat at the root. In recent years we have seen efforts to try to safeguard sport evolve and grow in complexity and capacities. This panel will address this by exploring what exactly is being done to stop match fixing and illegal betting in sport, what progress has been made by international conventions in this field, what needs to be done and how will an impending economic crisis affect these efforts?

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<th>12.00 CET</th>
<th>MONEY TALKS: MATCH-FIXING &amp; CRIMINAL INFILTRATION IN SPORT</th>
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<td>Jonny Gray</td>
<td>Brian Lewis</td>
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<td>Oliver Jaberg</td>
<td>President, Caribbean Association of National Olympic Committees (CANOC)</td>
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<td>Joao Paulo Almeida</td>
<td>Head of Integrity, Starlizard Integrity Services, SIGA Member</td>
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<td>Affy Sheikh</td>
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Moderator: Ben Jacobs
Sports Broadcaster
Over the last few years the Esports industry has expanded exponentially. It is no longer an emerging market, rather a fully-fledged global sporting industry that promises to continue to expand voraciously in the coming years. It has become a major global player that sports organisations and international sponsors are increasingly investing in. The pathway to success is clear to see. But, as with other industries, such rapid growth inevitably also brings the necessity to safeguard and protect the industry from threats to their integrity and standing. This session will explore the opportunities, challenges and developments of the Esports ecosystem as it prepares for the next wave of global emergence.

**15.00 CET**

**ESPORTS: THE FUTURE, NOW!**

<table>
<thead>
<tr>
<th>Ian Smith</th>
<th>Brian Lancey</th>
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<tr>
<td>Commissioner, Esports Integrity Commission, SIGA Member</td>
<td>Vice President of Global Entertainment Sponsorships and Consumer Marketing, Mastercard</td>
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<th>Vlad Marinescu</th>
<th>Chris Mann</th>
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<tr>
<td>President, International Esports Federation</td>
<td>VP of Partnerships at Dignitas</td>
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**Moderator**

John Kosner
President Kosner Media

**16.15 CET**

**KEYNOTE & FIRESIDE CHAT: SANDRA DOUGLAS MORGAN**

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<tr>
<th>Emanuel Macedo de Medeiros</th>
<th>Sandra Douglas Morgan</th>
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<td>CEO, SIGA</td>
<td>Chairwoman, Nevada Gaming Control Board</td>
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<td>Chairman &amp; CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues &amp; World League Association</td>
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SPORT INTEGRITY WEEK
7 - 11 SEPTEMBER 2020

17.00 CET  SPORTS BETTING INTEGRITY USA: THE WILD WEST?

The U.S. Supreme Court has repealed the ban on sports betting and opened the doors for state-to-state legalization. States, sports betting operators and sporting organizations have now entered unchartered territory, and the focus must shift away from the legalization benefits and towards the consequences for sport integrity. It is clear that the multi-billion dollar revenues will be both welcomed and much needed, but what is being done to ensure that the integrity of sports competitions are effectively protected against illegal betting, match-fixing, sports betting fraud and the pernicious influence of transnational organised crime? This panel of experts will shine a light on this hot topic, put Sport Integrity in the equation of sports betting USA and take a dive on SIGA AMERICA’s strategic proposals for the sector.

Moderator
Ben Jacobs
Sports Broadcaster

Stephen Martino
Senior Vice President & Chief Compliance Officer, MGM Resorts & Casinos

Emanuel Macedo de Medeiros
CEO, SIGA | Chairman & CEO, SIGA AMERICA, Founder and former CEO, European Professional Football Leagues & World League Association

Laila Mintas
CEO, Playup US

Dustin Abarbanel
Director of Research, UNLV International Gaming Institute

18.30 CET  BETTING AND SPORT: A MATCH MADE IN HEAVEN

Sports Betting is $5 trillion a year global industry. With a fast paced global growth, it faces complex challenges and divides opinions. This rapid evolution is particularly evident in the United States. Federal states, sports betting operators, leagues and players’ unions are rapidly trying to navigate the shifting landscape of sports betting. This panel will set the scenes and explore, from a range of perspectives, the critical risks, opportunities and integrity implications that all sport stakeholders should be aware of, and what SIGA is bringing to the table to safeguard the indispensable Sport Integrity.

WEBINAR SESSION

Oliver Lamb
Head Sportsbook Controller, Kambi

Joe Bertolone
Executive Director, International Center for Gaming Regulation UNLV (ICGR)

Ludovico Calvi
President, Global Lottery Monitoring System

Moderator
Dustin Gouker
Head of Content, US – Catena Media

Charles LaBoy
Vice President of Compliance, Roar Digital - BETMGM

Brett Abarbanel
Director of Research, UNLV International Gaming Institute

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SPORT INTEGRITY WEEK
7 - 11 SEPTEMBER 2020

POWERED BY

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#SIW
This session will focus on multiple aspects of Sport Integrity in an emerging sport market like India. The discussion will revolve around challenges in India pertaining to policy and practice on Sporting Integrity, outlining the major hurdles faced in trying to build an integrity ecosystem. The panellists will examine the issue of “profit vs. propriety”, particularly in newer leagues, and the importance of investment in integrity, in addition to the evolution of key regulations in India. How can SIGA’s Independent Rating and Verification System – SIRVS – ensure the necessary balance between profit vs propriety? Join us!
This webinar will explore the use of science and technology and explore how innovation has changed the way decisions are made on and off the sports field. Technology, today is of critical importance in regards to enabling and informing ethical decisions and avoiding human errors. History shows that any wrong decision can profoundly alter matches, competitions and even careers. Advances in technology also extend beyond the field of play by way of analytics, data management and software applications that have changed how sport is managed ethically and transparently. This panel will assess technology in relation to risk, opportunities and the critical factors that lay at the intersection between technological advancement, integrity and fair play.

10.00 CET
MAINTAINING INTEGRITY THROUGH SPORTS TECHNOLOGY

Nikhil Punde
Founder & CEO, SparUp Sports Technology Pvt. Ltd.

Rohit Mishra
Director, Marketing, Acadware Software

Sriharsha Kuchimanchi
Head Umpire Cricket Finland

Moderator

Dr. Vipul Lunawat
Founder, Director ISST

11.30 CET
KEYNOTE & FIRESIDE CHAT: AHMAD ALKHATIB

Ahmad Alkhatib
Director, Assurance Business Development, British Standard Institution (BSI)

Katie Simmonds
General Counsel & Senior Director, Global Partnerships, SIGA | COO, SIGA AMERICA

12.00 CET
INTEGRITY REPUTATION: GETTING A COMPETITIVE ADVANTAGE IN SPORT

COVID or no COVID, corruption in Sport is headline news and dominates headlines whatever the news cycle competition. The negative connotations associated with such nefarious practices harm Sport, sponsors, broadcasters and supporters in equal measure. Other industries outside Sports’ ecosystem recognise that corruption reduces competitive advantage by increasing costs and damaging sustainable growth. Sport stakeholders can learn from other industries that are in some respects more advanced in this regard. The SIGA Universal Standards, respective Implementation Guidelines and the world’s first independent rating and verification system (commonly known as SIRVS) are the silver bullet the industry needs to enhance its governance and restore its credibility. Enough is enough! It’s time for real, meaningful change! It’s time for Universal Standards! It’s time for SIRVS!
Global sport has seen a dramatic rise in the past few years in incidents of racism, homophobia, anti-Semitism and other forms of abuse levelled at players, executives and other representatives of sports clubs. The free rein of the internet and particular social media platforms has allowed such incidents to flourish in recent times, often with impunity, with incidents of online abuse being proven to significantly impact player performances, club and league reputations and in turn the commercial side of sport. In this session, we will explore how AI and machine learning technology can be used alongside real world policing tactics to target and prevent such forms of abuse in sport, in turn creating an environment which can sustain player performances and maximise the role of sport to act as a force for good.
Sport needs Sponsors and Sponsors need Sport. It’s a perfect case of inter-dependence, which only works if all sides are fully committed to promote, preserve and protect one key, indispensable, vital ingredient: Integrity. One of the fundamental benefits and reasons for sport sponsorship is positive brand association. Sport provides the biggest and most accessible stage for global brands to vicariously engage with their audiences through shared experiences and values. So, when the integrity of that association is questioned, the validity of both brand and sport integrity also comes into question. Simply put, can and should sponsors do more to protect the integrity of sport through their investment decisions? Should we demand more? How can global brands pave the way to enhanced governance to protect the integrity and values of the sports they sponsor? Why are some sponsors less committed than others? Why broadcasters seem less active on this front than sponsors? Tune into this panel to find the answer!

14.00 CET
SIGNING CEREMONY OF COOPERATION AGREEMENT: SIGA – INDIA ON TRACK

15.00 CET
GLOBAL BUSINESS: PRESSING FOR SPORT INTEGRITY

Sport needs Sponsors and Sponsors need Sport. It’s a perfect case of inter-dependence, which only works if all sides are fully committed to promote, preserve and protect one key, indispensable, vital ingredient: Integrity. One of the fundamental benefits and reasons for sport sponsorship is positive brand association. Sport provides the biggest and most accessible stage for global brands to vicariously engage with their audiences through shared experiences and values. So, when the integrity of that association is questioned, the validity of both brand and sport integrity also comes into question. Simply put, can and should sponsors do more to protect the integrity of sport through their investment decisions? Should we demand more? How can global brands pave the way to enhanced governance to protect the integrity and values of the sports they sponsor? Why are some sponsors less committed than others? Why broadcasters seem less active on this front than sponsors? Tune into this panel to find the answer!

- **Michael Robichaud**
  Senior Vice President, Global Sponsorships, Mastercard

- **Dan Mannix**
  CEO, CSM North America

- **Luiz Sergio Vieira**
  CEO, EY Brasil

- **Kelly Hyne**
  Chief Sales Officer, Ladies Professional Golf Association (LPGA)

- **Moderator**
  Sam Matterface
  TalkSPORT / itv SPORT / bet365
In recent years, the widespread introduction of technology has increased performance and worked towards ensuring greater integrity and fair play. Technology and innovation, at its best, are there to extend the limits of Sports performance, provide excitement and top-level entertainment, but also to ensure trust and fair play. However, technological advancement can be used to ensure Sport remains exciting and fair, safe and free from unscrupulous and unethical behaviours. How can they be used to prevent criminal practices and further strengthen Sport Integrity? How best can technology and innovation be harness? What are the benefits, risks and the rewards? This, and much more, is what will be discussed within this Webinar.

SPORT INTEGRITY, TECHNOLOGY & INNOVATION: THE NEXT BIG THING

17.00 CET

John Kosner
President, Kosner Media

Angela Ruggiero
CEO & Co-Founder Sports Innovation Lab

Genevieve Gordon
Director, Centre for Research and Innovation in Sports Technology and the Law, De Montfort University

Philippe Chatelain
CEO, INEXTO

Ricardo Mazzucca
Board Member of Arena Hub

Dan Mannix
CEO, CSM North America

SPORT INTEGRITY, TECHNOLOGY & INNOVATION: THE NEXT BIG THING

21.00 CET

Pedro Trengrouse
Founding Partner, Trengrouse.Gonçalves Advogados

Kelly Santos Müller
WNBA and Brazilian national team player, SIGA Champion

Evandro Rodrigues
Comediant, Celebrity

Eduardo Gomes de Azevedo
Ortomolecular Doctor

Glenda Kozłowski
Journalist, TV presenter, former bodyboard athlete
International football is often dominated by big tournaments and the most prominent nations. However, away from the elite and established form of the game, there are huge opportunities to level the playing field and improve access and inclusion. In a world where national identity is increasingly considered a more fluid concept than ever before, should everyone have the chance to represent whomever they choose? Organised by CONIFA, this panel will explore this question and more including approaches to building bridges through football, discussing the re-framing of disability, mixed gender tournaments, and providing opportunities for the disenfranchised ‘underdogs’ of international football to compete, collaborate, and create social impact.
YOUTH, EQUALITY AND GENDER EQUITY: SUSTAINABLE DEVELOPMENT IS SEEDED HERE!

It is a great responsibility of the leaders of today to ensure the seeds of sustainable development for youth, to offer equality for all and to ensure equity for everyone. In these turbulent times the current leaders need to take accountability and plant and nurture the seeds for today’s inspirations and tomorrow’s aspirations. We can have excellent champions and communities by reinforcing the importance of sustainable development concepts in our organizations, in our communities and in our countries so together, side by side, our lives are better and our champions are cultivated in a value based reality that we take the chance and press on today!

In the first session we will have four speakers: Zlatko Matesa, President of Croatian Olympic Committee; Izet Radjo, President of Bosnia & Herzegovina Olympic Committee; Besim Hasani, President of Kosovo NOC; Donald Rukare, Secretary General of Uganda NOC.

Moderator: Elda Gjoka, Strategic Advisor to President, Kosovo NOC – Besim Hasani, President, Kosovo NOC

INTEGRITY AND THE YOUNG PLAYER POWERED BY INDIA ON TRACK

Arguably the most important stakeholder in Sport Integrity is the player, and it is globally accepted that young athletes must be given access to education and resources around integrity from a very young age. With this in mind, this session will aim to look at the journey and relationship that young players in India have with the concept of integrity and if the sports ecosystem has succeeded in equipping the players with the required knowledge and access. What are the key challenges, still faced on the ground in implementing integrity practices, particularly learnings from sports like cricket and football? How can SIGA as an international integrity body support with their Universal Standards? Tune in to find out!

In the second session we will have five speakers: Javed Siraj, Integrity Officer, All India Football Federation; Joy Bhattacharjya, CEO - Pro Volleyball League and Former Tournament Director - FIFA U-17 World Cup 2017; Neha Aggarwal, Olympian & Head of Partnerships & Communication at Olympic Gold Quest (OGQ); Aahna Mehrotra, Partner, TMT Law Practice and Founder, AM Sports Law & Management Co.; Saurabh Mehta, Head of Consulting, India On Track.

Master Programme

YOUTH, EQUALITY AND GENDER EQUITY: SUSTAINABLE DEVELOPMENT IS SEEDED HERE!

10.00 CET

Zlatko Matesa
President of Croatian Olympic Committee

Izet Radjo
President of Bosnia & Herzegovina Olympic Committee

Besim Hasani
President of Kosovo NOC

Donald Rukare
Secretary General of Uganda NOC

Elda Gjoka
Strategic Advisor to President, Kosovo NOC – Besim Hasani, President, Kosovo NOC

Moderator

INTEGRITY AND THE YOUNG PLAYER
POWERED BY INDIA ON TRACK

10.00 CET

Javed Siraj
Integrity Officer, All India Football Federation

Joy Bhattacharjya
CEO - Pro Volleyball League and Former Tournament Director - FIFA U-17 World Cup 2017

Neha Aggarwal
Olympian & Head of Partnerships & Communication at Olympic Gold Quest (OGQ)

Aahna Mehrotra
Partner, TMT Law Practice and Founder, AM Sports Law & Management Co.

Saurabh Mehta
Head of Consulting, India On Track

Moderator
11.30 CET  SAFEGUARDING CHILDREN FROM MORAL AND SEXUAL ABUSE IN SPORT

Sexual harassment and abuse occurs worldwide, in all sports and at all levels, and has a serious and negative impact in children and young people’s physical and mental health. Due to the enormous increase on the occurrence of situations of moral and sexual abuse towards children and young athletes, there is an urgent need for bringing this issue into discussion, notably regarding the responsibilities of Sport organisations in preventing and responding to all forms of violence with a clear, strong, sustainable and effective approach towards safeguarding children in sport.

Joana Dias Alexandre  
President of the Pedagogical Council of ISCTE-IUL

Cristina Matos Almeida  
Senior Official/Sociologist at Training and Qualification Department, Portuguese Institute for Sport and Youth - IPDJ

Bruno Avelar  
Partner in Qantara Sports

Miguel Nery  
Project Manager at the Faculty of Human Kinetics, University of Lisbon

Moderator: João Paulo Almeida  
Director General, Portuguese Olympic Committee

12.30 CET  SPORT BETTING IN ESPORTS

How can industry regulators working with state regulators work together to create a safer and more commercially lucrative wagering environment with embedded Integrity? Do you need more than that? It is given that wagering will take place on competitive events, including Esports, where turnover is expected to exceed $15 billion in 2020 and, given it will happen regardless, the imperative we have to protect the Sport is hand in hand with the regulators imperative to keep punters safe and betting operators imperative to make a profit through truly competitive events free of manipulation and fraud. All parties working together and being able to call in law enforcement when necessary is the only way to ensure betting integrity. This fireside discussion will explore that dynamic and how it works (& sometimes doesn’t!) in Esports.

Ian Smith  
Esports Integrity Commissioner

Jennifer Roberts  
General Counsel, GameCo

Steve White  
Detective Superintendent, State Intelligence Division, Intelligence & Covert Support Command, Victoria Police Force
13.00 CET

AN ATLANTIC PERSPECTIVE ON THE CHALLENGES AND OPPORTUNITIES OF FOOTBALL YOUTH DEVELOPMENT IN TODAY’S COVID ENVIRONMENT

The three Azorean FAs join the Madeira FA into a deep-diving discussion on the challenges and opportunities resulting from the Covid-19 global pandemic, and its impact upon the sporting organisations and, in particular, on youth development in football. Under the spotlight will be also the role of the Atlantic islands as gateways into the European football market.

Robert da Câmara
President, Ponta Delgada Football Association

Maurício Toledo
President, Angra do Heroísmo FA

Eduardo Pereira
President, Horta FA

Rui Marote
President, Madeira FA

Moderator
Rui Almeida
journalist

13.00 CET

HOLISTIC HEALTH: CHAMPIONS IN MIND AND BODY

The Secretary-General of the United Nations, António Guterres, emphasised the necessity of reducing stigma around mental health in his remarks at the Launch of the UN System Workplace Mental Health and Well-Being Strategy: “A Healthy Workforce for a Better World” in October 2018. This panel examines the impact and importance of the mental health of athletes, an area that has often been stigmatised and neglected, leading to devastating consequences. How can we be the agents of change and reset our global mindset to ensure mental, as well as physical well being is nurtured, on and off the track, field or pitch? What support do athletes need from Sports organisations on this issue and how can SIGA support? What will give us the mental jump to invent our normal again in a better way and prevent catastrophic mental health fallout? What was the impact of COVID-19 global pandemic in terms of mental health? What lessons have we learned and how best we can prepare for the future? Tune in to find out and participate!

Graziella Thake
Bpsych MPsyCh, CEO The Optimisation Hub, 2020 IWD leader of the year 2010 Transformational Leader International Speaker Diversity

Karin Korb
Wheelchair Tennis, 2-Time Paralympian & 10-time member of USA World Team, SIGA Champion

Cliff Mallett
Professor of Sport Psychology & Coaching in the School of Human Movement & Nutrition Sciences at the University of Queensland (Australia)

Ben Gollings
World Record Holder Rugby 7s, Former English Rugby Captain World Rugby Sevens Series Leader with 2,652 points; Optimisation Hub EU & UK Sports Mental Resilience Trainer

Moderator
Graziella Thake
Bpsych MPsyCh, CEO The Optimisation Hub 2020 IWD leader of the year 2010 Transformational Leader International Speaker Diversity
14.00 CET

SAFEGUARDING CHILDREN IN SPORT: A PERSONAL, LEGAL AND PSYCHOLOGICAL ACCOUNT

Physical education and Sport are important to help ensure the healthy development of children and young people. Participation in Sport should be encouraged, it should be a positive experience and children should have the right to feel safe and excited to take part. Unfortunately, this is not always the case. The surfacing of historical allegations of child sex abuse in children’s Sport has reiterated just how important it is to ensure the safeguarding of children and youth in Sport. Within this session, the personal story of a sexual abuse survivor, the legal and policy framework and psychological aspects around child development and protection are shared.

Glenn Joselowitz
Gymnastic Coach, Gymnastics South Africa

Wafeekah Begg-Jassiem
Legal Officer, South African Institute for Drug-Free Sport (SAIDS)

Professor Chanderpaul Singh
Research Professor, Da Vinci Institute School of Business Leadership, South Africa

Dr Debbie Alexander
Member at Large, IPC Governing Board, | Member, Executive Board, ITU | 1st Vice President, ATU | SASCOC Board Member (NOC & NPC) | Board Member Triathlon South Africa

Pamela Serra
Section Head: Sport and Recreation Management. Tshwane University of Technology

15.00 CET

A CLEAR AND PRESENT DANGER: SAFEGUARDING CHILDREN AND YOUNG PEOPLE IN SPORT

Global awareness of Sport-related incidents of mental and physical abuse of children, young or vulnerable people, both on-and-off the field the play is steadily growing. However, despite the increasing coverage of cases on television, streaming services and via social media, this issue still does not receive the attention it needs and fully deserves. Commonly concealed and refuted, this is leaving many still vulnerable and, in the long-term, severely affected. Until now, the sporting industry has been more reactive than proactive. This is no longer acceptable! In this panel, senior leaders will discuss the most critical issues currently facing Sport, examine best practice and point out what still needs to be done.

Kelsey Erickson
Executive Director of Athlete Health & Wellness, US Cycling

Ju’Riese Colon
CEO, US Center for SafeSport

Besim Hasani
President Of Kosovo Olympic Committee

Joaquim Evangelista
President, Portuguese Professional Players’ Union, Member, Board of Directors, FIFPRO EUROPE, Member, UEFA Professional Strategy Council

Ben Jacobs
Sports Broadcaster
In the human trafficking and smuggling trade, men, women and children are defrauded, manipulated, kidnapped and lured into situations, often regarded as modern-day slavery, through various means, including Sports events. The numbers and incidents of human trafficking and smuggling associated with Sport are heavily refuted. Whilst the absence of data has raised concerns around how to quantify and tackle the criminal gangs that use Sports as a cover to carry out their activities, this cannot justify passive attitudes. This is not a new issue but progress remains slow. This panel promises will cast light of the problem, its causes and consequences, and help us determine precisely where we need to go to eradicate this issue.

**Giovanni Di Cola**  
Special Advisor, Office of the Deputy Director General, International Labour Organisation

**Ini-Obong Nkang**  
Nottingham Trent University

**Fred Lord**  
Director, Anti-Corruption and Transparency Operations, ICSS

**Jax Harrison**  
CEO & Founder, Innovation for Good Inc. & Stop Trafficking

**Moderator**  
Paul Nicholson  
Editor in Chief, Inside World Football
SPORT INTEGRITY AS A CATALYST FOR SOCIAL DEVELOPMENT

18.00 CET

**Flavio Canto**  
President, Instituto Reacao

**Lars Grael**  
Ambassador, Pacto pelo Esporte

**Cláudia Romano**  
Vice-President of Government Relations, Sustainability and Communication at YDUQS

**Moderator**  
Luis Roberto  
Globo TV

USA

RAISING THE BAR IN SUPPORT OF YOUTH SPORT COACHES

19.00 CET

Youth sport is valued as an important facet of childhood. Programs promise and parents expect that youth sport participation will support positive youth development as well as provide age appropriate physical activity opportunities that build confidence, fitness and skills. Meeting these promises and expectations are a critical to the integrity of the sport system. Despite the high value placed on these experiences, the majority of youth programs rely on a volunteer system. This panel will explore how organizations and programs can build systems of education and support for volunteer coaches that align the National Standards for Sport Coaches as well as best practices of youth focused teaching and learning.

**Lori Gano-Overway**  
USCCE NCACE accreditation chair & faculty James Madison University

**Wayne Moss**  
National Youth Sports Council

**Alison Vaux-Bjerke**  
Public Health Analyst, Office of Disease Prevention and Health Promotion, US Department of Health and Human Services, US Government

**Moderator**  
Kristen Dieffenbach  
President, USCCE Faculty at West Virginia University