

# DOHA GOALS FORUM

Gathering Of All Leaders in Sport

by ASPIRE

## 2014 PROGRAM

NOVEMBER 3-5, 2014

Aspire Dome, Doha, Qatar

Under the High Patronage of  
His Highness Sheikh Tamim bin Hamad  
Al-Thani, The Emir of Qatar



## PROGRAM FOR 2014

### DOHA GOALS THE THIRD EDITION

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Doha GOALS is the premier platform for world leaders to advance social initiatives through sport. Rather than acting as a conference where ideas are traded but rarely enacted Doha GOALS is an initiative with the express intent of empowering stakeholders to create a roadmap for social improvement through sport, and launch cross-border initiatives.

The 2014 edition of Doha GOALS will focus on sport's place in national and state policy, and will host heads of state.

Our participants public and private sector, NGOs, athletes, and business leaders will be able to use Doha GOALS as a platform to present ideas for reform in sport, as well as ideas of how sport can be used to wider effect on the policy agenda.

#### PROGRAM INNOVATIONS FOR 2014

There are **four touchstones** for this year's Doha GOALS: engaging **youth, innovation and creativity, empowering people**, and the role of sport in the **Middle East and North Africa**. The four touchstones are present throughout the program, both in the content and in the selection of speakers.

The taskforces are the primary route to developing the social initiatives at the core of Doha GOALS. In addition to two topic-specific taskforces, the 2014 Doha GOALS will have the first "Open Space" taskforce, where participants are led through a lively, dramatic facilitation process to devise new initiatives, develop the ideas, and produce a concrete roadmap for implementation.

Plenary sessions for Doha GOALS will also be infused with novel, creative formats. Sport is never static; analogously Doha GOALS will be filled with action, pace and engagement.

To engage youth, the Student Ambassador Program has become an increasingly important part of Doha GOALS Forum. This year our students, from across the globe, will be given the opportunity to be real game changers by proposing and supporting their own initiatives in front of renowned sports and global leaders as part of the newly launched Pass the Baton Initiative.

## PRE-FORUM MONDAY, NOVEMBER 3

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### COMMUNITY

#### STUDENT MENTORSHIP SESSIONS

*Linford Christie, Olympic Gold Medallist, 100 meters, World Champion, 100 meters, UK*  
*Debbie Ferguson, 5 Time Olympic Medallist, Track & Field, Bahamas*  
*Brijesh Lawrence, Track & Field Sprinter, Saint Kitts and Nevis*  
*Marine Lallemand, Director, Fastsports, France*

7.30AM - 8.30AM

#### MORNING RUN WITH CHAMPIONS

*Aspire*

Some of the Doha GOALS sporting champions and ambassadors will lead a run near the Aspire Zone: can you keep up?

*With the participation of: Veronica Campbell-Brown, 18-Time Olympic and World Championship Medallist, Track & Field, Jamaica; Linford Christie, Olympic Gold Medallist, 100 meters, World Champion, 100 meters, UK; Tegla Loroupe, UNICEF Goodwill Ambassador and Champion Marathon Runner, Kenya; Wilson Kipketer, World Record-Holder and Champion Middle-Distance Runner, Denmark.*

10AM - 1PM

#### DOHA GOALS FOOTBALL CHALLENGE

*Indoor football pitch, Aspire Dome*

A recurring initiative of the Doha GOALS community is the Student Ambassador Program: 400 high school and university students in 40 countries will be selected for athletic, academic and community skills, and will join Doha GOALS to represent the voice of the next generation. Many of them will take place in an informal football tournament, alongside speakers and participants. Places will be allocated on a first-come, first-served basis: this is an excellent ice-breaker - and, we will have short masterclasses from football champions!

*Facilitated by David Duke, Founder and CEO, Street Soccer Scotland, Scotland and with the participation of Séan Garnier, World Champion, Freestyle soccer, France and Oliver Kahn, Goalkeeper, German National Team, 1994-2006, Golden Ball winner, 2002 World Cup, Germany.*

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10.30AM - 12PM

#### THINK TANK: 3 P's OF SUCCESSFUL SPORTS PARTNERSHIPS

An intensive workshop designed particularly for business leaders from the MENA region, led by Lesa Ukman, Chief Insights Officer, IEG, the world leaders in sponsorship consulting, valuation, measurement and strategy. The workshop will be valuable to companies seeking to improve their sponsorship activities, and for rights holders interested in maximizing their opportunities.

*Facilitated by Lesa Ukman, Chief Insights Officer, IEG, USA*

2PM - 4PM

## **POWER INTRODUCTION: CREATING THE DOHA GOALS COMMUNITY**

*Aspire Ballroom, Torch Hotel (open to all participants)*

This opening “power introduction” session will enable participants to **meet one another**, have **a chance to network**, but also discuss the issues that they deem important, and play a part in shaping the discussions of the Forum. Participants will **work in groups**, aided by our proprietary brainstorming methodology, and will take the first big step in building the Doha GOALS community. Topics that could be discussed: innovations in healthcare and treatment, encouraging more ‘equal’ participation in sports perceived as elitist, racism, levels of competition, supporting grass-root clubs, youth training schemes, making sport more appealing to sponsors and so on.

*Facilitated by Doug Solomon, IDEO Fellow, USA*

2.30PM - 4PM

## **STUDENT TASKFORCES**

*Aspire Dome*

### **USING SPORT FOR STEM EDUCATION**

School systems around the world are determined to find ways to encourage students to study science, technology, engineering and math – STEM. How can sport be used to build excitement around STEM education? Al-Anabi drag racing team and leaders of the STEM initiative in Washington State explore new ways to use sport for STEM.

*Facilitated by Patrick D’Amelio, CEO, Washington STEM, USA, and Shawn Edmondson, Director of Strategic Initiatives, Washington STEM, USA and with the participation of Fahad Behzad, CEO, Qatar Racing Club.*

# OFFICIAL OPENING SESSION

## MONDAY, NOVEMBER 3

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### OFFICIAL OPENING SESSION

*Aspire Dome*

In the presence of heads of state.

5PM - 5.10PM

### WELCOME ADDRESSES

*H.E. Sheikh Faisal Al-Thani, Executive Director, Doha GOALS, Qatar*

*Richard Attias, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS, USA*

5.10PM - 5.20PM

### OFFICIAL ADDRESS

*H.E. Sheikh Abdullah bin Nasser bin Khalifa Al-Thani, The Prime Minister and Minister of the Interior, Qatar*

5.20PM - 5.30PM

### OFFICIAL ADDRESSES

*Heads of State*

5.30PM - 5.50PM

### TIME OUT

- George Foreman, Two-time Boxing World Heavyweight Champion, USA*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

5.50PM - 6.30PM

### MEANING

#### DEBATE: THE MEANING OF SPORT

Sport can be one of humanity's most joyful, unifying, meaningful activities. How can we preserve the deep, true meaning of sport? How can we use sport to help address some of the most important economic, social and political challenges facing the world today, including youth unemployment, corruption and poor health?

- H.E. Sheikh Saoud Bin Abdulrahman Al Thani, Secretary General, Qatar Olympic Committee, Qatar*
- Johanna Benson, Paralympic Champion, Track & Field, Namibia*
- Lord Coe, Double Olympic Gold Medal Winner, Vice President, International Association of Athletics Associations, Former Chairman, London Organizing Committee for the Olympic Games, UK*
- Deng Yaping, 18-Time Table Tennis World Champion, China*

- *Wilfried Lemke, Special Advisor on Sport for Development and Peace, United Nations, Germany*
- *Honey Thaljieh, First Captain, Palestine Women's Football Team; Corporate Communications Manager, FIFA, Palestine*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

6.30PM - 6.50PM

**TIME OUT**

- *Oliver Kahn, Goalkeeper, German National Team, 1994-2006, Golden Ball winner, 2002 World Cup, Germany*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

6.50PM - 7.05PM

**TIME OUT**

- *Jeff Martin, CEO, Tribal Brands, USA*

7.05PM - 7.30PM

**TIME OUT**

- *Linford Christie, Olympic gold medallist, 100 meters, World Champion, 100 meters, UK*
- *Jackie Joyner-Kersey, Triple Olympic Gold Medal Winner in Heptathlon and Long Jump; Director, USA Track & Field, USA*

*Moderator: Jonathan Edwards, Olympic Gold Medallist, Two-Time World Champion and Reigning World Record Holder, Triple Jump, UK*

7.45PM

**WELCOME RECEPTION**

*Flying Carpet, The Torch Hotel*

## DAY 2 TUESDAY, NOVEMBER 4

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9AM - 9.30AM

### **MASSES**

#### **DEBATE: SPORT FOR THE MASSES**

One of the compelling developments in sports in recent decades has been the growth of elite events that also involve thousands of members of the public. What can marathons, triathlons and other mass-participation events mean economically? How can they help build sporting culture? Are there lessons in mass sport events that apply to large elite events?

- What role do mass events play in galvanizing a city or region around sport?
  - How have organizers innovated in staging mass events?
  - Can mass events help spread sport into new areas?
- 
- *Simon Clegg, Chief Operating Officer, Baku 2015, Azerbaijan*
  - *Marije Deutekom, Former rower, Dutch National Team; Faculty of Science, University of Amsterdam, Netherlands*
  - *Elana Meyer, Olympic silver medallist, 10,000 meters, South Africa*
  - *Nicolas Sultan, Partner, AT Kearney, Qatar*
  - *Rob Urbach, President, USA Triathlon, USA*

*Moderator: Jonathan Edwards, Olympic Gold Medallist, Two-Time World Champion and Reigning World Record Holder, Triple Jump, UK*

9.30AM - 9.45AM

### **TIME OUT**

- *Lourenço Bustani, CEO, Mandalah, Brazil*

9.45AM - 10.15AM

### **ETHICS**

#### **DEBATE: ETHICS IN GLOBAL SPORT**

As the pressures to perform and to win grow in sport, too often ethics decline. Many sports have faced scandals with match-fixing, illicit use of performance-enhancing drugs, simulation to win penalties and many other forms of unethical behavior. In an era of big money in sport, has sportsmanship ceased to have meaning?

- Is there an inherent conflict between money and ethics in sport?
  - Where can we find role models for ethical behavior?
- 
- *Jackie Joyner-Kersey, Triple Olympic Gold Medal Winner in Heptathlon and Long Jump; Director, USA Track & Field, USA*
  - *Simon Longstaff, Executive Director, St James' Ethics Centre; Chair of Ethics Committee, Australia Triathlon, Australia*
  - *Sir Craig Reedie, Vice President, International Olympic Committee, UK*
  - *Claudio Sulser, Chairman, Disciplinary Committee, FIFA*

*Moderator: Jonathan Edwards, Olympic Gold Medallist, Two-Time World Champion and Reigning World Record Holder, Triple Jump, UK*

10.15AM - 10.30AM

## **TIME OUT**

- *Marion Bartoli, Wimbledon Champion and Former World Top Ten Tennis Player, France*

10.30AM - 11.15AM

## **NETWORKING COFFEE BREAK**

11.15AM - 11.45AM

## **RACISM**

### **DEBATE: CONFRONTING RACISM IN SPORT**

Too often, sport is marred by racism and prejudice. It happens in the stands with “ultra” fans, and it happens on the field with racial slurs and taunting. What can athletes, sporting associations, sponsors and media do to eradicate racism in sport?

- Are there campaigns that have proved particularly effective in confronting racism in sport?
- Are there dangers in sport bearing too high societal expectations?
- *H.E. Sheikh Saoud Bin Abdulrahman Al-Thani, Secretary General, Qatar Olympic Committee, Qatar*
- *Burçu Çetinkaya, World Rally Championship Driver, Turkey*
- *Linford Christie, Olympic gold medallist, 100 meters; World Champion, 100 meters, UK*
- *Deshun Deyssel, Mountain Climber, South Africa*
- *Arun Kang, CEO, Sporting Equals, UK*
- *Piara Powar, Founder and CEO, Fare Network, UK*
- *Tokyo Sexwale, Founder, Global Watch, South Africa*

*Moderator: Alan Kasujja, Presenter, Newsday, BBC World Service, Uganda*

11:45AM - 12.05PM

## **CYCLING**

### **CASE STUDY: THE CRISIS IN CYCLING**

Perhaps no sport has been as badly affected by performance enhancing drugs as cycling. Tour de France winners have been disgraced, teams thrown into chaos, and public confidence has been shattered. How are some of cycling’s leading figures working to create more transparency and clean up their sport?

- *Eric Boyer, Former Professional Road Bicycle Racer and Former Manager, Cofidis Team, France*
- *Andrey Kashechkin, former professional cyclist, Kazakhstan*
- *Francesca Rossi, Director, Cycling Anti-Doping Foundation, Italy*

*Moderator: Stéphane Bermon, Sports Physician and Exercise Physiologist, Monaco Institute of Sport Medicine and Surgery, Monaco*



12.05PM 12.20PM

## **TIME OUT**

- *Ma Qing Hua, First-ever Chinese Formula 1 driver and Team Citroen driver, China*

12.20PM 1.00PM

## **GENERATION AMAZING**

### **GENERATION AMAZING**

The Supreme Committee for Delivery & Legacy created Generation Amazing to empower a new generation of leaders to use football to create positive change in their communities. Some of the Generation Amazing Ambassadors outline what the program has already achieved.

1.00PM 2.30PM

## **NETWORKING LUNCH**

2.30PM 4.00PM

## **TASKFORCES**

Running concurrently, across two days, Doha GOALS will host a total of six taskforces highly interactive small group discussions that will focus on defining tangible opportunities and solutions. Each Taskforce will produce a plan of action to guide the next steps that participants and their respective organizations can take to ensure success in the near and longer-term. The Student Ambassadors will join the discussions alongside participants.

Speakers in the taskforces will lead the table discussions.

### **TASKFORCE 1: SPREADING SPORTS CULTURE IN MENA**

What initiatives could help spread a broader culture of sports in the nations of the Middle East/North Africa?

Discussion leaders:

- *Shaheen Bi, Special Advisor, Muslim Sports Council, UK*
- *Patrick D'Amelio, CEO, Washington STEM, USA*
- *Reem Al-Sharshani, Skeet shooting champion, Qatar*
- *Ehab Al-Shihabi, CEO, AlJazeera USA, Qatar*
- *Inigo Arenillas, Head of International Projects in Africa and Middle East, Real Madrid Foundation, Spain*
- *Moataz Barsham, National and Asian Record Holder, High Jump, Olympic Bronze Medalist, Qatar*
- *Dalal AlDossary, Managing Director, Impact CSR Solutions, Qatar*
- *James Dorsey, MidEast Soccer, UK*

*Facilitated by Thierry Lardinois, Founder and Head of the International Sports Marketing Chair, ESSEC Business School, France, and Rana Sobh, Associate Professor, Qatar University, Qatar*

### **TASKFORCE 2: IT TAKES A VILLAGE**

At the heart of sports' broader social mission lies its ability to forge community. In what concrete ways could a new initiative foster sport as a community builder?

Discussion leaders:

- *HRH Prince Nicholas of Romania, Founder, Curtea Veche Association, Romania*
- *Ignacio Beristain, Managing Director, Global Merchandising Group, Adidas, Spain*
- *Dareen Cheesman, England and Great Britain Hockey International, UK*
- *Philippe Diallo, Director General, Union des Clubs Professionnels de Football, France*
- *Javier Faus, Senior Vice President, Finance, FC Barcelona*
- *Ed Foster-Simeon, President and CEO, US Soccer Foundation, USA*
- *Stefan Germann, Executive Director, OneGoal Asia, Malaysia*
- *Taj Hamad, Secretary General, World Association of NGOs, Sudan*
- *Florian Hartmann, Stakeholder Manager, FC Schalke 04, Germany*
- *Mel Young, Founder and CEO, Homeless World Cup, UK*

*Facilitated by Simon Chadwick, Professor of Sport Business Strategy, Coventry University, UK*

### **TASKFORCE 3: OPEN SPACE**

The key aim of Doha GOALS is to kickstart important initiatives that use sport for social good. Using innovative brainstorming techniques and facilitation, the “open space” taskforce will start with a blank slate and work over the two days of taskforces to conceive, develop, and draw a roadmap for a new initiative using sport.

*Facilitated by Doug Solomon, IDEO Fellow, USA*

4.00PM 4.30PM

### **NETWORKING COFFEE BREAK**

4.30PM 4.50PM

### **SPONSORSHIP CASE STUDY**

#### **CASE STUDY: GM AND FOOTBALL**

General Motors is a major sponsor of sport, including football, with high profile projects such as Manchester United’s shirt sponsorship. But GM also ties its sports sponsorship to its corporate social responsibility aims, notably through its support of One World Futbol. What lessons can be drawn from GM’s engagement with One World Futbol?

- *Iskandar Sharil Mohd Rawi, Regional Manager, Brand Promotion – Football, General Motors, Singapore*
- *Stephen Sonderman, Asia Director, One World Futbol, Thailand*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

4.50PM 5.20PM

### **SPONSORSHIP**

#### **DEBATE: TRANSFORMING SPORT SPONSORSHIP**

Global sport sponsorship is a more than \$50 billion industry. Sport sponsorship can be so much more than a name on a shirt or a stadium. What are the global best practices for using sponsorship to foster broader social good?

- Can sports sponsorship work well with corporate social responsibility programs?
- Will a social facet increase the relevance of sports sponsorship for brands?

- *Marc Audrit, Vice President, Global Brand, Western Union, France*
- *Lourenço Bustani, CEO, Mandalah, Brazil*
- *Sally Hancock, Chair, Women’s Sport and Fitness Foundation; former Director, Olympic and Paralympic Marketing, Lloyds Banking Group, UK*
- *Iskandar Sharil Mohd Rawi, Regional Manager, Brand Promotion – Football, General Motors, Singapore*
- *Magali Tezenas, Managing Director, Sporsora, France*
- *Lesla Ukman, Chief Insights Officer, IEG, USA*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

5.20PM 5.30PM

### **TIME OUT**

- *Dikembe Mutombo, Eight-Time NBA All-star; CEO and President, The Dikembe Mutombo Foundation, Democratic Republic of the Congo*

5.30PM 6PM

### **AFRICA**

#### **DEBATE: AFRICA’S MOMENT**

Sport has long been a passion across the African continent. The coming year will see the 50<sup>th</sup> anniversary of The All-African Games, the “African Olympics,” which will be held in Brazzaville. What are the priorities for furthering the development of sport in Africa, and what will be the impact of the coming All-African Games?

- *Leon-Alfred Opimbat, Minister of Sports, Congo-Brazzaville*
- *Diamil Faye, President and CEO, JAPPO Sports Consulting, Senegal*
- *Titi Camara, Former Professional Footballer, Former Sports Minister, Guinea*
- *Cedric Babu-Ndilima, Former Professional Tennis Player; Director, Kinetic Management Group, Uganda*

*Moderator: Alan Kasujja, Presenter, Newsday, BBC World Service, Uganda*

6PM 6.20PM

### **TIME OUT**

- *Veronica Campbell Brown, 18-Time Olympic and World Championship Medallist, Track & Field, Jamaica*
- *Wilson Kipketer, World Record-Holder and Champion Middle-Distance Runner, Denmark*

*Moderator: Ato Boldon, Four-Time Olympic Medallist and World Champion Sprinter; Broadcaster, NBC, Trinidad & Tobago*

6.20PM - 6.50PM

**TECH**

**DEBATE: SHARE ME - SOCIAL MEDIA AND SPORT**

Social media is changing the way we experience sports and the way we get our sports information. Does the transformation in how we interact with sport demand changes in sport itself? Do younger audiences expect something different?

- *Richard Brinkman, Global Head, Kantar Sport, UK*
- *Jae Chalfin, Founder and CEO, Sports New Media, UK*
- *Ray Hudson, Former Professional Footballer; Announcer, beIN Sport, USA*
- *Majed Al Khalifi, Chief Editor, The Stadium, Qatar*

*Moderator: Kass Naidoo, Founder, gsport4girls, South Africa*

7.30PM

**OFFICIAL DINNER**

## DAY 3 WEDNESDAY, NOVEMBER 5

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9AM - 9.30AM

### WOMEN

#### DEBATE: CHANGING THE PERCEPTION OF WOMEN IN SPORT

How are women viewed in sport – and is that view different across cultures? How can we shine a bigger spotlight on women in sport, especially minority women, to address cultural misconceptions that may be keeping participation levels low?

- How can we develop more role models in sport for girls?
- How can sporting bodies nurture better networks of women's teams and leagues?
- What particular hurdles do women face, and how can we work to break them down?

- *Marlene Bjornsrud, Executive Director, Alliance of Women Coaches, USA*
- *Indira Kaljo, professional basketball player, Bosnia*
- *Kass Naidoo, Founder, gsport4girls, South Africa*
- *Selima Sfar, Professional tennis player, Tunisia*
- *Yasmian Al-Sharshani, Professional golfer, Qatar*

*Moderator: Leila Samati, Executive Programs Presenter, BeIN Sport, Qatar*

9.30AM - 9.45AM

### TIME OUT

- *Séan Garnier, World Champion, Freestyle Soccer, France*

9.45AM - 10.15AM

### CATALYST

#### DEBATE: SPORT AS A CATALYST FOR YOUTH

There's passion for sport across broad swathes of society. But it's among the youth that sport has the greatest appeal and hold on the imagination. How can sport be a catalyst for motivating youth and promoting social well-being?

- *Sophie Auconie, Member, European Parliament; Head of the parliamentary "friends of sport" group, France*
- *Miguel Cardenal, President of the Supreme Council of Sports, Spain*
- *Juan Luis Cebrian, Chairman, Grupo Prisa, Spain*
- *Vincent Meriton, Minister of Social Affairs, Community Development, and Sport, Republic of Seychelles*
- *Jaime Saavedra, Minister of Education, Peru*

*Moderator: Richard Attias, Executive Chairman, Richard Attias & Associates, and Executive Producer, Doha GOALS Forum, USA*

10.15AM - 10.45AM

### HEALTH

## DEBATE: SPORT AND HEALTH: HOW MUCH IS ENOUGH, HOW MUCH IS TOO MUCH?

Sport is probably the most powerful medicine ever created. Sport and physical activity exert some huge benefits on people's mental and physical health. However, elite, professional or extreme sports are associated with very high training loads and increased trauma incidences.

- Are the costs of a sedentary lifestyle higher than the costs of sports-related trauma and diseases?
  - Is choosing high-performance athletes as role models safe for health?
- 
- *Stéphane Bermon, Sports Physician and Exercise Physiologist, Monaco Institute of Sport Medicine and Surgery, Monaco*
  - *Rania Elwani, Member of the Medical Commission, IOC, Founder, Egyptian Olympians Association and three-time Olympian, swimming, Egypt*
  - *Mohamed Ghaith Al Kuwari, Director, Healthy Lifestyle Programme, Aspetar Qatar Orthopaedic and Sports Medicine Hospital, Qatar*
  - *Jean-François Toussaint, Director, IRMES/INSEP, France*
  - *Cees Vervoorn, Three-Time Olympic swimmer, Professor of Elite Sport and Education, University of Amsterdam, Netherlands*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

10.45AM 11.15AM

### NETWORKING COFFEE BREAK

11.15AM 11.45AM

### FRONTIERS

#### DEBATE: THE NEW FRONTIERS OF SPORT

New sports continue to proliferate and new markets continue to open for more classic sports. As emerging economies continue to grow more rapidly than the West, what will be the new frontiers of sport? Can the leagues and teams in emerging markets build a global audience? What new sports will seize the imagination of young generations?

- Can we facilitate knowledge transfer between established leagues and emerging ones?
  - What role will media play in the frontiers of sport?
- 
- *Hou Bin, Paralympic Champion, Triple Jump, China*
  - *Ed Blackmore, CEO, Back Talent, UK*
  - *Shiv Khemka, CEO and Vice-Chairman, SUN Group, India*
  - *Laurent Petrynka, President, International School Sports Federation, France*
  - *Bobby Sharma, Senior Vice President, Global Head of Basketball, IMG, USA*

*Moderator: Adnan Nawaz, News Anchor, BBC World, UK*

11.45AM 12PM

### TIME OUT

- *Ilie Nastase, Two-Time Grand Slam Champion and Former World Number 1 Tennis Player, Romania*
- *Boris Becker, Six-Time Grand Slam Champion, Former World Number 1; Coach of World Number 1 Novak Djokovic, Germany*

12PM - 12.30PM

## **BIG DATA**

### **DEBATE: BIG DATA - HUMANS VS. ALGORITHMS**

Big data – the practice of extracting valuable insights from large, complex sets of data – is transforming many business practices. How is big data provoking changes in sport, both in improving sport performance and in enhancing sport business?

- Which sports have still to experience their “Moneyball” epiphany?
  - What are the limits of a data-driven approach? Where will the human edge continue to prevail?
- *Bill Squadron, CEO, Bloomberg Sport, USA*
  - *John Coulson, Head of Professional Football Services, Opta, UK*
  - *Cedric Mangaud, Founder and CEO, 7<sup>th</sup> Sense, France*

*Moderator: Lance Knobel, Director of Programs, Richard Attias & Associates, USA*

12.30PM - 1.00PM

## **ELEPHANTS**

### **DEBATE: WHY ELEPHANTS CAN'T DANCE - FINDING INNOVATION IN SPORTS BUSINESS**

Like many industries, sport is dominated by a handful of global corporations. Are there still opportunities for innovative new entrants? Where can we find the new start-ups that are shaking up the market?

- *Andy Brusman, CEO, Alchemy Global, USA*
- *Laurent Damiani, President, Sporsora, France*
- *James Morgon, Founder, Verba, UK*
- *Boris Becker, Six-Time Grand Slam Champion, Former World Number 1; Coach of World Number 1 Novak Djokovic, Germany*

*Moderator: Nicolas Sultan, Partner, AT Kearney, Qatar*

1.00PM - 2.30PM

## **NETWORKING LUNCH**

2.30PM - 4.00PM

## **TASKFORCES**

Running concurrently, across two days, Doha GOALS will host a total of six taskforces highly interactive small group discussions that will focus on defining tangible opportunities and solutions. Each Taskforce will produce a plan of action to guide the next steps that participants and their respective organizations can take to ensure success in the near and longer-term. The Student Ambassadors will join the discussions alongside participants.

Speakers in the taskforces will lead the table discussions.

#### **TASKFORCE 4: PEACE BUILDING THROUGH SPORT**

Perhaps we sometimes ask too much of sport. But there are places where sport has provided a vital bridge between hostile sides. Are there initiatives that can effectively use sport's role as a peace builder?

Discussion leaders:

- *Tarek Alsaleh, Founder, Bidna Capoeira, UK*
- *Mansoor Ahmed, Former Field Hockey Player and Social Activist, Pakistan*
- *Nuno Delicado, Director, SportImpact, Timor Leste*
- *Tegla Loroupe, Tegla Loroupe, UNICEF Goodwill Ambassador and Champion Marathon Runner, Kenya*
- *Arnaut Mourot, Founder, Sports sans Frontières and Co-Director, Ashoka Europe, France*
- *David Sheepshanks, Chairman, UK Community Foundations, UK*
- *Daniel Smyth, Founder, Sport & Thought, UK*
- *Amy Zhou, President, America-China Sports Association, China*

*Facilitated by Nicolas Sultan, Partner, AT Kearney, Qatar*

#### **TASKFORCE 5: THE IMPORTANCE OF INCLUSION**

In too many societies there are still barriers to all athletes being included equally. Among the groups excluded can be the disabled, minorities, the homeless, underserved communities and the elderly. Sport can play a particularly powerful role in promoting inclusion and access. What initiatives can help push for inclusion in sport?

Discussion leaders:

- *Johanna Benson, Track & Field Paralympian, Namibia*
- *David Duke, Founder and CEO, Street Soccer Scotland, UK*
- *Jason Henzell, Founder, Breds and Treasure Beach Foundation, Jamaica*
- *Marc Pollick, President, Giving Back Fund, USA*
- *Jean-Pierre Siutat, President, French Basketball Federation, France*
- *Esther Vergeer, multiple Olympic and World Champion, Wheelchair Tennis, Netherlands*

*Facilitated by Simon Longstaff, Executive Director, St James' Ethics Centre; Chair of Ethics Committee, Australia Triathlon, Australia*

#### **TASKFORCE 6: OPEN SPACE PART TWO**

The key aim of Doha GOALS is to kickstart important initiatives that use sport for social good. Using innovative brainstorming techniques and facilitation, the "open space" taskforce will start with a blank slate and work over the two days of taskforces to conceive, develop, and draw a roadmap for a new initiative using sport.

*Facilitated by Doug Solomon, IDEO Fellow, USA*

4.00PM 4.30PM

**NETWORKING COFFEE BREAK**

4.30PM 5PM



## **CHAMPIONS**

### **DEBATE: SPORTS LEADERS AS CHAMPIONS IN SOCIETY**

What role should sports leaders and sports stars play outside their professional duties? Does society expect too much from leaders and sports heroes? How can we better bridge the gap between expectations and reality?

- *Ivan Bravo, Director General, Aspire Academy, Qatar*
- *Len Komoroski, CEO, Cleveland Cavaliers, USA*
- *Casey Wasserman, Chairman and CEO, Wasserman Media Group, USA*

*Moderator: Jonathan Edwards, Olympic Gold Medallist, Two-Time World Champion and Reigning World Record Holder, Triple Jump, UK*

5PM - 5.30PM

## **UNICEF**

### **CASE STUDIES: WORKING WITH TEAM UNICEF**

#### **Powered by UNICEF**

UNICEF works in 191 countries to address the long-term needs of children around the world. Sport has become a key element in UNICEF's programs, both in its programs on the ground and as a powerful lever to promote the organization's mission. Prominent case studies from UNICEF demonstrate the real work of using sport for social good.

5.30PM - 5.50PM

## **INITIATIVES**

### **CREATING A LEGACY OF INITIATIVES**

The first two years of Doha GOALS has produced a number of initiatives that have already scored some important achievements. We see some of the work, and hear about other major initiatives that pull together sport and social advancement.

- *Johann Koss, Olympic Champion and CEO, Right to Play, Canada*
- *Andrew Gettig, Vice President International, Connor Sport Court International, USA*

5.50PM - 6.30PM

## **YOUTH**

### **SPECIAL EVENT: YOUTH AT THE FOREFRONT / DOHA GOALS CHALLENGE**

A crucial part of the global outreach of Doha GOALS is the connection and cultivation of networks of young people engaged in sport. Several of the students participating in Doha GOALS will pitch their initiative ideas to a panel of experts in the Doha GOALS Challenge.

Students who have launched successful initiatives in the spirit of Doha GOALS will be recognized and awarded Doha GOALS medals in this inspiring display of the boldness and creativity of a new generation of leaders.

*Judges for the Doha GOALS Challenge: Boris Becker, Six-Time Grand Slam Champion, Former World Number 1; Coach of World Number 1 Novak Djokovic, Germany; Ato Boldon, Four-Time Olympic Medallist and World Champion Sprinter, Broadcaster, NBC, Trinidad & Tobago*

*Moderator: Alan Kasujja, Presenter, Newsday, BBC World Service, Uganda*

6.30PM - 6.45PM

**CLOSING**

**CLOSING PLENARY**

What key initiatives have arisen from Doha GOALS 2014? What other major initiatives using sport can help change the world? What is the roadmap for implementation?