

# Agenda

## SIGA SPECIAL SESSION

### FEMALE LEADERSHIP IN SPORT: MAKING IT HAPPEN

Thursday, March 7, 2019 | 14:30 to 18:00

#### 14:30 Opening Session

- **Lisa Delpy Neirotti**  
Associate Professor of Sport Management, George Washington University
- **Emanuel Macedo de Medeiros**  
CEO, SIGA

#### 14:45 SIGA Global Female Mentorship Programme

- **Katie Simmonds**  
SIGA General Counsel & Senior Director of Global Partnerships

#### 15:00 Panel 1: A Seat at the Table: Making It Happen.

Whether in sports bodies, marketing, broadcasting, sponsorship or in policy, women remain underrepresented in decision-making roles, which has a knock-on effect on how the sport is run and governed. What top tips do panellists have to get more women into those roles? How to ensure that change is long-lasting, comprehensive, and from root to branch? And what kind of change is possible with governance structures that are more diverse and representative?

- **Emma McClarkin**  
Member of the European Parliament
- **Holli Richmond**  
Executive Director, President's Council on Sport, Fitness & Nutrition
- **Katie Simmonds**  
SIGA General Counsel & Senior Director of Global Partnerships
- **Melanie Le Grande**  
Vice President, Social Responsibility, Major League Baseball
- **Sabrina Perel**  
Vice President, Chief Compliance Officer, National Football League
- **Amanda Tischler**  
Capitals VP of Marketing, Monumental Sports

## **15:50 Coffee Break / Networking Session**

### **16:05 Panel 2: Women in Sports Business: Creating Value.**

As more and more women are present in strategic conversations, does this impact the direction of the company and how they spend their money? This panel brings together female leaders in the sports business, who will share whether and how women bring nuance to strategic discussions and where they see the future.

- **Ling-Ling Nie**  
Chief Compliance Officer & Assistant General Counsel, Panasonic
- **Alison Giordano**  
Vice President, Global Sponsorship & Content Marketing, Mastercard
- **Anna Blanchard**  
Senior Manager, Partnership Marketing, Major League Soccer
- **Christine Franklin**  
Senior Vice President, Octagon
- **Sandra Monteiro**  
Chief of Global Business Strategies and Branding, NHLPA

### **16:55 Panel 3: Shaping the Future. Finding Allies.**

This panel will discuss how to ensure the conversation continues outside of safe spaces. How do we bring more male allies on board? What wider societal shifts need to happen? How do we make the conversation more mainstream and avoid talking to ourselves? What can we, as a collective do – within 6 months or 12 months?

- **Dr Bri Newland**  
Academic Director, Robert Tisch Institute for Global Sport
- **Catherine Ordway**  
Assistant Professor, University of Canberra
- **LaRhonda Burley**  
Vice President, Partnerships & Marketing, National Fitness Foundation
- **Neera Shetty**  
Senior Vice President, Deputy General Counsel, PGA Tour
- **Shellie Pfohl**  
Former CEO, US Centre for SafeSport

**17:45 Closing Session**

- **Lisa Delpy Neirotti**  
Associate Professor of Sport Management, George Washington University
- **Emanuel Macedo de Medeiros**  
CEO, SIGA

**18:00 – 19:30 Group Photo & Official Reception**