

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.



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EQUALITY SUMMIT

Welcome!

Equal Playing Field is delighted you are joining us for the second edition of the Equality Summit to be held at King's College, London, on the Strand.

Here is some basic information about the who's, what's, where's, how's, and highlights from the days to come and what to expect from our time together.

- The EPF Team



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WELCOME GUIDE

Getting Around

The Strand Campus address is:

King's College London
Strand
London
WC2R 2LS

To get to the Strand Campus: <https://www.kcl.ac.uk/visit/strand-campus>

The Great Hall on the Strand is the heart of the summit, with adjacent spaces dedicated to breakout sessions, a Market Hall Cafe, a Media Room, and a Courtyard for continuing conversations, brushing up on football skills, or simply recharging.

To get to the Great Hall: www.kcl.ac.uk/visit/strand-building

The Thursday evening reception, presented by Pixstory will take place at Bush House. If you are planning to attend the Thursday evening reception, be sure to sign in. More information will be available at registration Thursday morning.

To get to Bush House: www.kcl.ac.uk/visit/bush-house

What to Wear

Whatever makes you feel comfortable, creative, engaged, excited, and ready to participate. From business casual to your favorite kit, the rule of thumb is simply "you do you."

COVID-19 Considerations

Masks are most welcome but are not required. We ask those feeling sick or experiencing *any* symptoms of COVID-19 to please be sensible and stay home.



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Women Win



xero





WELCOME GUIDE

How We're Connecting

Equality Summit 2022 is about making connections and gaining inspiration that attendees will value for the long haul. To that end, we are delighted that Women in Soccer (WIS) will be on hand throughout the summit as your guided networking hosts! No matter your comfort level, their curated sessions will ensure you make impactful new connections. The WIS team will be in touch with a few networking communications (including prize lists) so look out for these emails and get ready to meet fellow game-changers!

What To Expect Each Day

A complete, downloadable agenda with session overviews is attached to your welcome email, posted on the EPF website, and will also be posted in the Great Hall Foyer.

Keynotes and Breakouts, Lightning Talks and Panels

These are not merely lectures. These are not just one-way conversations. Our goal is that attendees have an opportunity to engage with speakers and with each other in multi-directional discussions that will lead to positive change and grow new opportunities and connections down the line. A detailed description is available in the full agenda.



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Women Win



WELCOME GUIDE

If You Care to Share...

Professional videographers and photographers will be onsite throughout the summit, but we welcome all your ideas, reflections, pictures—whatever moves you! If you feel like sharing, here are tags and hashtags for the summit and our sponsors:

#EqualitySummit #CloseTheGap #EqualPlayingField

Twitter: @EPFInitiative

Instagram: @equalplayingfieldinitiative

LinkedIn: Equal Playing Field

Thank a Partner!

Twitter: @Team_KingsSport

Instagram: @_kingssport

Twitter: @pixstoryapp

Instagram: @pixstoryapp

Twitter: @lewesfcwomen

Twitter: @lewesfcmen

Twitter: @womeninfootball

Instagram: @womeninfootballofficial

Instagram: @lewesfcwomen

Instagram: @lewesfcmen

Twitter: @womeninsoccerus

Instagram: @womeninsoccer

Twitter: @MinuteMediaLTD

Instagram: @minute_media

All: @puma

All: @Women_Win

All: @Xero

How To Support EPF

By joining us for this summit you are already supporting what we and our sponsors do and value. If you would like to continue to support our programs, year-round activations, and upcoming summits (Women's World Cup 2023, here we come), consider donating to EPF.

You can do that and learn more about Equal Playing Field and the summit at www.equalplayingfield.com/2022



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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								
10:30	KEYNOTE							
10:45								
11:00	LIGHTNING TALKS TO...							
11:15								
11:30		Break Out 1	Break Out 2	Break Out 3				
11:45	>>>							
12:00								
12:15								
12:30	LUNCH & Guided Networking							
12:45								
13:00								
13:15								
13:30	LIGHTNING TALKS to Roundtable Discussions							
13:45								
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		Break Out 1	Break Out 2	Break Out 3				
16:45								
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



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IN PARTNERSHIP WITH:



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	REGISTRATION & COFFEE							
9:15	LIVE PODCAST: The WOSO Show	XERO x LEWES PRESS CONFERENCE						
9:30								
9:45								
10:00	WELCOME							
10:15	KEYNOTE							
10:30								
10:45	PANEL: We Need to Talk							
11:00								
11:15								
11:30	COFFEE BREAK & Guided Networking							
11:45	COFFEE BREAK & Guided Networking							
12:00		Break Out 1	Break Out 2	Break Out 3				
12:15								
12:30								
12:45								
13:00	LUNCH & Guided Networking							
13:15	LUNCH & Guided Networking							
13:30	LUNCH & Guided Networking							
13:45	LUNCH & Guided Networking							
14:00	KEYNOTE							
14:15								
14:30	LIGHTNING TALKS TO...							
14:45								
15:00		Break Out 1	Break Out 2	Break Out 3				
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

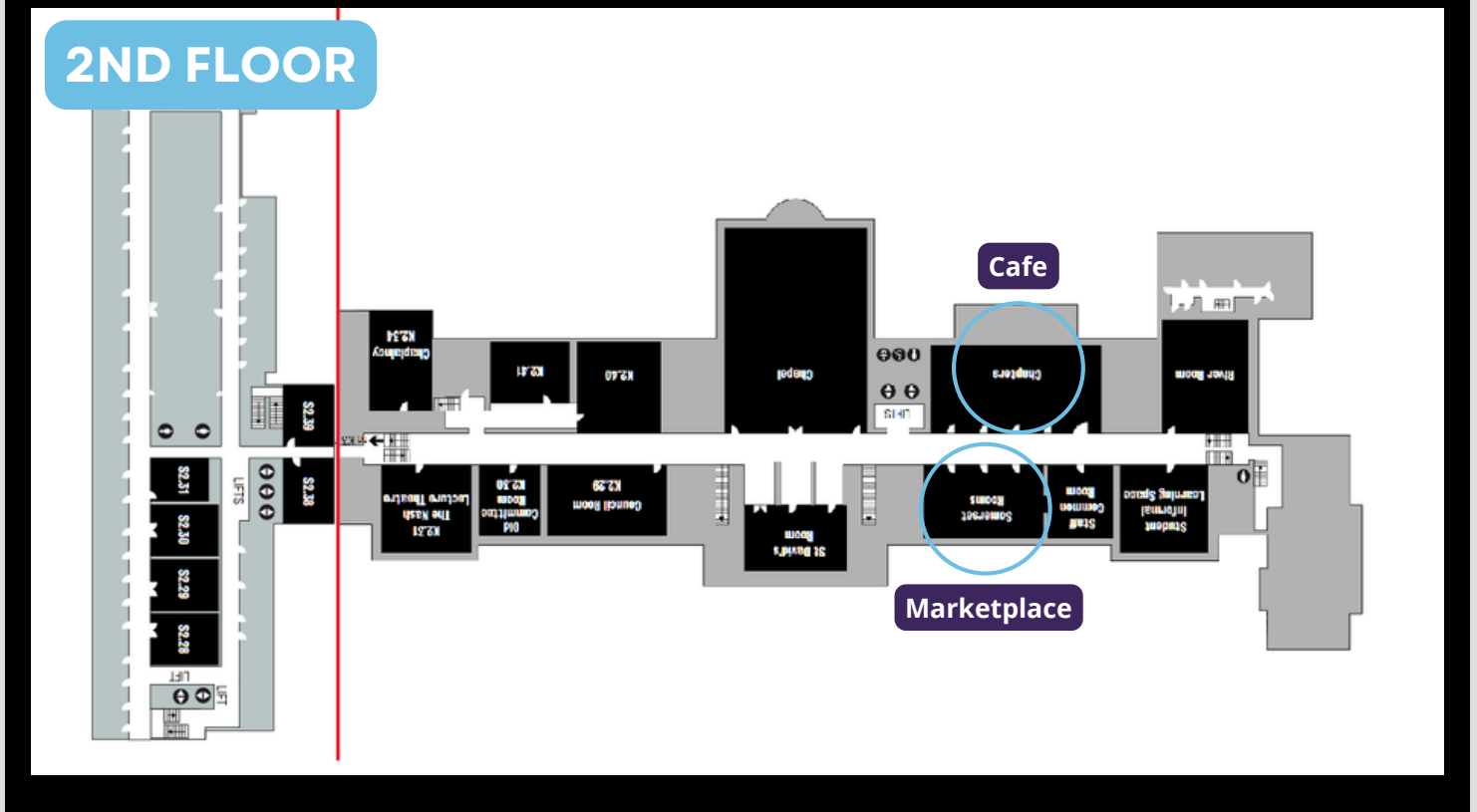
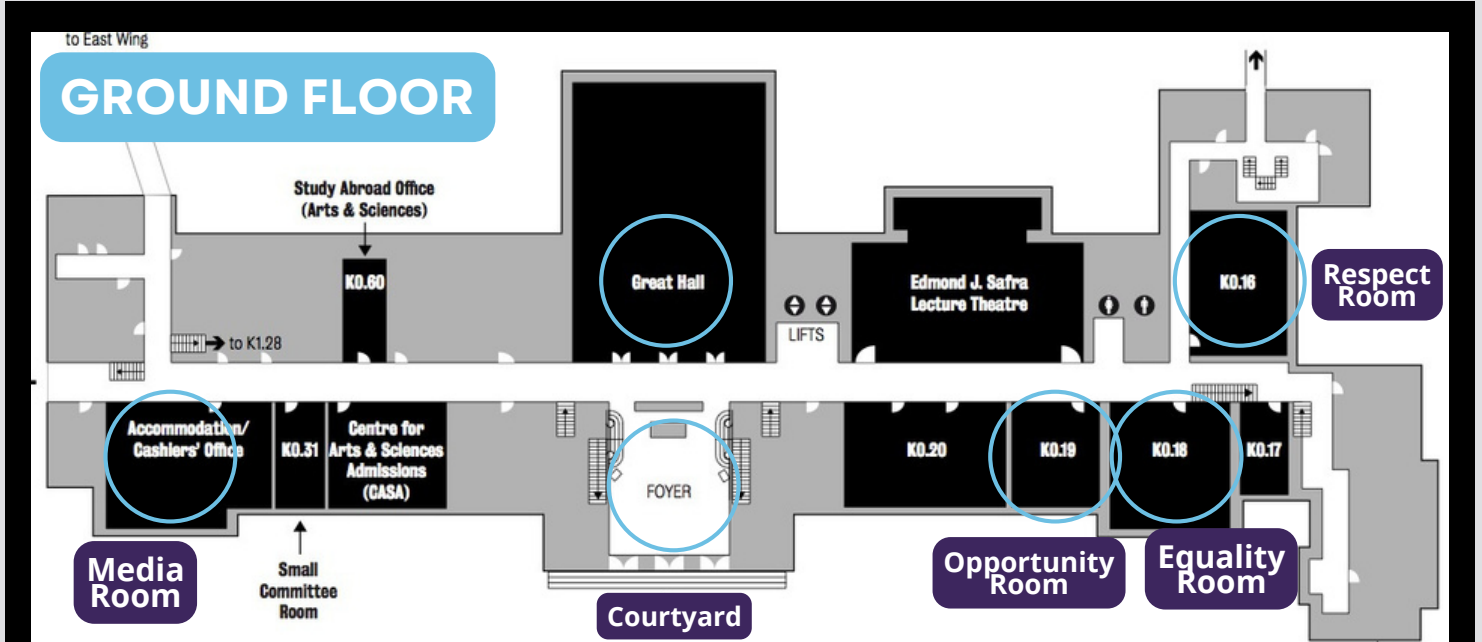


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VENUE MAP



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EQUAL PLAYING FIELD

#CLOSETHEGAP

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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 Women Win



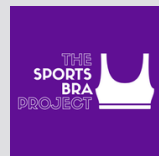
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FIELD

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DAYLONG FUN

In the Marketplace

Head upstairs to visit the marketplace and browse a selection of books and swag from a variety of female-owned and generally awesome companies. Plus some great organizations sharing more about their impactful work. QR codes for convenient online shopping and donations!



In the Courtyard

Girls United will be hanging out in the courtyard Gazebo both days of the summit. Stop by to learn more about the organization and test your skills with the Techne Futbol app. Players will be on hand to guide you through a variety fun technical football challenges with prizes up for grabs. All abilities are welcome and simply showing up gives you a chance to win! Be sure to download the Techne app during registration in the foyer.



GIRLS UNITED



In the Cafe

Need a quiet place to recharge, refresh, or revisit inspiring topics in a smaller group setting? Head upstairs to the Cafe right across from the Marketplace.

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



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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.

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.

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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.

