



## **WiMENA - Women in Sport Conference** Leading the way to empowerment

### **CHELSEA FOOTBALL CLUB | 6TH JUNE 2024**

Wimena (Women in Middle East & North Africa) is driven by a commitment not only to encourage women to access commercial opportunities for themselves or for the businesses or sports they represent, but also to ensure they are not marginalised across all sectors of business and society.

Sport is accepted as providing a platform for wider social and economic change. Specifically, it is a woman's participation in sport, at any level, that can play a part in breaking down gender stereotypes. Playing a sport contributes to building self-esteem and reinforces invaluable lessons for self-worth for women and young girls. The importance of highlighting and sharing stories of women, working and participating in all aspects of sports – from community to professional sport, is crucial to increasing the participation of women across the sporting industry and leading the way to empowerment.

Our high-level conference on 6th June at Chelsea Football Club in London, will be an ideal platform for representatives of the UK and Middle East & North Africa to highlight their plans and vision for women in sport.

We will be partnering with a number of global sports governing bodies, and will be unveiling key initiatives and projects throughout the day.

#### **CONFIRMED SPEAKERS INCLUDE:**

HRH Princess Reema bint Bandar Al Saud (via pre-recorded video)

HRH Prince Khaled bin Bandar Al Saud

Simon Penney CMG – former HM Trade Commissioner for the Middle East

Prof. David Hassan – United Against Online Abuse

Amanda Fone – F1 Recruitment

Sarah Bern – England Rugby Player

Nino Severino – Former Olympic and British No.1 Tennis coach

George Vaughan – The Digital Line

IWG – Lisa O'Keefe, Secretary General

Janie Frampton OBE – Team You (first qualified professional female football referee)

Katy Storie – Director of Sport, Newcastle University

More than Equal – representatives

Nadia Shahrestani – Chelsea FC Women

## AWAITING CONFIRMATIONS INCLUDING:

All MENA Embassy's in London – representatives  
British Government – representatives  
Zara Tindall  
Mohammed ben Sulayem – President - FIA  
Amanda Staveley, Newcastle United  
NEOM – Jan Paterson  
PIF Saudi Arabia – representatives  
DP World – representatives  
Saudi Aramco – representatives  
Barclaycard – representatives  
Premier League – representatives  
The WTA – representatives  
CSM/Wasserman – representatives  
Professional Cricketers Association (PCA) – Donna Fraser

Wimena's plan is for a continued long-term programme of events, with some to be held in the Middle East & North Africa region, to ensure positive outcomes of change are met.

## THE EVENT

The one-day symposium will cover:

- Commercial opportunities
- Increasing women's access to sports
- Sport as a messenger of gender equality
- Leading from the front – sporting role models
- Securing sponsorship
- Talent development
- Emotional and mental wellbeing
- Sport and the technology sector
- Country focus – Saudi Arabia

## WHY ATTEND?

- Network to build business relations to benefit commercial opportunities
- Gain an insight into the strategies for fostering gender equality in the MENA region and UK
- Exchange knowledge and skills while networking with your peers, mentors and experts who share your passion for women's empowerment in the sports sector
- Learn from the experiences of renowned women who have broken barriers in the sporting industry as athletes, coaches, brand managers or agents of change.

[Click here to reserve your place](#)

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# Women in Sport Conference



## CHELSEA FOOTBALL CLUB | 6TH JUNE 2024

**09:15** Opening Session – Keynote Address

### **SPORT AS A MESSENGER OF GENDER EQUALITY**

Sport is widely accepted as providing a platform for building wider social and economic change. Specifically, it is women's participation in sport, at all levels, that can play a part in breaking down gender stereotypes, acting as a catalyst for promoting gender equality in society.

**10:00** Panel Session (1)

### **TALENT DEVELOPMENT: UNLOCKING SPORTING POTENTIAL**

Education-centred programming and opportunities are the foundation of the strategy in developing a talent pool for women in sports. Giving access to existing sports facilities in the MENA region will provide the benefit of immediate training opportunities. Sports federations in the region can be proactive by partnering grassroots programmes for women and girls and ensuring that emotional support is part of the programme.

**11:00 -11:30** **NETWORKING COFFEE BREAK**

**11:30** Panel Session (2)

### **SPORTING ROLE MODELS: SETTING THE BAR FOR FUTURE GENERATIONS**

The importance of highlighting and sharing stories of women, working and participating in all aspects of sport, from community sports to professional sports, is crucial to increasing their participation. These mentors through their success, inspire young women to dream what is not the impossible. But sport isn't just winning medals; it breaks down barriers, helps in life skills, and motivates people to do other things. These women inspire the aspiring girls of tomorrow.

**12:30** Panel Session (3)

### **SAFEGUARDING/TECHNOLOGY IN SPORT**

Technology is ever-changing, and the sporting arena needs to be digitally protected from grassroots through to professional levels. Safeguarding is essential in every sport. This panel will take an in-depth look at combatting this. We will also uncover research on online bullying and how technology can play a part.

**13:15-14:15** **NETWORKING LUNCH**

**14:30** Panel Session (4)

### **SPORTS TOURISM: THE COMMERCIAL OPPORTUNITIES**

Given the greater resources for talent empowerment for women in sports, the sector is a growth area for investment. The MENA region is committed to huge investment in sports per se which provides commercial opportunities for all. Whether you are involved in construction of stadia from design to fit-out in every detail; or involved in training and education for the hospitality sector; or involved in catering to entertainment, the region represents a fast growth area.

**15:45**

### **COUNTRY FOCUS: SAUDI ARABIA'S SPORTING WORLD**

Saudi Arabia has boldly set out a Sports World in its Vision 2030. One of the results of this will be in the hosting of the FIFA World Cup in 2034. Along the road to 2034, Saudi Arabia is committed to building on its sporting achievements, not only in football but across the breadth of the sporting world. Saudi Sport is currently investing US\$7 billion towards a target of US\$60 billion just for the sports sector; which is equivalent to 3% of the Saudi GDP target. This figure does not include the trillion-dollar budget for NEOM, recreational areas, parks and the supporting infrastructure. Explore the opportunities welcomed in Saudi Arabia to realise the 2030 vision for the sporting world.

**17:00** **NETWORKING RECEPTION**