



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE

WEEK SIGA SPORT
INTEGRITY

7 - 11
SEPTEMBER
2020

FIRST EDITION

EVENT GUIDE

PRESENTING PARTNER



#SIW

Leading the Way for Sport Integrity Worldwide



SPORTINTEGRITYWEEK

7 - 11 SEPTEMBER 2020





SPORTINTEGRITYWEEK

7 - 11 SEPTEMBER 2020

WORLDWIDE

SIGA MEMBERS, COMMITTED SUPPORTERS AND PARTNERS INCLUDE, AMONGST OTHERS:



SPORT INTEGRITY WEEK SPEAKERS AND PARTNERS INCLUDE, AMONGST OTHERS:



WEEK SIGA SPORT
7 - 11
SEPTEMBER
2020
INTEGRITY



WELCOME TO THE FIRST-EVER SPORT INTEGRITY WEEK™.

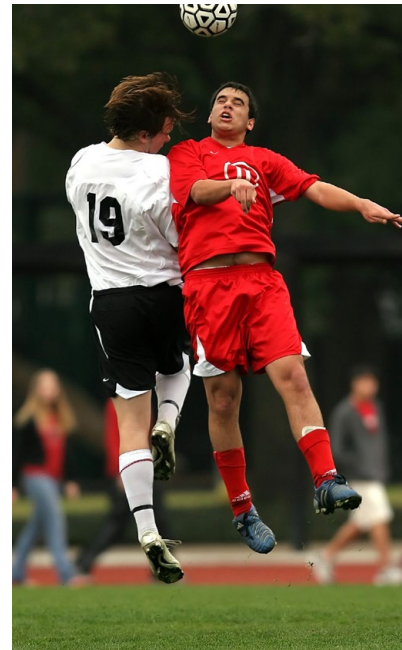


The Sport Integrity Week™ is aimed at promoting the implementation of the highest integrity standards at all levels and across all areas of Sport.

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.



[CLICK HERE TO REGISTER](#)



SPORTINTEGRITYWEEK

7 - 11 SEPTEMBER 2020

**WEEK SIGAS SPORT
INTEGRITY**

**7 - 11
SEPTEMBER
2020**



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
STAKE-
HOLDERS**

**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**





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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)



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



Angela Smith

Chair, Stoke City Supporters Council
Member of GB World Champion Squash Team



Affy Sheikh
Head of Starlizard Integrity Services, Member, SIGA



Stacey Copeland

First British Woman to win the Commonwealth Title for Boxing, SIGA Champion



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



Densign White
CEO, International Mix Martial Arts Federation (IMMAF)
Member, SIGA Council



13.00 CET

#SIGA WOMEN: HOW TO BALANCE THE BOARD IN SPORT

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.



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



Melanie Roche

Former professional softball athlete, Olympic Medallist, 2018 NSW Hall of Champions and the World Baseball Softball Committee Hall of Fame

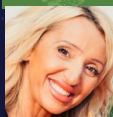


Scott Draper
KMPG Associate and Head of Performance Coach Development Tennis Australia, Davis Cup Player and Dual professional athlete Tennis and Golf



Sana Mir

Former captain of the Pakistan national women's cricket team in ODIs and T20Is, first Pakistani women cricketer to rank number 1 in ICC ODI bowler ranking, Gold Medallist, Asian Games 2010 and 2014



Moderator

Graziella Thake

Bpsych MPsych, Ceo The Optimisation Hub
2020 IWD leader of the year 2010 Transformational Leader
International Speaker Diversity



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-Doping 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



Moderator

Dan Mannix
CEO, CSM North America



HIGH LEVEL WEBINAR & FIRESIDE CHATS

15.35 CET

FIRESIDE CHAT: RENÉE MONTGOMERY



Renee Montgomery
American basketball player
Two-time WNBA Champion (2015, 2017)
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



16.10 CET

FIRESIDE CHAT: GIANNI MERLO



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



16.30 CET

FIRESIDE CHAT: JON DUNCAN



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





17.00 CET

FIGHTING INTERNATIONAL CRIME IN SPORT

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?



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



Alfredo Durante Mangoni

Co-Chair, G20 Anti-Corruption Working Group, Anti-Corruption Coordinator, DG Global Issues, Ministry of Foreign Affairs and International Cooperation, Italy



Akaash Maharaj

Ambassador-at-Large, Global Organisation of Parliamentarians Against Corruption (GOPAC) | CEO, Mosaic Institute



Lorenzo Salazar

Vice-Chair, Working Group on Bribery, OECD



Moderator

David Conn

Investigative Journalist, The Guardian

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.



Daniela Castro
CEO, Pacto pelo Esporte



Ana Lucia De Melo
Associate Director, Ethos Institute



Paula Neri
Manager of the GET Programme at Brazilian Olympic Committee



Daniel Romanello
Special Projects Coordinator at Brazilian Paralympic Committee



Moderator

Marcelo Barreto

Globo TV



18.00 CET

WORKSHOP: SIGA GLOBAL MENTORSHIP PROGRAMME ON FEMALE LEADERSHIP IN SPORT



Katie Simmonds

General Counsel & Senior Director, Global Partnerships, COO, SIGA AMERICA



Elda Gjoka

Strategic Advisor to the President of Kosovo Olympic Committee, KOS NOC Senior Coordinator with SIGA, CEO & Founder Genuine Effect Ltd. Consulting and Marketing Company



Alison Giordano

Vice President, Consumer Marketing & Sponsorships, Mastercard



Angela Smith

Chair, Stoke City Supporters Council Member of GB World Champion Squash Team



Anna Blanchard

Senior Manager, Partnership Marketing, Major League Soccer



Catherine Ordway

Sport Management/ Sport Law, University of Canberra



Christine Franklin

Executive Vice President, Octagon



Graziella Thake

Bpsych MPsych, Ceo The Optimisation Hub, 2020 IWD leader of the year 2010 Transformational Leader International Speaker Diversity



OPTIMISATION HUB
the global home of resilience



Deidre Anderson

Master Trainer, Optimisation Hub



OPTIMISATION HUB
the global home of resilience



Isobel (Izzy) Carnwath

Brand and Communications Director, International Mixed Martial Arts Association



Emily Jane Organ

Production and Talent Manager, beIN Sports



Katherine Anderson

Youth Protection Officer, Major League Baseball



Jaime Bivona

Group director, Octagon



Marely Flores

International Sport Events Manager



Lisa Delpy Neirotti

Associate Professor & Director, Sports Management Programs (BBA, MS & MBA), The George Washington University



Sarah Solemale

Senior MA Governance Services Manager, FIFA



Sally Roberts

Founder and CEO, Wrestle Like a Girl





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.



Sal Perna
Racing Integrity Commissioner,
Victoria, Australia


Grant Raper
Detective Chief Inspector, CRIU
Organised Crime Squad, Australia



David Howman
Chair of the Board of Directors, Athletics
Integrity Unit (World Athletics)




Stuart Hodge
CEO, New South Wales League, Australia




DAY 2
TUESDAY, 8 SEPTEMBER 2020

DAILY THEME
FINANCIAL INTEGRITY, TRANSPARENCY AND SUSTAINABILITY IN SPORT

08.00 CET **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.



**CEO Qatar Stars League, Deputy
Chairman of AFC's & FIFA's Referee
Committee**



Leif Villadsen
Deputy Director, UN Interregional
Crime and Justice Research Institute
(UNICRI)



Massimiliano Montanari
CEO, ICSS



Christian Emeruwa
Ph.D, C.S.S.S.P, Head | Safety and
Security Department, CAF



Moderator

Fred Lord
Director, Anti-Corruption and Transparency, ICSS

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



Mohammed Hanzab
Vice Chair, Civil Society | SIGA, Founder
and Chairman, International Centre for
Sport Security (ICSS)





09.30 CET

AXISSTARS: 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.



Louis Saha

Former professional footballer, French National Team, Newcastle United, Manchester United, Tottenham Hotspurs, Axis Stars



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".



David Conn

Investigative Journalist, The Guardian



Mark Catlin

CEO of Portsmouth FC



Tom Greatrex

Vice-Chair, FSA



Alison McGovern

Labour MP and Shadow Minister for Digital, Culture, Media and Sport



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.



Nomsa Mahlan
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



Moderator

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



Emilio Garcia Silvero
Chief Legal Officer, FIFA



Andrea Traverso
Director, Financial Sustainability
and Research, UEFA



Gary Kalman
Director of the US Office at
Transparency International



Moderator

Ben Jacobs
Sports Broadcaster



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.

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 issue, 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.



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



Moderator

Ben Jacobs
Sports Broadcaster



18.00 CET

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



Ilan Yampolsky
Director, SafeSport & Integrity,
Tennis Canada



Marc Tassé
Executive Director, Canadian Center
Corruption & Ethics



Rod Buckingham
Director, Security,
Canadian Football League



Moderator

Dale Sheehan
Director, Capacity Building and Executive Education, ICSS

19.00 CET

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



Moderator

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



DAY 3
WEDNESDAY, 9 SEPTEMBER 2020

DAILY THEME
SPORTS BETTING INTEGRITY

10.30 CET **WHAT IS ESPORTS AND HOW DOES IT FIT INTO SPORT?**

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.

FIRESIDE CHAT



Ian Smith
Esports Integrity Commission



Michele Verroken
Owner, Sporting Integrity



James Dean
Founder and CEO, ESL UK



Moderator



Kyle Walker
Broadcaster, BBC5live



12.00 CET

MONEY TALKS: MATCH-FIXING & CRIMINAL INFILTRATION IN SPORT

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?



Jonny Gray
CEO, Tennis Integrity Unit



Oliver Jaberg
Deputy Chief Legal & Compliance Officer
Director of Integrity & Anti-Doping, FIFA



Joao Paulo Almeida
Director General, National Olympic
Committee of Portugal, SIGA Member



Affy Sheikh
Head of Integrity, Starlizard Integrity
Services, SIGA Member



Moderator

Ben Jacobs
Sports Broadcaster

15.00 CET

ESPORTS: THE FUTURE, NOW!

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.



Ian Smith
Commissioner, Esports Integrity
Commission, SIGA Member



Brian Lancey
Vice President of Global Entertainment
Sponsorships and Consumer Marketing,
Mastercard



Vlad Marinescu
President, International Esports
Federation



Chris Mann
VP of Partnerships at Dignitas



Moderator

John Kosner
President Kosner Media



16.15 CET

KEYNOTE & FIRESIDE CHAT: SANDRA DOUGLAS MORGAN



Emanuel Macedo de Medeiros

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



Sandra Douglas Morgan

Chairwoman, Nevada Gaming Control Board



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 uncharted 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.



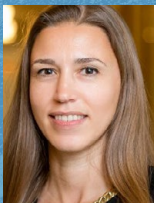
Brett Abarbanel

Director of Research, UNLV International Gaming Institute



Stephen Martino

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



Laila Mintas

CEO, Playup US



Emanuel Macedo de Medeiros

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



Moderator

Ben Jacobs
Sports Broadcaster



USA

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)



Charles LaBoy
Vice President of Compliance,
Roar Digital - BETMGM



Ludovico Calvi
President, Global Lottery
Monitoring System



Moderator

Dustin Gouker
Head of Content, US – Catena Media



DAY 4
THURSDAY, 10 SEPTEMBER 2020

DAILY THEME
SPORTS BUSINESS, MEDIA, AND TECHNOLOGY



INDIA

09.00 CET

**INTEGRITY AND THE EMERGING SPORTS MARKET
POWERED BY INDIA ON TRACK**

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!



Justice Mukul Mudgal
Former High Court Judge, Chairman of FIFA Governance Committee and Head of the IPL Probe Committee



B.B. Mishra
Head of Integrity - Probity Sports India, Member - IPL Probe Committee



Vidushpat Singhania
Managing Partner - Krida Legal, Member-Election Oversight Panel at IAAF



Onkar Kedia
Director General, Sports Authority of Assam and Former Special Director General, Sports Authority of India



Moderator



Vivek Sethia
Founder & CEO, India On Track



INDIA

10.00 CET

MAINTAINING INTEGRITY THROUGH SPORTS TECHNOLOGY

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.



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



Sriharsha Kuchimanchi
Head Umpire Cricket Finland



Rohit Mishra
Director, Marketing, AcadWare Software



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!



Courtney Foster
Risk and Resilience Program Architect,
British Standards Institution



Densign White
CEO, International Mix Martial Arts
Federation (IMMAF)
Member, SIGA Council



Julian Zylberstein
Chief of Governance
and Stakeholder Affairs, UEFA



Joao Paulo Almeida
Director General, National Olympic
Committee of Portugal



Moderator

Paul Nicholson
Editor in Chief, Inside World Football

13.15 CET

**OPERATION NO MORE ABUSE IN SPORT:
USING TECHNOLOGY AND REAL WORLD TACTICS TO
PREVENT RACISM AND OTHER FORMS OF ABUSE**

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.



Sir Mark Rowley
Director, Quest and former Assistant
Commissioner and National Lead on
Counter-Terrorism, Metropolitan Police



Rt. Hon. Richard Caborn
former Minister for Sport, UK and
Senior Advisor, Quest



Jonathan Hirshler
Co-Founder and CEO, Signify Group



Sanjay Bhandari
Chairman, Kick it Out



Moderator

Shimon Cohen
Chairman, the PR Office and Communications Director, AFDP Global



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

17.00 CET

SPORT INTEGRITY, TECHNOLOGY & INNOVATION: THE NEXT BIG THING

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.



John Kosner
President, Kosner Media



Angela Ruggiero
CEO & Co-Founder Sports Innovation Lab





SPORTINTEGRITYWEEK

7 - 11 SEPTEMBER 2020

MASTER PROGRAMME



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



Phillippe Chatelain
CEO, INEXTO



Ricardo Mazzucca
Board Member of Arena Hub

ARENA HUB



Moderator

Dan Mannix
CEO, CSM North America

21.00 CET

CLEAN SPORT AS A TOOL FOR THE DEVELOPMENT OF BRAZIL



Luiza Helena Trajano
Chairwoman, Magazine Luiza | President, Group of Women for Brasil



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



Evandro Rodrigues
Comediant, Celebrity



Eduardo Gomes de Azevedo
Ortomolecular Doctor



Moderator

Glenda Kozlowski
Journalist, TV presenter, former bodyboard athlete



DAY 5

FRIDAY, 11 SEPTEMBER 2020

DAILY THEME

YOUTH DEVELOPMENT AND CHILD PROTECTION

09.00 CET

EQUAL OPPORTUNITY: RETHINKING INTERNATIONAL FOOTBALL FOR ALL

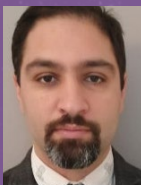
International football is often dominated by big tournaments and the most prominent nations. However, away from the elite and established form of the game, there are huge opportunities to level the playing field and improve access and inclusion. In a world where national identity is increasingly considered 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.



Per-Anders Blind
President, CONIFA



Pasang Dorjee
Executive Director,
Tibetan National Sport Association



Francesco Zema
Director for 'No Limits' - Football for
Disabilities Initiative, CONIFA



Fabio Puntillo
General Manager, CONIFA



Moderator

James Cronin
Media Manager, CONIFA



10.00 CET

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!



Zlatko Matesa
President of Croatian Olympic Committee



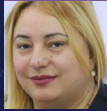
Izet Radjo
President of Bosnia & Herzegovina Olympic Committee



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

10.00 CET

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!



Javed Siraj
Integrity Officer,
All India Football Federation



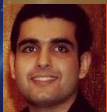
Joy Bhattacharjya
CEO - Pro Volleyball League and
Former Tournament Director - FIFA
U-17 World Cup 2017



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.



Moderator



Saurabh Mehta
Head of Consulting, India On Track



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
FMH



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 a 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



Jennifer Shatley
President, Nevada Council on Problem
Gambling





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



OPTIMISATION HUB
the global home of resilience



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)



THE UNIVERSITY OF QUEENSLAND AUSTRALIA

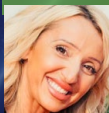


Ben Gollings

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



OPTIMISATION HUB
the global home of resilience



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



Moderator

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



Moderator

Ben Jacobs
Sports Broadcaster



16.00 CET

COACHING THE COACHES: THE GROWING FIELD OF COACH DEVELOPMENT

At all levels of Sport, the responsibilities and expectations on Sport coaches continues to grow. Coaches, and by extension Sport organizations, are held accountable for performance outcomes and athlete development, as well as the overall health and well-being of players. Keeping up-to-date, integrating new information, and maintaining a safe and effective training environment can be a daunting task. Not doing so can undermine the safety and integrity of sports programs. This session will explore the expanding system coach development that offers support and on-going professional development for coaches through both program design and the role of the coach developer.



Cameron Kiosoglous
USCCE Education Chair, Faculty
at Drexel University | USA Rowing





Troy Engle
Head of Academies and Clubs,
Sport Singapore




Andy Rodgers
Coaching Consultant,
Sport New Zealand




Moderator

Kristen Dieffenbach
President, USCCE and Director of the West Virginia University Center
for Applied Coaching and Sport Studies

17.00 CET

OUT OF SIGHT, OUT OF MIND? HUMAN TRAFFICKING AND SMUGGLING IN SPORT

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



18.00 CET

SPORT INTEGRITY AS A CATALYST FOR SOCIAL DEVELOPMENT



Flavio Canto
President, Instituto Reacao



Lars Graell
Ambassador, Pacto pelo Esporte



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



Moderator

Luis Roberto
Globo TV



USA

19.00 CET

RAISING THE BAR IN SUPPORT OF YOUTH SPORT COACHES

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

EVENT GUIDE



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