

TOP-LINE PROGRAM



SEPTEMBER 12

9:00-12:30pm

10 ROUNDTABLES 10 organizations host 10 tables focusing on 10 key issues around sport and social justice
Kimmel Center @ NYU, 60 Washington Square S, New York



1:00 – 4:00pm

COMMUNITY IN ACTION Attendees and local youth gather together in a local New York neighborhood to experience interactive sport and social change programming approaches from around the world
Venue TBD

**COMMUNITY
IN ACTION**

6:30-9.30pm

THE BEYOND SPORT GLOBAL AWARDS A celebration of the 2018 Shortlist and Winners
One World Observatory, One World Trade



SEPTEMBER 13

BEYOND SPORT UNITED CONFERENCE

Kimmel Center @ NYU, 60 Washington Square S

8:30am **TEAMS AND LEAGUES BREAKFAST**

9:30am **GENERAL REGISTRATION**

10:00am **WELCOME & INTRO**
What do we mean by “youth and social action” and why this focus this year

10:20am **SOCIETY’S LANDSCAPE**
What are the issues at hand, what role are young people playing to address them, and why
7-minute insights on key topics...

- Activism vs Clicktivism
- Advocacy and campaigning
- Local engagement, global impact

10:45am **THE STATE OF YOUTH**
What do young people want, why do they want it, and what are they doing to get it
Conversations with young people on key topics...

- Tech obsessions
- Being purpose driven
- Global perspectives

11:15am **BREAK**

11:45am **THE GLOBAL CONNECTION**

Best practices on youth engagement from around the world
Three case studies that will bring this all to life

12:30pm **THE LUNCHTIME INTERVIEW**

Engaging and empowering young people - what sport can learn from the entertainment sector

1:00pm **LUNCH**

2:00pm **THE POSITION OF SPORT (ROUND I)**

How can sport support young people in being socially responsible and active
Attendees choose one of three breakout panels followed by deep-dive conversations on developing youth...

- As global and local citizens (Breakout 1)
- As mentors (Breakout 2)
- As leaders (Breakout 3)
- As campaigners/activists (Breakout 4)

3:00pm **QUICK BREAK**

3:05pm **THE POSITION OF SPORT (ROUND II)**

How should we be engaging and speaking with young people through sport
Breakout panels on interacting with youth...

- As fans (Breakout 1)
- As content creators (Breakout 2)
- As brand advocates (Breakout 3)
- As consumers (Breakout 4)

4:05pm **BREAK**

4:20pm **THE FUTURE**

How are we, as a sector, going to support the next generation in making the world a better place
Influencers in sport will share where they're going next, the challenges, and the opportunities

5:00pm **NEXT STEPS IN YOUTH ENGAGEMENT**

Call to action, commitments, and the launch of Beyond Sport NextGen

5:15pm **CLOSING RECEPTION**

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