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SIGA
Women

**LEADERSHIP
FORUM**

EVENT GUIDE

Porto. 11 SEP 2024

HOSTING
PARTNER



FC Porto
A VENCER DESDE 1893

ORGANIZING
PARTNER



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#SIGAWomen

JOIN THE MOVEMENT OF CHANGE MAKERS

LEAVE YOUR LEGACY

Empower the Next Generation of Female Leaders in Sport!

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- MEDIA PARTNER -



AGENDA

- 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



● 14:00 | Welcome, Registration & Networking

● 14:30 | Opening Session



André Villas-Boas

President, **FC Porto**



FC Porto
A VENCEDOR DESDE 1883



Emanuel Macedo de Medeiros

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



SIGA
SPORT INTEGRITY
GLOBAL ALLIANCE



Margarida Balseiro Lopes

Minister, Youth and Modernization,
Government of Portugal



REPÚBLICA PORTUGUESA

XXIV GOVERNO

14:50 | SIGA 2024 Survey

Female Representation at the Highest Executive Organs of International Sports Federations

SIGA will reveal the results of the 2024 edition of the Female 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.



Alexandrina Cruz

President, Rio Ave FC



Beatriz Alvarez

President, Liga F



Helena Pires

Executive Director, Liga Portugal



Matilde Fidalgo

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



MODERATOR

Diana Bouça-Nova

CNN PORTUGAL

15:40 | PANEL SESSION 2



TESTIMONY

Jaqueline Oliveira



Compliance Coordinator, São Paulo FC Clube | SIGAWomen Global Mentor



TESTIMONY

Mia Lopes



CEO & Founder, Afro Esporte | SIGAWomen Mentee 2023/24



Adeola Adesoba

Cybersecurity AI Solutions Architect & Data Scientist, NVIDIA | SIGAWomen Mentee



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



MODERATOR

Reem Abdalazem Bossaty OLY

OLY, Olympic coach, World Aquatics Artistic Swimming expert and mentor

Force Multipliers: Leveraging Mentorship for Gender Equity and Sustained Success

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.

16:20 | 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)



● 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.



Cristina Gonçalves
PLY

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



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 forward-thinking 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



Joana Teixeira

Manager of Adapted Sports, FC Porto



Luisa Salgueiro

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



Maria Torres

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



MODERATOR
Dalila Carvalho

Communication Advisor to the Minister of Justice, Portugal

17:40 | Fireside Chat

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 multi-industry 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

● 18:50 | SIGA Women MANIFESTO



Julie Gülsev Kassap

Managing Director, SIGA Women

● 19:00 | Closing Session

SIGA Special Recognition Award



Cristina Gonçalves PLY

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

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**
Immediate Past 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!](#)

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 info@siga-sport.com