

EQUALITY SUMMIT

YOU'RE INVITED TO #CLOSETHEGAP

**CONVENING FOOTBALL'S
THOUGHT-LEADERS +
CHANGE-MAKERS TO TACKLE THE
TOUGH ISSUES AND CLOSE
THE EQUALITY GAP IN SPORTS.**

On July 28-29, 2022, football's most influential thought leaders will gather in London ahead of the UEFA Women's EURO finals to discuss the many pressing issues for women in football and advance creative solutions.

This two-day summit will convene thought leaders, policy-makers and legends to share new thinking on old problems amidst a growing interest in the women's game. The summit will encourage multi-directional conversations where attendees feel like they've left with new insights and new connections. It will generate solutions that will inspire and equip change-makers to close the gaps in participation, opportunity, equality, respect, and entitlement that exist in their sporting communities.



#CLOSETHEGAP

IN PARTNERSHIP WITH:

KING'S SPORT



minute media

Pixstory



THURSDAY AT-A-GLANCE

	GREAT HALL	EQUALITY ROOM K0.20	OPPORTUNITY ROOM K0.19	RESPECT ROOM K0.16	FOYER	MEDIA ROOM	MARKETPLACE	COURTYARD
9:00					REGISTRATION & COFFEE	The Media Room	The Marketplace & Bookstore	Girls United & Techne Futbol
9:15								
9:30								
9:45								
10:00	WELCOME					Staging area for media and content creators. If you've scheduled or planned to have an interview with any creators in advance, you can meet them here.	Shop from women-owned and focused businesses while you sip your coffee! There will also be a bookstore featuring inspiring authors.	Put your football tekkers to the test with the Techne Futbol app! All skill levels welcome and prizes up for grabs for simply participating!
10:15	KEYNOTE							
10:30								
10:45								
11:00	LIGHTNING TALKS TO...							
11:15								
11:30								
11:45	>>>	Break Out 1	Break Out 2	Break Out 3				
12:00								
12:15								
12:30	LUNCH & Guided Networking							
12:45								
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13:15								
13:30								
13:45	LIGHTNING TALKS to Roundtable Discussions							
14:00								
14:15								
14:30								
14:45								
15:00	PANEL: We Need to Talk							
15:15								
15:30								
15:45								
16:00	COFFEE BREAK & Guided Networking							
16:15								
16:30								
16:45		Break Out 1	Break Out 2	Break Out 3				
17:00								
17:15								
17:30	DAY 1 WRAP UP							
17:45								
18:00	Move to Bush House for Evening Reception presented by Pixstory							

More information on session formats at the end of this document



IN PARTNERSHIP WITH:



THURSDAY AGENDA

09:00

DOORS OPEN

Registration, Coffee, & Guided Networking with Women in Soccer

10:00

WELCOME TO THE EQUALITY SUMMIT!

Opening remarks from Equal Playing Field Co-Founders. [Great Hall]

10:15

KEYNOTE

Kelly Smith, MBE OLY sits down with Moya Dodd for a candid conversation in the Great Hall.

11:00

LIGHTNING TALKS TO BREAK OUT ROOMS

Preview 3 different sessions via lightning talks, then choose your room!

- Athlete Activism: when does it work? [Opportunity Room]
 - Speakers: Tony Burnett, Chris Paouros, Piara Powar
- What the XYZ is Web 3.0? [Equality Room]
 - Speakers: Lucy Mills, Preeti Shetty, Carl Anderson
- How to Incentivize sponsors to Invest In women's football [Respect Room]
 - Speakers: Arianna Criscione, Lisa Parfitt, Charlie Copsey

12:30

LUNCH IN THE GREAT HALL

Find new connections to eat lunch with via optional (though encouraged!) guided networking with Women in Soccer. Courtyard and side rooms available to take lunch in as well.

13:30

LIGHTNING TALKS TO ROUND TABLE DISCUSSIONS

Preview 10 different topics via lightning talks, then choose your table!

- How did Lewes FC make fans out of women who hate football?
- Female Physiology
- Case Study: Building a sustainable social enterprise
- Get Onside & Reclaim the Game
- Build a Club, Play Forever
- Case Study: Somaliland
- Meet the 90min Fan Van
- Male Allies: How can we support?
- You Tell Us! Why Aren't We Talking About _____?

 EQUAL
PLAYING
FIELD

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KING'S SPORT



minute media

Pixstory



Women Win



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THURSDAY AGENDA

15:00 **PANEL: WE NEED TO TALK || CREATING SAFE SPACES**

Speakers: Kat Craig, Khalida Popal, Sarah Gregorious

The world has been rocked by scandal after scandal in recent years. One of the better documented cases was that of the rape and sexual abuse of Afghan national team players by officials within the National Federation. However, safety starts with the basics. How do you create a basic safe space and culture for women to play and realise their potential, before it becomes a scandal? [Great Hall]

16:00 **COFFEE BREAK & GUIDED NETWORKING WITH WOMEN IN SOCCER**

16:30 **BREAK OUT ROOMS**

No topic previews this time. Head straight to your preferred room!

- Upping the Game for Women in Sports Business [Opportunity Room]
 - Speakers: Jo Tongue, Anna Allerton, Ben Haines, Yin Khoo, Karin Sendel
- Read All About It - Authors Take the Stage! [Equality Room]
 - Speakers: Denise Kiernan, Suzy Wrack, Susie Petrucelli, Sue Anstiss
- How to Develop an Equity and Inclusion Strategy [Respect Room]
 - Speakers: Sol Fauquier, Marije Holman

17:30 **WRAP UP DAY 1 WITH KELLY LINDSEY**

Return to the Great Hall for a brief wrap up and preview of Day 2 with Lewes FC Sporting Director, Kelly Lindsey.

18:00 **EVENING RECEPTION PRESENTED BY PIXSTORY**

Move to Bush House for on-site drinks reception. Must RSVP in advance!



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minute media

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FRIDAY AT-A-GLANCE



	GREAT HALL	EQUALITY ROOM K0.20	OPPORTUNITY ROOM K0.19	RESPECT ROOM K0.16	FOYER	MEDIA ROOM	MARKETPLACE	COURTYARD
8:00	REGISTRATION & COFFEE					The Media Room <i>Staging area for media and content creators. If you've scheduled or planned to have an interview with any creators in advance, you can meet them here.</i>	The Marketplace & Bookstore <i>Shop from women-owned and focused businesses while you sip your coffee! There will also be a bookstore featuring inspiring authors.</i>	Girls United & Techne Futbol <i>Put your football tekkers to the test with the Techne Futbol app! All skill levels welcome and prizes up for grabs for simply participating!</i>
8:15	REGISTRATION & COFFEE							
8:30	REGISTRATION & COFFEE							
8:45	REGISTRATION & COFFEE							
9:00	LIVE PODCAST: The WOSO Show	XERO x LEWES PRESS CONFERENCE						
9:15								
9:30								
9:45								
10:00	WELCOME							
10:15	KEYNOTE							
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15:15								
15:30								
15:45								
16:00	KEYNOTE							
16:15								
16:30	DAY 2 PLEDGES & WRAP UP							
16:45								
17:00	Move Off-Site to Go Change the World!							

More information on session formats at the end of this document

NOTE: 8:00 AM registration on Friday



IN PARTNERSHIP WITH:



FRIDAY AGENDA



08:00

DOORS OPEN

Registration, Coffee, & Guided Networking with Women In Soccer

09:00

LIVE PODCAST: THE WOSO SHOW

Ease into your Friday morning with a live audience podcast taping of the WOSO Show! They'll bring the news and banter, you bring a coffee. [Great Hall]

XERO X LEWES FC ANNOUNCEMENT: PRESS CONFERENCE

Join us in the Equality Room for some exciting news from our partners

10:00

WELCOME TO DAY 2!

You came back! Or maybe it's your first day? Either way, we're glad you're here.

10:15

KEYNOTE

Becca Roux, Executive Director of the USWNT Players Association [Great Hall]

10:45

PANEL: WE NEED TO TALK || GROWTH AT WHAT COST

Speakers: Murad Ahmed, Liseli Sitali, Monique Choudhuri, Polly Bancroft, Lungi Macebo

Women's football is on a steep growth curve. But is the growth happening in the right places? We have an increasingly glossy product gracing our TV screens but is it possible for this to be maintained and be sustainable? Is there any danger that the more that women's football professionalises, the more it needs a rich men's club to fund the growth? How should women's teams within men's clubs seek to grow, and what level of independence should they seek to protect and promote? [Great Hall]

11:30

COFFEE BREAK & GUIDED NETWORKING WITH WOMEN IN SOCCER

12:00

BREAK OUT ROOMS

No topic previews this time. Head straight to your preferred room!

- Should we care who owns our football club? [Equality Room]
 - Speakers: Stuart Fuller, Philippe Auclair, Jane Purdon, Kara Nortman
- Gender, Football and Climate Action Workshop [Opportunity Room]
 - Speakers: Catherine White, Andrew Aris, Karli Richards
- Why girls need relationships to play [Respect Room]
 - Speakers: Ceylon Hickman, Hannah Baptiste

FRIDAY AGENDA

13:00 LUNCH IN THE GREAT HALL

Find new connections to eat lunch with via optional (though encouraged!) guided networking with Women In Soccer. Courtyard and side rooms available to take lunch in as well

14:00 KEYNOTE

FIFPRO General Secretary, Jonas Baker Hoffman in conversation with Bex Smith in the Great Hall.

14:30 LIGHTNING TALKS TO BREAK OUT ROOMS

Preview 3 different sessions via lightning talks, then choose your room!

- The Future of Fan Culture [Opportunity Room]
 - Speakers: Helen Hardy, Deb Dilworth, Rebecca Sowden, Susanne Petersson, Niamh O'Mahony
- Rethink Mental Health [Equality Room]
 - Speakers: Ceylon Hickman, Laura Edwards, Appu Suresh, Bradley Pritchard
- Getting Into the Game [Respect Room]
 - Speakers: Erin Blankenship, JJ Roble, Sarah Dwyer-Shick, Kristin Darlington

16:00 KEYNOTE

Former Matilda Alicia Ferguson gets us excited about the 2023 FIFA Women's World Cup co-hosted by Australia and New Zealand.

16:30 WRAP UP DAY 2

Return to the Great Hall to wrap up Day 2 and make some pledges to #CloseTheGap!

OTHER ACTIVITIES

TUE
26-JUL

(UNOFFICIAL) SEMI FINALS WATCH PARTY

If you're not heading to the stadium, there will surely be others in town looking to watch the match together. Email hello@equalplayingfield.com or send a few WhatsApp messages, and there's bound to be a crew heading to a pub!

WED
27-JUL

(UNOFFICIAL) SEMI FINALS WATCH PARTY

Round two of the above!

SAT
30-JUL

GIRLS UNITED "PLAY LIKE A GIRL" OPEN SESSION

Girls aged 6-16 are invited to take part in a very special "Play Like A Girl" session, open to all abilities, current players and new, in celebration of the UEFA Women's Euros. Time to put into practice everything that you've watched the Lionesses do over the last 3 weeks! | Stop by for a spot of lunch, raffles, and giveaways, and a peek at the Techne Futbol training app. Open to the public, so bring a friend! All ages and abilities are welcome.



More info at www.girlsunitiedfa.org/epf



WOMEN'S PICKUP FOOTBALL WITH IDA SPORTS

Now that the summit's over, it's time to PLAY! Ida Sports will be hosting women's pickup football at King's College from 12:30-14:30 on Saturday. Come by for lunch and a kickabout with your new mates. Ida will also be raffling off a pair of women's boots and will have other freebies up for grabs! Open to all women and non-binary people aged 16+ . Open to the public & all abilities welcome.

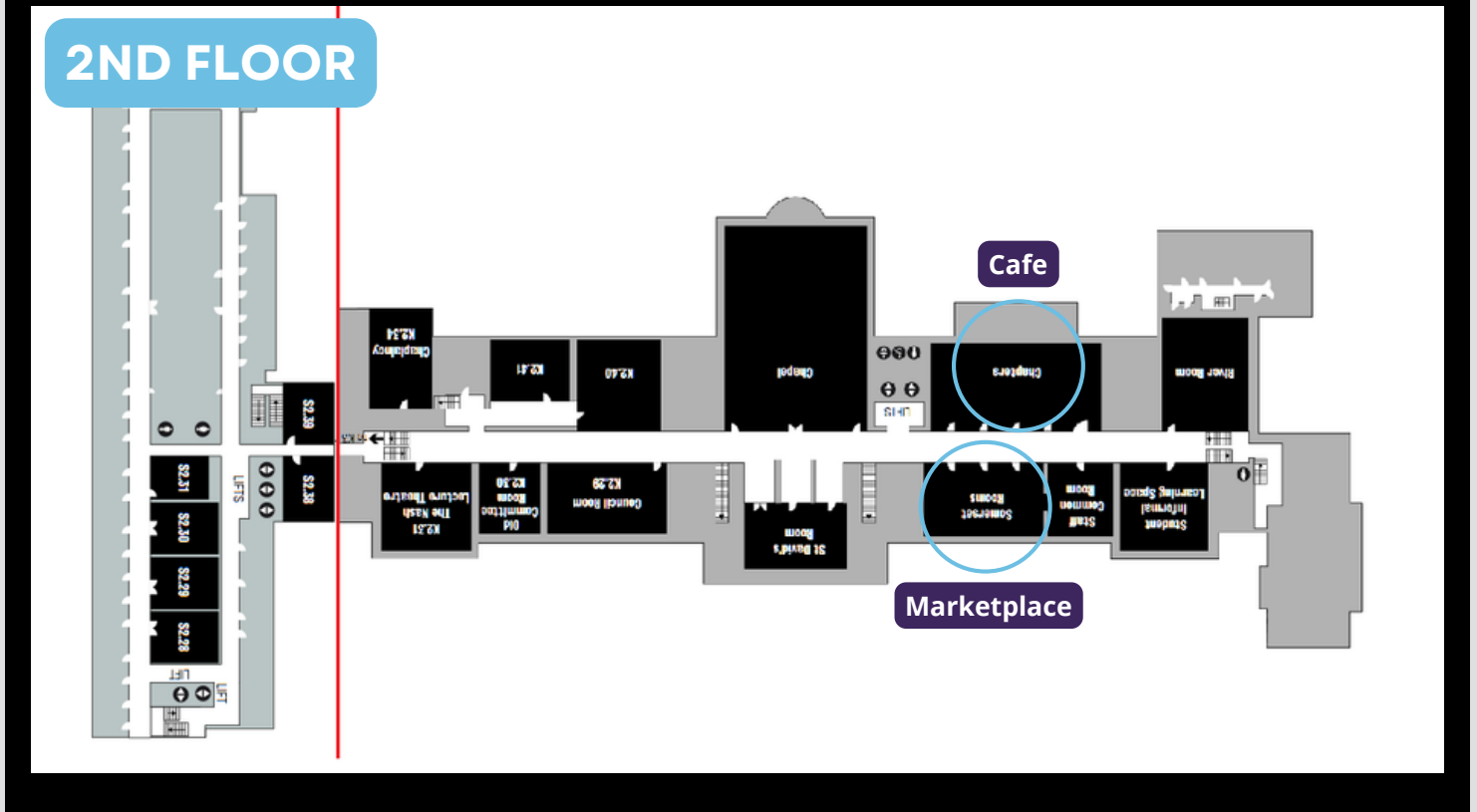
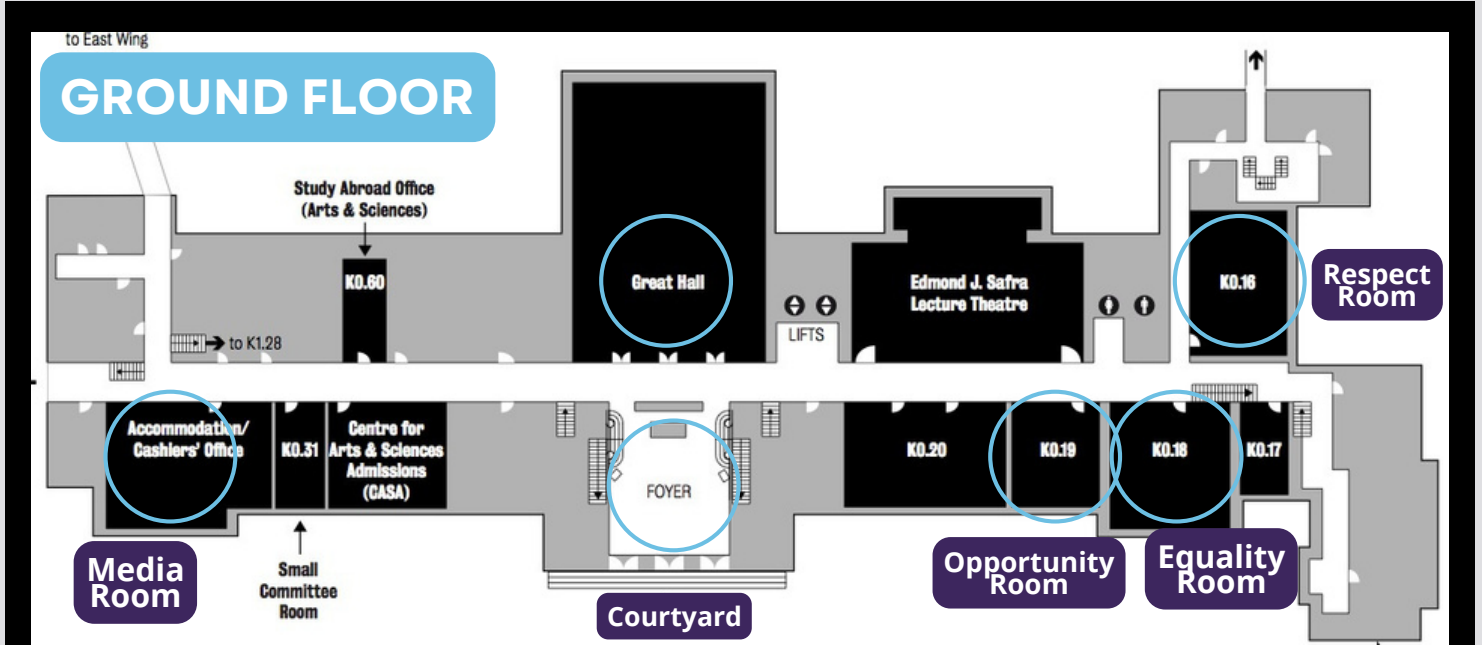
More info at and signups at www.girlsunitiedfa.org/epf

SPECIAL THANKS

The Equality Summit would not have been possible without the incredible support of the following companies and their passionate and engaged teams who displayed true partnership in bringing this event to fruition.



VENUE MAP



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minute media



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SESSION DETAILS

*Subject to Change. Please see downloadable agenda
on equalplayingfield.com/2022 for latest details.*

SESSION FORMATS

KEYNOTES

These are designed to inspire you, challenge you, and celebrate the women's game. Our speakers will either be interviewed or will speak on their subject in a traditional keynote.

LIGHTNING TALK TO BREAKOUT

Three simultaneous breakout rooms - which one do you go to? Not to fear! At the start of the session, one person from each breakout room will give a brief lightning talk on the topic so you don't have to miss out. Follow up the conversation afterwards if you decide to attend a different breakout. Do ask questions in the breakout rooms!

LIGHTNING TALK TO ROUNDTABLE

Ten roundtables with a variety of discussions and topics. This time, each speaker has one minute to tell you all about their topic. Then you get to choose one roundtable to dive deeper on a topic for 30 minutes before choosing another roundtable for the subsequent 30 minutes.

PANEL

We need to talk. These panels cut across the whole of the women's game and we think these topics need to be explored by everyone at the conference.

BREAK OUTS

This time you really have to choose. No lightning talks, just a decision on which session you want to attend.

GUIDED NETWORKING WITH WOMEN IN SOCCER

We want you to come away with some great new connections as well as chance conversations. Women in Soccer has curated space for some intentional and loosely guided networking, with epic prizes up for grabs simply by being part of strengthening the collective. Introvert-friendly options available!



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SESSION TOPICS

KEYNOTES

>> Kelly Smith, MBE OLY

Kelly Smith is considered one of England's greatest-ever players. She captained both the Lionesses and Arsenal women's football teams during her prolific career. She is currently a broadcaster, pundit, and Barclays FAWSL Ambassador. She was also recently inducted into the National Football Museum Hall of Fame.

>> Moya Dodd

Moya Dodd is a partner at Gilbert + Tobin Lawyers, and a former vice-captain of Australia's women's football team, the Matildas. She was one of the first women on FIFA's Executive Committee, served on Asian football's governing body for 12 years, and on the board of Football Federation Australia. She is a member of the International Council of Arbitration for Sport and the IOC Athlete's Entourage Commission, and she is Chair of Common Goal.

>> Becca Roux

Becca Roux is the Executive Director for the US Women's National Team Players Association. She works directly with the team to set the strategic vision for revenue generation and social impact. She's represented the players in collective bargaining agreement issues, especially around efforts to close the gender pay gap.

>> Jonas Baer-Hoffman

Jonas Baer-Hoffmann is General Secretary of FIFPRO, the only global organisation that represents the interests of professional footballers – uniting the voice of 65,000 women and men players, prioritising their needs and supporting them to optimise their working environments and overall personal well-being.

>> Bex Smith

Bex Smith is a former international footballer and current global executive in sports and business, as founder of Crux Sports. She is a World Cup and Olympic footballer having captained New Zealand, and culminating her club career winning The Triple with VfL Wolfsburg as UEFA Champions League, German League, and German Cup Champions until her retirement in 2013.

>> Alicia Ferguson-Cook

Alicia debuted her talents on the football pitch for the Australian women's football team, the Matildas, at only 15 years old during a European tour in 1997. She went on to compete for Australia in the 1999 and 2007 FIFA Women's World Cups as well as the 2000 Olympic Games in Sydney. She has produced and participated in football broadcasts for BBC, Channel 4, BT Sport, ESPN, Optus Sport and currently is the founder of All One Media.

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SESSION TOPICS

PANELS

>> **We Need to Talk || Creating Safe Spaces**

Speakers: Kat Craig, Khalida Popal, Sarah Gregorious

The world has been rocked by scandal after scandal in recent years. One of the better documented cases was that of the rape and sexual abuse of Afghan national team players by officials within the National Federation. However, safety starts with the basics. How do you create a basic safe space and culture for women to play and realize their potential, before it becomes a scandal?

>> **We Need to Talk || Growth At What Cost?**

Speakers: Murad Ahmed, Liseli Sitali, Monique Choudhuri, Polly Bancroft, Lungi Macebo

Women's football is on a steep growth curve. But is the growth happening in the right places? We have an increasingly glossy product gracing our TV screens but is it possible for this to be maintained and be sustainable? Is there any danger that the more that women's football professionalises, the more it needs a rich men's club to fund the growth? How should women's teams within men's clubs seek to grow, and what level of independence should they seek to protect and promote?

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SESSION TOPICS

LIGHTNING TALKS TO BREAKOUT ROOMS

>> What the XYZ is Web 3.0?

Speakers: Lucy Mills, Preeti Shetty, Carl Anderson

“Web 3.0”, the emerging blockchain-powered technological revolution, is disrupting sport as we know it. It’s a world of baffling jargon and concepts you’ll have no doubt heard somewhere before, concepts like NFTs and metaverse. But what about Web 3.0 possibilities to supercharge women’s sport? In this lightening talk we fire up curiosity about Web 3.0, look at some of the main ways it’s used in sport today, and bust some myths.

>> How to Incentivize sponsors to Invest In women's football

Speakers: Arianna Criscione, Lisa Parfitt, Charlie Copsey

Sponsorship money is pouring into the women's game (or at least parts of it). But what are the incentives for sponsors, where does the money go, is it enough, and how do we maintain this momentum? Let's dive in to the landscape of corporate sponsorship!

>> Athlete Activism - when does it work?

Speakers: Tony Burnett, Chris Paouros, Piara Powar

Player activism undoubtedly secured equal pay for the US Women's National Team earlier this year after a long fight. Other players, take Colin Kaepernick, have seen their on-pitch career ended as a result of taking a stand. Is the reward worth the risk for players? And what about campaigns when they are run by brands or governing bodies? Do they work or is it just good marketing? What works and what doesn't and why?

>> The Future of Fan Culture

Speakers: Helen Hardy, Deb Dilworth, Rebecca Sowden, Susanne Petersson, Niamh O'Mahony

Growth in the women’s game and emerging technology are providing new opportunities for fans to better support and cast influence over the game. BUT are sport organisations and governing bodies prepared to listen to and relinquish some control to fans... and can fans be trusted?

>> Rethink Mental Health

Speakers: Ceylon Hickman, Laura Edwards, Appu Suresh, Bradley Pritchard

The profile of professional athletes is growing online and the pressures of playing football are increasing from the grassroots to the elite levels. How are we talking about mental health, normalizing it, and prioritizing it across a variety of demographics and spaces?

>> Getting Into the Game

Speakers: Erin Blankenship, JJ Roble, Sarah Dwyer-Shick, Kristin Darlington

From grassroots players and parents to referees and forging a career in the game, we explore ways to close the participation gap and eliminate barriers to entry.

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SESSION TOPICS

LIGHTNING TALKS TO ROUND TABLE DISCUSSIONS

Speakers will get on stage for 1 minute to pitch their table topic. One all topics have been advertised, attendees can head to the table of their choice.

>> How did Lewes FC make fans out of a load of women who hate football?

Speaker: Karen Dobres

>> Female Physiology

>>Speakers: Karli Richards DPM, FACFAS, CWPS

>> Case Study: Building a sustainable social enterprise

Speakers: Deena Rahman, Romina Calatayud

>> Get Onside & Reclaim the Game with Women In Football & Women In Soccer

Speakers: Yvonne Harrison, Rachel LaSala, Pip Penman

>> Build a Club, Play Forever

Speakers: Carol Bates, Mereki Nieman

>> Case Study: Somaliland

Speakers: Erin Blankenship, Savannah Simons

>> Meet the 90min Fan Van

Speakers: 90 Minute Football

>> Male Allies: How can we support?

Speakers: Ian Ridley, Ryan Hunt

>> You Tell Us! Why Aren't We Talking About _____?

Speakers: YOU! No really. Get up on stage, tell us what conversation you want to start!

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SESSION TOPICS

BREAK OUT ROOMS

>> Read All About It

Speakers: Denise Kiernan, Suzy Wrack, Susie Petruccelli, Sue Anstiss

Four amazing authors will take the stage to discuss the intersection of storytelling, sports, and culture. From what motivated them to tell these stories to what the process meant to them along the way and the power of narrative to move women's sports forward, this panel will leave you with a fresh perspective and a few new book recommendations!

>> Upping the Game for Women in Sports Business

Speakers: Jo Tongue, Anna Allerton, Alex Gibson, Yin Khoo, Karin Sendel

Moderated discussion from across the sports media sector, challenging businesses to change how they engage and promote women and gender equality in their structures and their stories.

>> How to develop an Equity and Inclusion Strategy

Speakers: Sol Fauquier, Marije Holman

Dynamic workshop on developing sustainable gender and inclusion strategies at the organisational level, teaching participants how to use dedicated tool and going through global case studies.

>> Should we care who owns our football club?

Speakers: Stuart Fuller, Philippe Auclair, Jane Purdon, Kara Nortman

There has been a lot in the news in recent months with the owners of Newcastle and Chelsea dominating headlines, but maybe less is made of other owners who put a focus on investing in their local communities or fan-owned clubs. This discussion will focus on why people become owners of football clubs, whether fans should care who owns their clubs, what kind of ownership model can help women to thrive, and what kinds of ownership models are the model for the future, especially as more women's clubs become integrated into the "parent" club.

>> Gender, Football and Climate Action Workshop

Speakers: Catherine White, Andrew Aris, Karli Richards

Spirit of Football to conduct a workshop on understanding the linkages between gender equality, football and climate action in sport - gathering insights from the room and building the curriculum for the One Ball, One World Journey.

>> Why girls need relationships to play

Speakers: Ceylon Hickman, Hannah Baptiste

We spend a lot of time trying to work out what needs to happen to get more girls playing football. From more facilities, to role models, to investment and coach development, the conversation - quite rightly - situates on the tangible things we can fund. Sometimes though, we forget about the simple things. Football Beyond Borders has grown its girls provision from 1 participant to over 600 in 3 years, and its methodology centres on the power of relationships. Come prepared to share your vulnerabilities, get into the shoes of a teenage girl and explore the role of relationships in your life.

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SPECIAL THANKS

The Equality Summit would not have been possible without the incredible support of the following companies and their passionate and engaged teams who displayed true partnership in bringing this event to fruition.



King's Sport

King's Sport delivers a range of opportunities for students and staff to get involved in sport and physical activity, with an ambition to be the most active university in London. They run social sport sessions, utilise exercise to improve mental health, support elite athletes, and operate five gyms across King's campuses and halls of residence.

Lewes Football Club

Lewes FC is a 100% fan-owned, democratic football club. In 2017, they became the first (and only) club in the world to treat its women's and men's teams equally. Same budget. Same ground. Same facilities. Same support. Same everything. The women's first team plays in the Barclays' Women's Championship and the men's first team plays in the Isthmian Premier league. The club is powered by its 2300 owners who reside in 37 countries around the world. Judy Murray, Cerys Matthews and Jonty Rhodes are also co-owners. Lewes FC was named The Times Team of the Year in 2021 and presented with the UN Women UK inaugural award for Inspiration in 2019.

Minute Media

Minute Media is a leading technology and digital content company. Their proprietary video and multimedia publishing platform, Voltax, powers the creation, distribution, consumption and monetization of 3rd party publishers and advertisers as well as their own sports and culture content brands; The Players' Tribune, FanSided, 90min, DBLTAP, Mental Floss and The Big Lead.

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Pixstory

Pixstory is a new social media platform committed to transparency, integrity, and decency in which users are held accountable to the truth. Pixstory addresses a critical gap in existing social media spaces by creating a platform that is reliable, safe, and evidence based. What sets Pixstory apart is that it provides an innovative multi-dimensional template for displaying posts that allows users to challenge inaccuracies or abuse and support quality content.

PUMA

PUMA is in constant pursuit of faster. That extends beyond their support of the fastest athletes in the world. They also work to be fast in how we adapt to and connect with the constantly changing world around us. Through innovative design, iconic footwear and apparel, and authentic partnerships, we aim to always push what's next in both sport and culture.

Women in Soccer

Women in Soccer (WIS) is a community of women and allies united by the inclusive spirit of soccer. The network is on a mission to connect and support all women and marginalized individuals who love the beautiful game, with a specific focus on making the soccer industry a more equitable place. Join their movement.

Women Win

Women Win is a global multi-dimensional women's fund guided by the vision of a future where every girl and woman* exercise their rights. Our intra and cross sector collaborations with a wide variety of girl's and women's vision rights organisations, community-based organisations, corporations, sport bodies and government agencies are essential in achieving our. The core of Women Win's work is built on the guiding principle of listening to and leveraging the rich expertise of a global portfolio of local implementing partners, who are deeply rooted in the communities.

Xero

Xero is a small business software platform with 850,000 subscribers in the UK. Xero aims to make life better for everyone in the small business community, by helping them feel in control of their finances, giving them and their advisors access to real-time financial data any time, anywhere on any device.

