

# BEYOND SPORT™ WORKSHOP WEEK

JUNE 15-18, 2020

## AGENDA

#BYSWORKSHOPWEEK

BEYOND SPORT  
FOUNDING SUPPORTERS



WORKSHOP WEEK  
SUPPORTERS



EVERFI

CONTENT  
PARTNERS



49ERS  
FOUNDATION

NATIONAL  
ACTION  
ALLIANCE  
FOR  
THE  
SPORTS  
INDUSTRY



unicef

SPORT INDUSTRY GROUP

Human  
Advantage



# MONDAY JUNE 15, 2020

BEYOND  
SPORT™  
WORKSHOP WEEK



**SPORT  
AND STEM ALLIANCE**



**11AM-12:15PM us -ET**  
**4-5:15PM uk**

**CONFIRMED SPEAKERS AND ORGANIZATIONS INCLUDE:**

**Melissa Aldana** - President of Girl up at Tecnológico de Monterrey  
**Matt Mead** - Sports Partnerships Manager, Sphero Sports  
**Ovie Mughelli** - EcoAthlete & Former NFL Pro Bowler; Founder & President, Ovie Mughelli Foundation  
**Chris Rougier** - STEM Curriculum Developer, Loyola Marymount University  
**Dr. Shini Somora** - Science Broadcaster & Reporter



**STAY  
IN THE GAME  
NETWORK**

**1.30-3pm us -ET**  
**6.30-8pm uk**

**CONFIRMED SPEAKERS INCLUDE:**

**Lou Bergholz** - Managing Partner, Edgework Consulting  
**Clarke Carlisle** - Former professional football player & mental health advocate  
**Brian Dawkins** - NFL Hall of Famer; Founder & President, Brian Dawkins Impact Foundation  
**Diana Hosford** - VP, Sports and Entertainment, TAPS  
**Li Li Leung** - President and CEO, USA Gymnastics  
**Samantha Livingstone** - Olympic Gold Medalist & Mental Health Advocate  
**Bernat Muñoz** - Project Manager - FutbolNet specialist, FC Barcelona Foundation  
**Helen Richardson-Walsh** - Olympic Gold Medalist & Mental Health Advocate; Founder & President



**BEYOND  
SOCCER**

**3.30-4:30pm us -ET**  
**8.30-9:30pm uk**

**CONFIRMED SPEAKERS INCLUDE:**

**Ana Arizabaleta** - Director, Fundación Selección Colombia  
**Nikole Collins-Puri** - CEO, Techbridge Girls  
**Tracy Hamm** - Women's Soccer Coach, UC Davis Athletics  
**Ebru Köksal** - Chair, Women in Football  
**Courtney Levinsohn** - Founder, Women In Soccer  
**Quinn McGill** - Student & Rep, Girl Up  
**Yasmine Michelle Sanchez** - 2019 Billie Jean King Young Leader; CITC Community Coach, NYCFC

*We've structured the week to be flexible, so feel to drop in and out when it works best for you.*

# B Y S W O R K S H O P W E E K

# TUESDAY JUNE 16, 2020



TRACK	TIME (US/ UK)	SESSION	FORMAT & AUDIENCE TYPE
<b>SOCIAL IMPACT</b>	<b>4.30-5am us</b> <b>9.30-10am uk</b>	<b>ADDRESSING CLIMATE CHANGE IN THIS NEW LANDSCAPE</b> Lewis Pugh - Endurance Swimmer and UN Patron of the Oceans	<b>Educational Presentation + Q&amp;A</b> <b>General</b>
<b>INDUSTRY SOLUTIONS</b>	<b>9-10.30am us</b> <b>2-2.30pm uk</b>	<b>STATE OF THE INDUSTRY: SPORT'S ROLE IN ADDRESSING INSTITUTIONAL RACISM - COMMITTING TO CHANGING OUR GAME</b> Panel & Q&A followed by workshop ideation session  <b>Maurice Jones</b> - CEO, Local Initiatives Support Corporation <b>Kely Nascimento-Deluca</b> - President, Nascimento Foundation; Documentary Director & daughter of soccer legend Pele <b>Ken Shropshire</b> - CEO of the Global Sport Institute & adidas Distinguished Professor of Global Sport at Arizona State University Plus more speakers to be announced	<b>Q&amp;A</b> <b>General</b>  <b>Ideation &amp; Solution Roundtable</b> <b>General</b>
<b>ORGANIZATIONAL DEVELOPMENT</b>	<b>11-11.30am us</b> <b>4.4.30pm uk</b>  <b>11.40am-12.30pm us</b> <b>4.40-5.30pm uk</b>	<b>PIVOTING YOUR FUNDRAISING FOCUS: BE RELEVANT, REMAIN AUTHENTIC</b>  <b>James Blake</b> - Former Professional Tennis Player <b>Bryan Lively</b> - GivenGain Foundation  <b>Harrie Bakst</b> - Managing Partner, WCPG	<b>Educational Presentation NGOs</b>  <b>Roundtable Discussion NGOs</b>
<b>OPEN NETWORKING</b>	<b>12.30-1pm us</b> <b>5.30-6pm uk</b>		<b>Networking area/expo</b>
<b>INDIVIDUAL IMPROVEMENT</b>	<b>2-3.30pm us</b> <b>7-8.30pm uk</b>	<b>COMPASSIONATE MANAGING: LEADING AND SUPPORTING STAFF DURING UNCERTAIN TIMES</b> Lou Bergholz & Maren Rojas - Facilitators, Edgework Consulting	<b>Educational Presentation Roundtable Discussion</b> <b>General</b>
<b>THEMED HAPPY HOUR</b>	<b>3.30-4pm us</b> <b>8.30-9pm uk</b>		<b>Networking</b>
<b>SOCIAL IMPACT</b>	<b>5-5.30pm us</b> <b>10-10.30pm uk</b>	<b>INNOVATIVE PARTNERSHIPS TO LEVERAGE THE UN SDGs</b>  <b>Adam Met</b> - Singer, AJR & Founder, Sustainable Partners, Inc. <b>Mila Rosenthal</b> - Director of Communications and Advocacy, United Nations Development Programme	<b>Q&amp;A</b> <b>General</b>

We've structured the week to be flexible, so feel to drop in and out when it works best for you.

# WEDNESDAY JUNE 17, 2020



TRACK	TIME (US/UK)	SESSION	FORMAT & AUDIENCE TYPE
<b>SOCIAL IMPACT</b>	<b>4.30-5am us</b> <b>9.30-10am uk</b>	<b>WHAT COVID-19 HAS DONE TO HUMAN RIGHTS, AND WHERE SPORT NEEDS TO STEP UP</b> Annie Kelly - Award Winning Human Rights Journalist, <i>The Guardian</i> Brendan Schwab - Executive Director, World Players Association	<b>Educational Presentation + Q&amp;A</b> <b>General</b>
<b>INDUSTRY SOLUTIONS</b>	<b>9-9.40am us</b> <b>2-2.40pm uk</b>	<b>PURPOSE-DRIVEN PARTNERSHIP: THE FUTURE OF SPORTS SPONSORSHIP</b> Vivek Bapat - SVP of Purpose and Brand Experience, SAP Kathryn Chappetto-Reagan - Vice President of Partnerships, WTA Scott Over - Commercial Director, World Sailing	<b>Educational Presentation + Q&amp;A</b> <b>Brands, Teams, Leagues and Agencies</b>
	<b>9.40-10.30am us</b> <b>2.40-3.30pm uk</b>	John Balkam - Founder, Third Win Group Sam Shave - Head of Business Development, thinkBeyond	<b>Roundtable Discussion</b> <b>Brands, Teams, Leagues and Agencies</b>
<b>ORGANIZATIONAL DEVELOPMENT</b>	<b>11-11.30am us</b> <b>4-4.30pm uk</b> <b>11.35-11.50am us</b> <b>4.35-4.50pm uk</b>	<b>FUTURE-LOOKING DECISION MAKING: PURPOSEFUL LEADERSHIP IN ACTION</b> Gary Coombe - CEO Global Grooming Business, P&G Mark Foster - SVP, IBM Services Caryl Stern - Executive Director, Walton Family Foundation	<b>Educational Presentation</b> <b>General</b> <b>Q&amp;A</b> <b>General</b>
<b>OPEN NETWORKING</b>	<b>12.30-1pm us</b> <b>5.30-6pm uk</b>		<b>Networking</b>
<b>INDIVIDUAL IMPROVEMENT</b>	<b>2-3.30pm us</b> <b>7-8.30pm uk</b>	<b>REFRAME STRESS. GROW STRONGER. BE RESILIENT</b> Nick Propper - Performance Coach, Johnson&Johnson Human Performance Institute	<b>Details to Come</b> <b>General</b>
<b>SOCIAL IMPACT</b>	<b>5-5.30pm us</b> <b>10-10.30pm uk</b>	<b>THE FUTURE OF INCLUSION IN SPORT</b> Mary Davis - CEO, Special Olympics International Kim Davis - EVP, Social Impact, Growth Initiatives & Legislative Affairs, NHL Stephanie McMahon - Chief Brand Officer, WWE	<b>Stage</b>

We've structured the week to be flexible, so feel to drop in and out when it works best for you.

# B Y S W O R K S H O P W E E K

# THURSDAY JUNE 18, 2020

TRACK	TIME (US/UK)	SESSION	FORMAT & AUDIENCE TYPE
 <b>SOCIAL IMPACT</b>	<b>4.30-5am us</b> <b>9.30-10am uk</b>	<b>GLOBAL CONNECTION IN THE NEW NORMAL</b> Speaker to be announced soon	<b>Details to Come</b> <b>General</b>
	<b>9-9.15am us</b> <b>2-2.15pm uk</b>	<b>ENSURING POSITIVE CULTURE, INCLUSION AND SUSTAINABILITY</b> John Amaechi, OBE - Former NBA player  Kim Carver - Former President and CEO of Altitude Sports and Culture Leader Jennifer Martinez - Leader in Organizational Design and HR Arlene Roane - Inclusion + Diversity Expert <i>Moderated by: Mike Kennedy - Former Head of Learning and Leadership Development for the NBA</i>	<b>Educational Presentation</b> <b>General</b>  <b>Q&amp;A</b> <b>General</b>
	<b>9.15-10.30am us</b> <b>2.15-3.30pm uk</b>	<b>BREAKOUT SESSIONS ON HR, INCLUSION, CULTURE AND LEARNING &amp; DEVELOPMENT</b> led by Human Advantage	<b>Roundtable Discussions</b> <b>General</b>
 <b>INDUSTRY SOLUTIONS</b>	<b>11-11.30am us</b> <b>4-4.30pm uk</b>	<b>SPORT INDUSTRY SPOTLIGHT: WHAT DOES FAN ENGAGEMENT LOOK LIKE IN A POST-COVID WORLD?</b> Christophe Dubi - Sports Director, International Olympic Committee Laura Lefton - Senior Director, Club Business Development, NFL Melissa Schiller - Senior Director, Corporate Responsibility, NFL Chatri Sityodtong - Chairman & CEO, ONE Championship	<b>Educational Presentation</b> <b>Brands, Teams, Leagues, Agencies, Governing Bodies</b>
	<b>11.35-12.30am us</b> <b>4.35-5.30pm uk</b>	<b>SPECIAL BREAKOUT SESSION: THE FUTURE OF COMMUNITY ENGAGEMENT FOR TEAMS, LEAGUES AND GOVERNING BODIES</b>	<b>Roundtable Discussions</b> <b>Brands, Teams, Leagues, Agencies, Governing Bodies</b>
	<b>OPEN NETWORKING</b> <b>12.30-1pm us</b> <b>5.30-6pm uk</b>		
 <b>INDIVIDUAL IMPROVEMENT</b>	<b>2-2.45pm us</b> <b>7-7.45pm uk</b>	<b>MAXIMIZING YOUR PERFORMANCE AS A LEADER AND A TEAMMATE</b> Michael Johnson - Multi-Olympic Gold Medalist and Founder of MJ Young Leaders Lance Walker - Global Director of Performance, Michael Johnson Performance	<b>Educational Presentation + Q&amp;A</b> <b>General</b>
 <b>THEMED HAPPY HOUR</b> <b>3-4pm us</b> <b>8-9pm uk</b>  <b>HAPPY HOUR &amp; WINE TASTING - SPECIAL EDITION OF DAN REALLY LIKES WINE</b> Schalk Brits - Rugby World Cup Winner Faf du Plessis - Former South African Cricket Captain Michael Johnson - Multi-Olympic Gold Medalist, Track & Field Kate Richardson-Walsh - Olympic Gold Medalist <i>Moderated by: Dan Nicholl</i>			
 <b>SOCIAL IMPACT</b>	<b>4.15-4.45pm us</b> <b>9.15-9.45pm uk</b>	<b>KEEPING GENDER EQUITY AND SPORTS ON THE AGENDA</b> Maria Bobenrieth - Executive Director, Women Win Melissa Kilby - CEO, Girl Up Donna Orender - Founder, Generation W and Former President, WNBA	<b>Q&amp;A</b> <b>General</b>
	<b>4.45-5pm us</b> <b>9.45-10pm uk</b>	<b>CLOSING KEYNOTE</b> Billie Jean King - Social Justice Activist & Tennis Legend	<b>Educational Presentation</b> <b>General</b>
 <b>DANCE PARTY</b> <b>5pm us</b> <b>10pm uk</b>			

We've structured the week to be flexible, so feel to drop in and out when it works best for you.

# BEYOND SPORT™ WORKSHOP WEEK

JUNE 15-18, 2020

## BEYOND SPORT FOUNDING SUPPORTERS



## WORKSHOP WEEK SUPPORTERS



## CONTENT PARTNERS

