


7 March 2016 – 08.00-17.00  
Home of FIFA – Auditorium

## EQUALITY THROUGH REFORM

THE CONFERENCE WILL BE STREAMED LIVE ON FIFA.COM AND FIFA'S YOUTUBE CHANNEL

### AGENDA

 	MODERATOR: CAROL TSHABALALA
08.00	Registration
08.30	Official welcome
08.45	<b>KEYNOTE SPEECH:</b> Billie Jean <b>King</b> (founder of the Women's Sports Foundation)
09.15	INTRODUCTION TO SESSION ONE: Lydia <b>Nsekera</b> (FIFA Executive Committee member)
09.20	<p>SESSION ONE: <b>TAKING WOMEN'S FOOTBALL TO THE NEXT LEVEL</b></p> <ul style="list-style-type: none"> <li>▪ Where is women's football today?</li> <li>▪ What are the different challenges in different regions and cultures?</li> <li>▪ What can we learn from others?</li> <li>▪ How do we increase the popularity of women's football?</li> <li>▪ Rules and obligations from the professional football world</li> </ul> <p>PANELLISTS:</p> <ul style="list-style-type: none"> <li>• Asisat Lamina <b>Oshoala</b> (Nigeria national team player)</li> <li>• Abby <b>Wambach</b> (USA national team player)</li> <li>• Samar <b>Nassar</b> (Chief Executive Director of the Local Organising Committee for the FIFA U-17 Women's World Cup Jordan 2016)</li> <li>• Barbara <b>Slater</b> (BBC Director of Sport)</li> <li>• Brigitte <b>Henriques</b> (General Secretary of the French Football Association)</li> </ul>
10.45	<b>KEYNOTE SPEECH:</b> To be announced

 	
11.15	INTRODUCTION TO SESSION TWO: Sonia <b>Bien-Aime</b> (FIFA Executive Committee member)
11.20	<p>SESSION TWO: <b>DIVERSITY FOR SUCCESS</b></p> <ul style="list-style-type: none"> <li>▪ Women in decision-making and leadership positions</li> <li>▪ Success stories: retired players, examples and role models</li> <li>▪ Challenges and opportunities: women reaching leadership positions</li> <li>▪ Looking forward: policies and recommendations</li> </ul> <p>PANELLISTS:</p> <ul style="list-style-type: none"> <li>• Ebru <b>Köksal</b> (FIFA consultant)</li> <li>• Michael <b>Kimmel</b> (Professor of Sociology and Gender Studies, Stony Brook University)</li> <li>• Donna <b>de Varona</b> (Olympic champion, lead advisor for the EY Women Athletes Business Network)</li> <li>• Felicite <b>Rwemarika</b> (Executive member and President of the Women’s Football Commission at the Rwanda Football Association)</li> <li>• Annie <b>Zaidi</b> (Founder of the CoachAnnieZ Foundation)</li> </ul>
12.50	Lunch break at the reception of Home of FIFA
14.00	<b>KEYNOTE SPEECH:</b> Kristin <b>Hetle</b> (Director of Strategic Partnerships, UN Women)
14.30	INTRODUCTION TO SESSION THREE: Moya <b>Dodd</b> (FIFA Executive co-opted Committee member)
14.35	<p>SESSION THREE: <b>2016 FIFA REFORMS – WOMEN’S FOOTBALL &amp; WOMEN IN FOOTBALL</b></p> <ul style="list-style-type: none"> <li>▪ Reforms: status, opportunities, challenges and decisions</li> <li>▪ Policies in women’s football</li> <li>▪ Progress on the “calls to action” from last year’s FIFA Women’s Football symposium in Canada</li> <li>▪ Turning policy into action</li> </ul> <p>PANELLISTS:</p> <ul style="list-style-type: none"> <li>• FIFA representative</li> <li>• Sunil <b>Gulati</b> (President of the United States Soccer Federation)</li> <li>• Moya <b>Dodd</b> (FIFA Executive co-opted Committee member)</li> <li>• Sarai <b>Bareman</b> (OFC Deputy General Secretary)</li> <li>• Sylvia <b>Schenk</b> (CAS arbitrator)</li> <li>• Amanda <b>Davies</b> (CNN sports anchor/correspondent)</li> </ul>
16.00	Wrap-up and Q&A
16.30	Closing remarks followed by drinks reception