

EVENT GUIDE

Porto. 11 SEP 2024

HOSTING PARTNER



ORGANIZING PARTNER







PARTNERS

- HOSTING PARTNER -



- ORGANIZING PARTNER -



- HOSTING CITY - / - HOSPITALITY PARTNER -





- OFFICIAL SUPPLIERS -







- MEDIA PARTNER -









14:00	Registration, welcome & networking
14:30	OPENING SESSION
14:50	SIGA 2024 Survey – Female Representation at the Highest Executive Organs of International Sports Federations
15:00	Panel Session 1 – How is the Rise of Women's Sport Improving Sports Governance and Changing the Game for Women and Girls
15:40	Panel Session 2 – Force Multipliers: Leveraging Mentorship for Gender Equity and Sustained Success
16:20	Signing Ceremony – Memorandum of Understanding – SIGA, SIGA Women & Portuguese Players' Union (SJPF)
16:30	COFFEE & NETWORKING BREAK
16:40	SIGA Champions – Public Announcement Ceremony
17:00	Panel Session 3 – The Domino Effect: How can Sport Learn from other Sectors
17:40	Fireside Chat – The Great Instigators: Harnessing The Power of Collective Action for Global Reform
18:00	Panel Session 4 – Building the Brands: Promoting and Marketing Women's Sport
18:50	Launch – The SIGA Women Manifesto
19:00	CLOSING SESSION – SIGA Special Recognition Award Final Remarks





PARTICIPATING **ORGANIZATIONS**



























FC Porto

























14:00 | Welcome, Registration & Networking

14:30 | Opening Session



André Villas-Boas

President, FC Porto





Emanuel Macedo de Medeiros

Co-Founder & Global CEO, SIGA Chairman & CEO, SIGA AMERICA Chairman & CEO, SIGA LATIN AMERICA Executive Chairman, SIGA EUROPE





Margarida Balseiro Lopes

Minister, Youth and Modernization,
Government of Portugal



XXIV GOVERNO









14:50 | SIGA 2024 Survey

Female Representation at the Highest Executive Organs of International Sports Federations

Representation on Executive Organs of International Sport
Federations Research. The annual survey assesses data
provided by the largest International Federations regarding
the composition of their leadership structures. This session will
explore the current realities of the Sport Industry in this regard
and address key factors such as representation figures, role
type and function, proportionality and the systemic dynamics
that underpin these figures. It will be no surprise that the
figures are not where we would like them to be. This session
closes with a tangible and accessible call to action that all
Sport Stakeholders will be encouraged to join to further
stimulate the cultural change needed to progress.



Julie Gülsev Kassap

Managing Director, SIGA Women





Emanuel Macedo de Medeiros

Co-Founder & Global CEO, SIGA Chairman & CEO, SIGA AMERICA Chairman & CEO, SIGA LATIN AMERICA Executive Chairman, SIGA EUROPE











15:00 | PANEL SESSION 1

How is the Rise of Women's Sport Improving Sports Governance and Changing the Game for Women and Girls

The increasing visibility and success of Women's Sport is reshaping the landscape of Sport Governance and creating a more inclusive and equitable environment for Women and Girls. However, with rapid growth and opportunity also comes challenges, risks and issues that must be navigated appropriately for long-term sustainability. This panel explores this progression which has, and will continue to, necessitate evolving Governance, Leadership Structures, and Policy within Sport Organizations. It will define the underlying components that instigated the transition of Women's Sport towards ever greater professionalism and address how these will continue to impact upon the Sport Industry. Join us as we chart a course for a prosperous future for Women's Sport.







President, Rio Ave FC





Beatriz Alvarez

President, Liga F







Executive Director, Liga Portugal





Matilde Fidalgo

Professional Footballer | Ambassador for Social Responsibility and Women's Football Advisor, Portuguese Professional Footballers' Union (SJPF)





Force Multipliers: Leveraging Mentorship for Gender Equity and Sustained Suscess

Impactful Mentorship can be critical for personal and professional growth, particularly for those seeking to navigate the complexities of Leadership in the Sport Industry. However, poorly delivered, unproductive or superficial Mentorship can not only be ineffective but it can be detrimental to all involved. This session will explore what is required to deliver impactful Mentorship Programmes that empower and enable emerging Leaders to acquire the skills, experience and insight necessary for success. Speakers will share expert knowledge from the perspectives of both mentors and mentees from successful programmes, such as the SIGA Global Mentorship Programme. The outcomes will help individuals and Organisations to better understand what strategies are effective and amplify the impact of Mentorship, and how the Sport Industry can better access and embed these to maximise diverse, productive and effective Leadership at all levels.





Julie Gülsev Kassap

Managing Director, SIGA Women | SIGAWomen Global Mentor





Michelle Evans

Senior Sports Partnerships Manager, EPIC Global Solutions | SIGAWomen **Global Mentor**





Susana Feitor

President, Portuguese Sports Foundation | SIGAWomen Global Mentor









16:30 | COFFEE & NETWORKING BREAK

16:40 | SIGA CHAMPIONS

Public Announcement Ceremony

SIGA are proud to welcome the latest SIGA Champions who are joining our global network of highly influential current and retired athletes and coaches who will serve as ambassadors for our organisation and promote Sport Integrity. The SIGA Champions programme is represented by leading ambassadors that play a crucial role in helping generate awareness about SIGA and the role it plays in safeguarding the Integrity of Sport. As such, SIGA embraces and showcases the voices of athletes and coaches who embody the values SIGA advocates: fair play, honesty, teamwork and integrity. These new inductees are truly great exemplars of these values and we are delighted to announce them here.





Filipa Martins OLY

Gymnast, Acro Clube da Maia & Portuguese Gymnastics Federation | Olympian











17:00 | PANEL SESSION 3

The Domino Effect: How can **Sport Learn from other** Sectors

Sport mirrors many other industries where the forwardthinking organisations demonstrate tangible commitment to instilling Gender Equity and Strong Leadership within their structures, with some relatively ambivalent and advocate for the piecemeal reform, whilst others are openly reluctant and resistant to change. This panel explores what Sport can learn from other industries where barriers to progressive change were overcome and significant strides were made to make Leadership and Governance more inclusive, accessible and sustainable for all. This session then unpacks how Sport can adopt and implement these strategies and best practices to overcome barriers, maximise opportunities and deliver the systemic change we all aspire to see.





KEYNOTE Elza Pais

Member, Portuguese Parliament; President, Sub-Commission for Equality & Non-Discrimination; Portuguese Parliament: Researcher, UNL-FCSH







Manager of Adapted Sports, FC Porto







Mayor, Matosinhos | Presient, National Association of Portuguese Municipalities (ANMP)







Lead Deals Tax Partner and Partner for Diversity & Inclusion, PwC Portugal





Dalila Carvalho

MODERATOR

Communication Advisor to the Minister of Justice, Portugal











The Great Instigators: Harnessing The Power of Collective Action for Global Reform

The moniker of 'Chief Troublemaker' could not be more appropriate for Shelley Zalis, over the course of her dynamic and disguised career journey she has demonstrated the outstanding ability to disrupt industries in inclusive and revolutionary ways that overcome resistance to change and break down barriers for positive results. The organisation she founded, The Female Quotient (FQ), is more than an experiential, media and transformation advisory company that aims to advance Gender Equality in the Workplace. It is a trailblazing organization that raises the visibility of women and instigates cross-industry change. Much like SIGA, FQ strive to deliver tangible and measurable impact at the highest level to enhance equality through the power of leadership, collective action and purpose driven partnerships. This exclusive fireside chat between the founders and CEOs of these two Global Organisations that are delivering pioneering positive multiindustry evolution will explore key insights acquired through their inspiring journeys and reveal their plans for the future. This promises to be explosive, insightful and engaging. Do Not Miss It!



Shelley Zalis

Founder & CEO, The Female Quotient



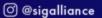


Emanuel Macedo de Medeiros

Co-Founder & Global CEO, SIGA Chairman & CEO, SIGA AMERICA Chairman & CEO, SIGA LATIN AMERICA Executive Chairman, SIGA EUROPE











18:00 | PANEL SESSION 4

Building the Brands: Promoting and Marketing Women's Sport

Dedicated, Targeted and Critically Acclaimed Marketing and Brand-Building strategies that have focused on Women's Sport have increased exponentially over recent years with incredible results. Awareness, Attention, Focus and Gender Mainstreaming have been, and will continue to be, essential to the growth and long-term sustainability of Women's Sport. This session explores how Women's Sport has utilised successful strategies to attract larger audiences, increase sponsorship opportunities and enhance media coverage. It then considers how these were, and can be, leveraged and built upon to bring in the resources required to ultimately level the playing field. Focus will be placed upon how intentional and innovative approaches have elevated the visibility and appeal of Women's Sport and how these can be advanced as we progress. Join this session to help better understand how the entire Sport Eco-System can better collaborate to create a united platform for the sustained success of Women's Sport.





KEYNOTE João Pedro Oliveira e Costa

Chairman & CEO, Portuguese Investment Bank (Banco BPI)



IESBA

Gabriela Figueiredo Dias

Co-CEO. International Foundation for Ethics and Audit | Executive Chair, International Ethics Standards Board for Accountants (IESBA) | Chair of the Board, University of Coimbra





Sofia Castro

Head of Transformation, Sonae MC

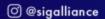


BRUNSWICK

MODERATOR Alexandra Abreu Loureiro

Partner & Head of Portugal, Brunswick









18:40 | Signing Ceremony

Memorandum of Understanding – SIGA, SIGA Women & SJPF

Dual Career, Post-Career Transition & Global Mentorship on Female Leadership in Sport





Emanuel Macedo de Medeiros

Co-Founder & Global CEO, SIGA Chairman & CEO, SIGA AMERICA Chairman & CEO. SIGA LATIN AMERICA Executive Chairman, SIGA EUROPE





Joaquim Evangelista

President, Portuguese Players' Union (SJPF)

18:50 | SIGA Women MANIFESTO





Julie Gülsev Kassap

Managing Director, SIGA Women SIGAWomen Global Mentor

19:00 | Closing Session

SIGA Special Recognition Award







Cristina Gonçalves PLY

Boccia Player, APCL, FPDD, PCAND | Gold Medalist, Paris 2024 | Paralympian

siga-sport.com









FINAL REMARKS



Emanuel Macedo de Medeiros

Co-Founder & Global CEO, SIGA Chairman & CEO, SIGA AMERICA Chairman & CEO, SIGA LATIN AMERICA Executive Chairman, SIGA EUROPE





Giovanni Tartaglia Polcini

Independent Chair, **SIGA**Co-Chair, Anti-Corruption Working Group, G20









APPLICATIONS OPEN

As we enter the 5th cycle of the SIGA Women Global Mentorship Programme, and after participating in the advancement in the careers of hundreds of women in Sport leadership roles, SIGA is ready to expand this inspiring Thought Leadership initiative. This unique global Programme connects aspiring female leaders with experienced mentors to help them reach their full potential and drive change in the sports industry. Open to women aged 24 and above, this eight-month journey will equip mentees with leadership skills, invaluable networking opportunities, and personalized mentorship sessions. Whether you're looking to refine your goals or make your mark in Sport, this is your chance to connect, grow, learn, and lead.

Don't miss out—apply today and become part of a global movement to empower the next generation of women in sport!

Learn more and apply today!