

DOHA GOALS FORUM

Gathering Of All Leaders in Sport

by ASPIRE

PROGRAM

DECEMBER 9-11, 2013

Aspire Dome, Doha, Qatar

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



DECEMBER 9-11, 2013 PROGRAM

Aspire Dome, Doha, Qatar

DOHA GOALS THE SECOND EDITION

Doha GOALS is the premier platform for world leaders to advance social initiatives through sport.

In 2013, we have added a number of innovations to the programme. This year, for the first time, we will host the Ministers of Sport Summit alongside the Forum, focusing on the promotion of fairness and equality in sports. The theme will be *Integrity in Sport*. Agenda items and commitments from the Summit will be added to outcomes from the Forum's taskforces to create a combined final Doha GOALS/Ministers of Sport Agenda.

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. Three initiatives were chosen from the 456 ideas put forward by participants at last year's Forum, feasibility studies have been carried out and they are moving into the implementation phase a direct outcome from last year.

Focusing on the continued development of the Doha GOALS community, we are building a platform online and on site during the Forum to facilitate knowledge transfer between participants. In addition, mentorship sessions with some of our sporting champions and business leaders will be available for the first time for participants and our 400 student ambassadors, to be booked in advance.

The 2013 edition of Doha GOALS will be focused on practitioners, working groups and public-private partnerships; while alternate years will focus on heads of state.

MENTORSHIP SESSIONS

There are limited spaces for mentorship sessions: these are booked on a first come, first served basis, via the Doha GOALS app. These will run throughout the three days of Doha GOALS.

***Hamza Abdullah**, NFL player, formerly Arizona Cardinals and Tampa Bay Buccaneers (USA)*

***Khalid AlBalooshi**, top fuel driver, Al-Anabi Racing (UAE)*

***Hicham el Guerrouj**, world record holder, 1500m, 1600m and outdoor 2000m (Morocco)*

***Debbie Ferguson-McKenzie**, Olympic medalist, track & field (Bahamas)*

***Chris Holmes**, 9-time Paralympic champion, Swimming and former Commissioner, Disability Rights Commission (UK)*

***Kelly Holmes**, double Olympic champion, 1500m and 800 and founder, DKH Legacy Trust (UK)*

***Stéphane Houdet**, world No.2 wheelchair tennis player, and world No. 1 double wheelchair tennis player (France)*

***Taïg Khris**, professional vert skater (Algeria)*

***Wilson Kipketer**, world record-holder and champion middle-distance runner (Denmark)*

***Brijesh Lawrence**, world champion, track & field (Saint Kitts and Nevis)*

***Alexandra Louison**, Ironman champion and international triathlete (France)*

***Mayumi Narita**, 15-time Paralympic gold medalist (Japan)*

***Hasim Rahman**, double world champion heavyweight boxer (USA)*

***Mikael Silvestre**, professional footballer, formerly Manchester United, Arsenal and French national team, founder, Schools for Hope, and ambassador, Nike's Designed to Move programme (France)*

***Trevor Steven**, former professional footballer, England, Everton, Olympique de Marseille and Glasgow Rangers, currently TV analyst and business speaker (UK)*

***Jacques Van Rensburg**, Training Coach, ENDUROCAD (South Africa)*

***Esther Vergeer**, former world No.1 wheelchair tennis player, named the most dominant player in professional sports, and winner of four Paralympic golds, 42 Grand Slams, and unbeaten in ten years (Netherlands)*

***Ali Wakefield**, representative, DKH Legacy Trust (UK)*

***Lance Walker**, Director of Performance, Michael Johnson Performance (USA)*

The language of the conference is English; plenary sessions will have translation into Arabic, Chinese and French.

DAY 1 MONDAY, DECEMBER 9

07:30 – 08:30 **COMMUNITY**

MORNING RUN WITH CHAMPIONS (open to all on first-come first-served basis)

Some of the Doha GOALS sporting champions and ambassadors will lead a run near the Aspire Zone: can you keep up? Among those leading the run are **Wilson Kipketer, Hicham el Guerrouj, Tegla Loroupe, Elana Meyer, and Jacques van Rensburg.**

09:00 **REGISTRATION OPENS** *Aspire Dome*

Morning activities in parallel:

10:00 – 13:00 **COMMUNITY**

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!

MC: *David Duke, Founder and CEO, Street Soccer Scotland (UK)*

Including masterclasses from:

Aboubakar Sidiki “Titi” Camara, former Minister of Sport and professional footballer (Guinea)

Mikael Silvestre, professional footballer, formerly Manchester United, Arsenal and French national team, founder, Schools for Hope, and ambassador, Nike’s Designed to Move programme (France)

Trevor Steven, former professional footballer, England, Everton, Olympique de Marseille and Glasgow Rangers, currently TV analyst and business speaker (UK)

10:00 – 12:00 **THINKTANKS**

Torch Hotel

Closed sessions, by invitation only

During the Forum, we will host thinktanks designed to bring together small groups of industry leaders to focus on creating a vision for the future, and to challenge conventional thinking. To facilitate the free exchange of ideas among peers, the thinktanks will be shaped by a “provocateur” to encourage participants to explore new possibilities. Thinktank participants will report back to participants on the discussions, and their conclusions will form part of the Doha GOALS roadmap.

10:00 – 12:00 **THINKTANK 1: THE ROLE OF PRIVATE EQUITY IN SPORT**

Private equity firms have undertaken a flurry of buyouts in the sports world; meanwhile, an increasing number of teams are undergoing financial hardship or have been declared bankrupt. Are sports teams a bona-fide investment?

Omran Al Kuwari, CEO, Green Gulf (Qatar)

Mohammad Al Saad, Chairman, NOVO (Qatar)

H.E. Yousuf Yaqoob Al Serkal, President, UAE Football Federation (UAE)

H.E. Sheikh Khalid bin Hamad Al-Thani, Owner, Al-Anabi Racing (Qatar)

Abhinav Bindra, Olympic and world champion, Air Rifle (India)

Christophe Charlier, Director, the Barclays Center and Chairman, Brooklyn Nets (USA)

Laurent Damiani, Chairman, Sporsora (France)

Hussein Fakhri, CEO, Agency 222 (Qatar)

Christophe Garcia, lawyer, Bouvymeyer (France)

Alan Johnson, Manager, Al-Anabi Racing (USA)

Marcus Luer, Group CEO, Total Sports Asia (Malaysia)

Manisha Malhotra, CEO, Mittals Champions Trust and Asian Games silver medallist, tennis (India)

Karl Oliver, Chairman, GlobalSportsJobs (UK)

Nathan Pillai, Managing Partner, NOVO (Qatar)

Nasser bin Thaloub, Director, President's Office, UAE Football Federation (UAE)

Patrick Thompson, Head of Partnerships, Dallas Cowboys (USA)

Facilitator: Simon Chadwick, Professor of Sport Business Strategy, Coventry University (UK)

10:00 – 12:00 **THINKTANK 2: SUPPORTING ATHLETES IN A SECOND CAREER**

Last year's panel on this topic had an extraordinary response: this year, a thinktank of industry leaders will work together to suggest ways for athletes, teams, managers and the community to work harder to ensure athletes can make the transition into a second career.

Confirmed:

Boris Becker, Partner, Becker Private Office (Germany)

Ato Boldon, former world champion sprinter, and former Senator (Trinidad and Tobago)

Nenad Borovcanin, State Secretary, Ministry of Youth and Sports (Serbia)

Thierry Borra, Director, Olympic Games Management, Coca-Cola (USA)

Andrey Kashechkin, road cycling champion (Kazakhstan)

Wilson Kipketer, world record-holder and champion middle-distance runner (Denmark)

Johann Koss, CEO, Right to Play (Canada)

Karl Reynolds, Director, Right to Play (Canada)

Isabelle Severino, Vice President, French Olympic committee and former gymnastics champion (France)

Trevor Steven, former professional footballer, England, Everton, Olympique de Marseille and Glasgow Rangers, currently TV analyst and business speaker (UK)

Katarina Witt, double Olympic and four-time world champion, figure skating (Germany)

Pedro Yang, Member, IOC Athletes Commission and former Olympic badminton player (Guatemala)

Nada Zeidan, presenter with Al Jazeera Sports, and the first female GCC rally driver and archer in two Asian Games (Qatar)

Facilitator: Nicolas Sultan, Senior Principal and leader of the sports practice, AT Kearney (France)

12:30 – 14:30 **LUNCH**

Torch Hotel (open to all participants)

Lunches will be in the two hotels next to the Aspire Academy; students will have mentorship lunches in parallel.

15:00 – 18:00 **COMMUNITY**

COMMUNITY CONNECT

Torch Hotel

In a new programme element for 2013, Doha GOALS will host COMMUNITY CONNECT both in the virtual and real world. Participants will be encouraged to sign up to our online module, which will allow participants to offer skills that others might be interested in (expertise in certain countries, digital marketing skills, training and so on) as well as request help in areas they need (advice on community building, on-the-ground support in countries and so on). The module connects people, suggests who they should meet, and allows them to book meetings. This session is the real-life version: participants will meet one another, have a chance to network, but also discuss the issues that they deem important, and exchange knowledge and ideas.

13:00 – 19:00 **MINISTERS OF SPORT SUMMIT**

Torch Hotel

Closed session, by invitation only

Doha GOALS will convene the first ever Ministers of Sport Summit. The theme will be Integrity in Sport, and will provide the platform of the discussion of issues and best practice in tackling corruption, and the promotion of fairness and equality in sports. Further, the Summit will draw up the first ever Ministers of Sport Agenda, which will be presented to the Doha GOALS community on the second day, with ministers participating in panels to answer questions from the private sector, civil society, sports federations, and students. Agenda items and commitments from the Summit will be added to outcomes from the Forum's taskforces to create a combined final Doha GOALS/Ministers of Sport Agenda.

Chaired by H.E. Salah bin Ghanem bin Nasser Al Ali, Minister of Youth and Sports, Qatar

Facilitated by Lord Mandelson, Chairman, Global Counsel (UK) and Richard Attias, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS (USA)

19.30 **WELCOME RECEPTION**

Flying Carpet restaurant, Torch Hotel (open to all participants)

This is the opening social event of Doha GOALS and is the launch of the Doha GOALS community. Gathering together to socialise and swap ideas, this community of sporting champions, policymakers, corporate heads and NGOs will create a vibrant group of interested parties, coming together to share existing ideas and best practice, and create new solutions.

09:00 – 12:00 OFFICIAL OPENING

Plenary Hall

09:00 - 09.10 WELCOME AND LAUNCH OF INITIATIVES

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

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

After welcoming participants to Doha GOALS 2013, Sheikh Faisal Al-Thani and Richard Attias will formally launch the initiatives that came out of Doha GOALS 2012.

09:10 - 09.25 OFFICIAL SPEECHES

H.E. Nassir Abdulaziz Al-Nasser, UN High Representative for the Alliance of Civilisations (Qatar)

H.E. Salah bin Ghanem bin Nasser Al Ali, Minister of Youth and Sports, Qatar

09.25 – 09.35 TIME OUT

Jeff Martin, Founder, Tribal Brands and Tribal Technologies (USA)

09.35 – 09.45 IN CONVERSATION

Plenary Hall

IN CONVERSATION

*Katarina Witt, double Olympic and four-time world champion, figure skating (Germany)
In conversation with Alex Thomas, Sports Correspondent and Anchor, CNN International (UK)*

09:45 - 10.30 ROLE OF GOVERNMENT

DEBATE: WHAT ROLE SHOULD GOVERNMENT PLAY?

What role should government play in the development and practice of sport in a nation? In some countries, it's a junior Ministerial position, while there is no equivalent in the United States. And, in many cases, sport is bundled together with other portfolios, such as culture, tourism and youth. But, with huge potential benefits to a country's economy by hosting mega events, should governments be giving more power (and more funds) to Ministries of Sport?

- How can Ministries have a greater social and economic impact?
- How much intervention should they have?
- Would life experience in sport help, or is it a political role only?

To start (the athletes' perspective):

***Boris Becker**, Partner, Becker Private Office (Germany)*

***Ato Boldon**, former world champion sprinter, and former Senator (Trinidad and Tobago)*

Then:

***H.E. Sheikh Saoud bin Abdulrahman Al-Thani**, Secretary General, Qatar Olympic Committee (Qatar)*

***Aboubakar Sidiki "Titi" Camara**, former Minister of Sport and professional footballer (Guinea)*

***Justin King**, CEO, Sainsbury's (UK)*

***Wilfried Lemke**, Special Advisor on Sport for Development and Peace to Secretary General*

Ban Ki-moon, United Nations (Germany)

*Moderated by **Nik Gowing**, International Broadcaster and Journalist (UK)*

10:30 – 10.45 **TIME OUT**

Plenary Hall

***Nadia Comaneci**, Olympic champion gymnast (Romania)*

*Interviewed by **Alex Thomas**, Sports Correspondent and Anchor, CNN International (UK)*

10.45 – 11.25 **ANTI-CORRUPTION**

Plenary Hall

THE FIGHT AGAINST CORRUPTION IN SPORT

Illegal betting and match-fixing are on the rise: we need a stricter international approach to combat corruption in sport, with new and better methods for prevention, detection and punishment to combat the problem.

- How do we collect better intelligence?
- With much of the online betting going on off-shore, how do we police these grey-area jurisdictions? And how can law enforcement agencies bring more investigations to successful conclusions?
- How can sporting groups and government work together better to deliver a rapid, co-ordinated response when instances of irregular betting activity are detected?
- What education programmes can be developed to educate competitors about the risks, and protect them from outside pressure?

***Sir Ronald Flanagan**, Chairman, Anti-Corruption Unit, International Cricket Council (UK)*

***Mohammed Hanzab**, President, International Centre for Sport Security (Qatar)*

***Ronald K. Noble**, Secretary General, Interpol (USA)*

***Michele Verroken**, CEO, Sporting Integrity Board Member, Commonwealth Games Federation (UK)*

***Jean Francois Vilotte**, President, ARJEL (France)*

Moderated by **Alex Thomas**, Sports Correspondent and Anchor, CNN International (UK)

11:25 – 11.35 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Hicham el Guerrouj, world record holder, 1500m, 1600m and outdoor 2000m (Morocco)

Moderated by **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS (USA)

11:35 – 12.00 **MINISTERS**

Plenary Hall

The day after Doha GOALS has held the first ever Ministers of Sport Summit, on the theme, Integrity in Sport, some of the Ministers taking part will share the outcomes and policy agreements exclusively with Doha GOALS participants.

Moderated by **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS (USA)

and **Lord Mandelson**, Chairman, Global Counsel (UK)

12.00 - 13.30 **SPECIAL SESSION: CENTRE OF EXCELLENCE LAUNCH** *Aspire Dome*

In its role as a Founding Partner, the Qatar 2022 Supreme Committee will announce the launch of a new Centre of Excellence for the sports and events industries.

13.00 - 14.30 **LUNCH** *Aspire Dome*

Tables will be hosted by sporting champions and top business leaders: places on these tables will be on a first-come first-served basis, and will be booked via the Doha GOALS app.

14:30 – 16:00 **TASKFORCES**

Powered by Wharton Sports Business Initiative (WSBI), Georgetown, Coventry University/ College of the North Atlantic, Qatar, and HEC Paris.

Running concurrently, across two days, Doha GOALS will host a total of eight 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 400 Student Ambassadors will join the discussions alongside participants.

Powering these taskforces are four academic institutions, who will provide briefing documents in advance, will facilitate and guide the sessions, and will write white papers to be published after the Forum. Participants will discuss the issues in small groups, using technology to collect ideas, allow votes, and to enable crowdsourcing.

TF1: CULTURAL DIFFERENCES IN SPORT *Taskforce Court 1 Wharton*

The promotion of integration and bridging cultures through sport has long shown to have a huge positive impact. But how do cultural difference and barriers (perceived or otherwise) affect participation in sport at all levels?

- What are the consequences of increased segregation?
- How can sports groups work with communities to promote tolerance and acceptance of widespread participation in sport?
- How important are role models in promoting increased participation?
- Are schools and sports club being inclusive enough?

Hamza Abdullah, NFL player, formerly Arizona Cardinals and Tampa Bay Buccaneers (USA)

Johannes Axster, Co-Founder, streetfootballworld (Germany)

Andrea Baldini, Olympic and world champion, fencing and UNICEF Ambassador (Italy)

Ummul Choudhury, Co-Founder and Director, Bidna Capoeira (Palestine)

William Gaillard, Senior Advisor to the President, UEFA (Switzerland)

Pamela Jelimo, Olympic champion 800m (Kenya)

Arun Kang, CEO, Sporting Equals (UK)

Marion Keim, Director, Interdisciplinary Center of Excellence for Sport Science and Development, University of the Western Cape (South Africa)

Marian Lacombe, Filmmaker, Hey'Ya, Arab Women in Sport (France)

Oliver Percovich, Executive Director, Skateistan (Afghanistan)

David Sheepshanks, Chairman, St George's Park (The FA National Football Centre) (UK)

Davide Usai, Executive Director, UNICEF (Italy)

Nada Zeidan, presenter with Al Jazeera Sports, and the first female GCC rally driver and archer in two Asian Games (Qatar)

Moderated by Mori Taheripour, Senior Advisor, Sport for Development, USAID (USA)

TF2: INCREASING THE ROLE OF THE PRIVATE SECTOR IN SPORT *Taskforce Court 2*

HEC

The private sector has an active involvement in sport through developing infrastructure, through sports sponsorship, and through private equity (team buyouts and so on). But how can we increase this role?

- How can sport use the influence and expertise of the private sector to generate higher revenues?
- Are changes required to the structure of public-private partnerships to stimulate more investment?
- Rather than as part of a CSR programme alone, how can the private sector support youth and amateur sports?
- And, how do we capitalise on sponsorship revenue, especially around mega events, to deliver lasting benefit and more jobs?

Confirmed:

Guilherme Araujo, President, Futebol Social (Brazil)

Marko Blagovic, Global Sports Marketing Director, Dow Chemical (USA)

Thierry Borra, Director, Olympic Games Management, Coca-Cola (USA)

Laurent Damiani, Chairman, Sporsora (France)

Diamil Faye, President and CEO, JAPPO Sports Consulting (Senegal)

Justin King, CEO, Sainsbury's (UK)

Marcus Luer, Group CEO, Total Sports Asia (Malaysia)

Daniele Penna, Head of Group Strategic Sponsorships, UniCredit (UK)

Moderator: Bertrand Moingeon, Deputy Dean, HEC Paris (France)

TF3: USING DIGITAL MARKETING TO INCREASE LOYALTY IN THE FAN BASE

Taskforce Court 3 HEC

Building brand loyalty and savvy marketing via digital platforms are different things, and they don't always walk hand in hand. How can we use these very personal methods of communication to really drive loyalty?

- How do we measure consumer engagement?
- How do digital platforms engage with each other and with traditional marketing?

Francois Barrault, Chairman, Idate/DigiWorld Institute (France)

Ignacio Beristain, Managing Director of global merchandising, adidas (Spain)

Craig Hepburn, Global Director of Digital and Social Media, Nokia (UK)

Oliver Hughes, International Marketing Director, EA Sports (UK)

Jeff Martin, Founder, Tribal Brands and Tribal Technologies (USA)

Carlos Moreira, Co-Founder and CEO, WISEKey (Switzerland)

Patrick Thompson, Head of Partnerships, Dallas Cowboys (USA)

Jackie Wilgar, Executive Vice President, Marketing, Live Nation (USA)

Moderator: Laoucine Kerbache, CEO and Academic Dean, HEC Qatar (Qatar)

TF4: REHABILITATION THROUGH SPORT *Taskforce Court 4 Coventry*

Around half of all crime is thought to have been committed by people who have already been through the criminal justice system, with a huge cost to taxpayers for repeat offenders, and a strain on justice systems. Many social enterprises and NGOs are partnering with government agencies to provide sport as part of offender rehabilitation; and programmes are increasingly being used to reintegrate veterans back into society when they come back from combat.

- Does the emphasis on competition and regulations in sport help, or hinder, the rehabilitation process?
- What are the best routes to build mentorship programmes within these communities?
- How can we build on other support, job-seeking and help around sport?
- How can we increase the reach (and retention) of these programmes?
- How can we integrate the programmes into the community to facilitate better integration?

Confirmed:

Adu Adjei, Founder, ACRO (Ghana)

Elisabeth Anderton, Director, Gatans Lag (Sweden)

Abhijeet Barse, Director, Krida Vikas Sanstha Nagpur (Slum Soccer) (India)

Shaheen Bi, Special Advisor to Muslim Sports Council and Head of Research, Sporting Equals (UK)

Tim Conibear, Director, Isiqalo Foundation – Waves for Change (South Africa)

David Duke, Founder and CEO, Street Soccer Scotland (UK)

Wesley Chirchir, CEO, Kenya Community Sports Foundation (Kenya)

Tegla Loroupe, champion marathon runner, Founder, Tegla Loroupe Peace Foundation and UNICEF Goodwill Ambassador (Kenya)

Andy Ransberry, Director of development, Life and Change Experienced thru Sport (LACES) (UK)

Moderated by Neville Clements, Principal Lecturer, Sport and Head of Sport and Event Management, and Ian Webster, Senior Lecturer, Coventry Business School (UK)

14:30 – 16:00 **COMMUNITY**

COMMUNITY CONNECT

Following on from the opening day's power networking, Doha GOALS will host COMMUNITY CONNECT during both days of the Forum, for participants that would like to schedule one-on-one meetings and engage in our knowledge-transfer process.

14:30 – 16:00 **THINKTANK 3**

Closed session, by invitation only

MEDIA AND MARKETING

What is the role of media owners in marketing to sports fans?

Majed Al Khailifi, Editor-in-chief, Estad Al Doha (Qatar)

Diamil Faye, President and CEO, JAPPO Sports Consulting (Senegal)

Amy Nakamoto, Executive Director, DC SCORES (USA)

Francois Pesenti, Managing Director, RMC Sport (France)

16.00 – 16.15 **BREAK**

16.15 - 16.30 **IN CONVERSATION**

Plenary Hall

Hassan Al-Thawadi, Secretary General, Qatar 2022 Supreme Committee (Qatar)

In conversation with Francois Moriniere, Director General, L'Equipe group (France)

16:30 – 16.45 **TIME OUT**

Plenary Hall

COMMUNITY, COMPETITION AND COOPERATION

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Hasim Rahman, double world champion heavyweight boxer (USA)

Saafir Rabb, CEO, Interculture (USA)

Moderated by Nik Gowing, International Broadcaster and Journalist (UK)

16:45 – 17:30 **WOMEN IN SPORT**

Plenary Hall

WOMEN IN SPORT: FROM THE TRACK TO THE BOARDROOM

According to a recent study by Ernst & Young, there is a correlation between sport activity during schooldays and women going on to fill senior executive positions. Six out of 10 female C-suite executives played sport at university. Techniques learned through sports have been crucial for women in leadership positions to learn to motivate teams and improve performance.

- Historically, retiring professional women athletes tend to graduate to coaching or commentating jobs – so how can we turn those talents towards the corporate world?

Sherylle Calder, Founder, EyeGym (South Africa)

Rania Elwani, member of the medical commission, IOC, Founder, Egyptian Olympians Association and three-time Olympian, swimming (Egypt)

Kelly Holmes, double Olympic champion, 1500m and 800m and Founder, DKH Legacy Trust (UK)

Elana Meyer, former world record holder, half marathon and Founder, ENDUROCAD (South Africa)

Ilie Nastase, former world No.1 professional tennis player (Romania)

Amy Zhou, President, America-China Sports Association (China)

Moderated by Mori Taheripour, Senior Advisor, Sport for Development, USAID (USA)

17:30 – 18:15 **SPORT IN EDUCATION**

Plenary Hall

DEBATE: SPORT'S PLACE IN THE SCHOOL CURRICULUM

Physical education for children has positive health benefits, instills exercise as part of daily life, and promotes teamwork. But should sport be integrated fully into the curriculum, or should we be less prescriptive and talk about “playing with purpose” instead?

- Is sport best kept for after-school clubs and community groups?
- Or would that cause other activities, like music and drama, to be reduced?
- What can children learn from participation in sports?
- If it's compulsory, will that have a negative effect on participation?
- Is a lack of sport in schools affecting the pipeline for the development of professional athletes?
- What should we teach and how should we teach it?

Hou Bin, triple Paralympic champion, high jump (China)

Nadia Comaneci, Olympic champion gymnast (Romania)

Bart Conner, Olympic champion gymnast (USA)

Fred Engh, Founder and President, International Alliance for Youth Sports (USA)

Derrick Heggans, Founder and Director, Team Up for Turnaround (USA)

Justin King, CEO, Sainsbury's (UK)

Johann Koss, CEO, Right to Play (Canada)

Francois Moriniere, Director General, L'Equipe group (France)

Moderated by Nik Gowing, International Broadcaster and Journalist (UK)

18.15 - 18.35 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Don Porter, President, International Softball Federation (USA)

Michael Schmidt, CEO, International Baseball Federation (Austria)

Moderated by David Cushnan, Editor-in-chief, SportsPro

19.45 **OFFICIAL DINNER**

St Regis, West Bay

Buses will leave for the official dinner from Aspire Academy straight after the last session.

DAY 3 WEDNESDAY, DECEMBER 11 Aspire Dome

09:00 - 09.10 **OPENING SPEECH**

Plenary Hall

Khalid Al Sulaiteen, acting president, Aspire Zone Foundation (Qatar)

09:10 - 09.30 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Burcu Çetinkaya, TV presenter, champion rally driver and Red Bull athlete (Turkey)

Moderated by *Rachel Bourlier, TV Presenter and Journalist (France)*

09:30 – 10:20 **MEGA EVENTS**

Plenary Hall

MEGA EVENTS: WHO CAN AFFORD TO HOST THEM?

Escalating budgets and ambitious bids have become the hallmark of the process to choose host cities for mega events. But with ongoing financial strains on many governments, who can afford to take on an event of this scale?

- Has an inflexibility in the sporting calendar ruled out some of the emerging market economies from bidding?
- With issues raised about the suitability of some cities, and about the infrastructure in others, do we need a radical rethink?

Hassan Al-Thawadi, secretary general, Qatar 2022 Supreme Committee (Qatar)

Penalva Cézár, Secretary General, Mozambique Olympic Committee, Mozambique

Deedee Corradini, President, International Women's Forum and former Mayor, Salt Lake City (USA)

Diamil Faye, President and CEO, JAPPO Sports Consulting (Senegal)

Victor Matheson, Sports Economist, College of the Holy Cross (USA)

Emanuel Macedo de Medeiros, CEO, European Professional Football Leagues (Switzerland)

Moderated by *Lord Mandelson, Chairman, Global Counsel (UK)*

10:20 – 10.50 **TIME OUT**

Plenary Hall

THE FUTURE OF ATHLETICS

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Michael Johnson, four-time Olympic champion and eight-time world champion sprinter, and Founder, Michael Johnson Performance (USA)

Kelly Holmes, double Olympic champion, 1500m and 800m and Founder, DKH Legacy Trust (UK)

In conversation with Jonathan Edwards, Chair, Athletes' Commission, London 2012 and world-record holder, triple jump (UK)

10:50 – 11.20 BREAK

11:20 – 12:00 REDISTRIBUTING THE WEALTH

Plenary Hall

REDISTRIBUTING THE WEALTH

How do we ensure the survival of grassroots and amateur sports, even though they may not be commercially viable?

- How much investment should come from the government? And can states raise additional revenue through taxes and levies from betting and TV companies?
- Can we cross-sell top-level sports with their amateur equivalents to sponsors?
- How important are amateur and grassroots sports as a training ground for the champions of the sport?

H.E. Sheikh Saoud bin Abdulrahman Al-Thani, Secretary General, Qatar Olympic Committee (Qatar)

Abhinav Bindra, Olympic and world champion, Air Rifle (India)

Thierry Borra, Director, Olympic Games Management, Coca-Cola (USA)

Dikembe Mutombo, former NBA player, Houston Rockets (Democratic Republic of the Congo)

Ilie Nastase, former world No. 1 professional tennis player (Romania)

Moderated by Simon Chadwick, Professor of Sport Business Strategy, Coventry University (UK)

12.00 – 12:40 SPORTS MEDICINE

Plenary Hall

12.00 12:10 THE ENGINEERED ATHLETE: NEW ADVANCES IN SPORTS MEDICINE AND SPORTS SCIENCES

Thanks to development in sports medicine, today's athletes can heal faster, feel less pain and perform better than their predecessors. Orthopaedists are using new bone-grafting methods, while doctors use athletes' own blood to boost recovery of injured tissue. A leading sports physician gives us a glimpse of the future of better training, better performance, better healing and better recovery processes.

Stéphane Bermon, sports physician and exercise physiologist, Monaco Institute of Sports Medicine and Surgery (Monaco)

12:10 - 12:40 DISCUSSION: SPORT'S ROLE IN MEDICINE

Every dollar invested in sport for the general public has been shown to result in a saving of up to five times that in healthcare, and alleviating the drain on public spending from billions in direct and indirect costs of physical inactivity. And, research by sports scientists on elite athletes can help provide health benefits to the public, as new treatments in areas as diverse as cell regeneration and prosthetics, move into the mainstream.

So why aren't governments treating sports investment and its proven healthcare benefits more seriously?

Stéphane Bermon, sports physician and exercise physiologist, Monaco Institute of Sports Medicine and Surgery (Monaco)

Stéphane Diagana, two-time world champion, athletics (France)

Carol Otis, Chairperson, Player Development Panel, WTA (USA)

Joseph Purita, medical director, Institute of Regenerative and Molecular Orthopaedics (USA)

Moderator: Jonathan Edwards, Chair, Athletes' Commission, London 2012 and world-record holder, triple jump (UK)

12:40 - 13:00 TIME OUT

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

Hamza Abdullah, NFL player, formerly Arizona Cardinals and Tampa Bay Buccaneers (USA)

Dikembe Mutombo, former NBA player, Houston Rockets (Democratic Republic of the Congo)

Moderated by: Paul Fadel, Senior Presenter, Al Jazeera Sport channel (Qatar)

13:00 - 14:30 LUNCH *Aspire Dome*

Tables will be hosted by sporting champions and top business leaders: places on these tables will be on a first-come first-served basis, and will be booked via the Doha GOALS app.

14:30 - 16:00 TASKFORCES

Powered by Wharton Sports Business Initiative (WSBI), Georgetown, Coventry University/ College of the North Atlantic, Qatar, and HEC Paris.

Running concurrently, across two days, Doha GOALS will host a total of eight 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.

Powering these taskforces are four academic institutions, who will provide briefing documents in advance, will facilitate and guide the sessions, and will write white papers to be published after the Forum. Participants will discuss the issues in small groups, using technology to collect ideas, allow votes, and to enable crowdsourcing.

TF5: PUTTING JOB CREATION TOP OF THE SPORTS AGENDA *Taskforce Court 1*

Coventry

PUTTING JOB CREATION TOP OF THE SPORTS AGENDA

The launch of BT Sport, the new TV sports channel that took over ESPN's channels in the UK and Ireland, has created hundreds of new jobs as well as ensured the safety of hundreds more from the parent company through staff retraining and reallocation. More than 30,000 new jobs were created in the UK last year as foreign investors poured more than £2.5 billion into the country during the year London hosted the Olympics. But can we do more?

- How can we lobby for job creation to be one of the key deliverables for investment in sport?
- Who should take responsibility for this – government or the private sector?
- What incentives and tax credits could stimulate spending and job creation in sport?

Christian Filhol, Founder, TenniSquad (France)

Gilles Klein, Founding Secretary General, World Sports Alliance (France)

Will Lloyd, CEO, GlobalSportsJobs (UK)

Emanuel Macedo de Medeiros, CEO, European Professional Football Leagues (Switzerland)

Manisha Malhotra, CEO, Mittals Champions Trust and Asian Games silver medallist, tennis (India)

Zaid Mohseni, COO, Moby Group (Afghanistan)

Don Porter, President, International Softball Federation (USA)

Nicolas Sultan, Senior Principal and leader of the sports practice, AT Kearney (France)

Moderated by Simon Chadwick, Professor of Sport Business Strategy, Coventry University (UK)

TF6: INTEGRATING SPORTS AS PART OF CHILDREN'S LIFESTYLES *Taskforce Court*

2 Wharton

National health systems are challenged by the increasing cost of treating chronic preventable diseases brought on by a lack of physical activity. Starting with physical education and making sport an ingrained part of a child's routine, will go a long way to alleviate these diseases.

- How do we promote community participation?
- How do we promote sport for kids in low-income areas with few or no facilities?
- How do we encourage children to enjoy sport, while still teaching them the life skills that can be learned from losing?
- How do we increase the opportunities for children to pursue physical fitness?
- How do we educate the parents?

Confirmed:

Paul Caccamo, Founder and Executive Director, Up2Us (USA) – part 1

Fred Engh, Founder and President, International Alliance for Youth Sports (USA)

Peter Hodgkinson, Deputy Headteacher, Fred Longworth High School, Tyldesley (UK)

Dikembe Mutombo, former NBA player, Houston Rockets (Democratic Republic of the Congo)

Amy Nakamoto, Executive Director, DC SCORES (USA)

Mikael Silvestre, professional footballer, formerly Manchester United, Arsenal and French national team, founder, Schools for Hope, and ambassador, Nike's Designed to Move programme (France)

Trevor Steven, former professional footballer, England, Everton, Olympique de Marseille and Glasgow Rangers, currently TV analyst and business speaker (UK)

Esther Vergeer, former world No.1 wheelchair tennis player, named the most dominant player in professional sports, and winner of four Paralympic golds, 42 Grand Slams, and unbeaten in ten years (Netherlands)

Lance Walker, Director of Performance, Michael Johnson Performance (USA)

Andy Wright, Officer, Greater Manchester Police and Founder, Nowt2Do (UK)

Rob Young, Director, Robert Young Consulting and former London 2012 Nations and Regions Manager for North West England (UK)

Moderated by Mori Taheripour, Senior Advisor, Sport for Development, USAID (USA)

TF7: THE FIGHT TO ELIMINATE PREJUDICE IN SPORT Taskforce Court 3 Georgetown

While the values of sport facilitate integration, there are still too many instances of prejudice in sport, from discrimination to racism. The Euro 2012 football tournament was notable in its promotion of the Respect campaign, UEFA's social responsibility initiative launched four years earlier to combat discrimination of any kind. At the same tournament, the Croatian Football Federation was fined after striker Mario Balotelli was victim to abuse from its fans. How can we work together to combat prejudice and what new steps can we take?

Tarek Alsaleh, Founder and Programme Director, Bidna Capoeira (UK)

Johannes Axster, Co-Founder, streetfootballworld (Germany)

Darren Cheesman, England and Great Britain international hockey player (UK)

William Gaillard, Senior Advisor to the President, UEFA (Switzerland)

Stéphane Houdet, world No.2 wheelchair tennis player, and world No. 1 double wheelchair tennis player (France)

Arun Kang, CEO, Sporting Equals (UK)

Marouf Mahmoud, Team Captain, Qatar Sandstormers (Qatar)

Mayumi Narita, 15-time Paralympic gold medalist (Japan)

Piara Powar, Executive Director, Football Against Racism in Europe (FARE) (UK)

Georg Schlachtenberger, Chief Operating Officer, International Paralympic Committee and Executive Director, AGITOS Foundation (Germany)

Moderated by Bonnie Morris, Professor of Women's Sports History, Georgetown University (USA)

TF8: SPORT'S ROLE IN URBAN REGENERATION Taskforce Court 4 Georgetown

Successful sports facilities can contribute to economic development, urban regeneration, social inclusion and the image of towns and cities.

- How do we capitalise on the increased footfall and income from sports facilities?
- Conversely, how can we ensure that significant land is kept aside for sports facilities when developing new areas?
- And how do we ensure sports facilities and the supporting infrastructure is designed and built sustainably?

Isaac Angbo, Secretary General, African Olympians Association and President, Ivorian Judo Federation (Ivory Coast)

Nenad Borovcanin, State Secretary, Ministry of Youth and Sports (Serbia)

Christophe Charlier, Director, the Barclays Center and Chairman, Brooklyn Nets (USA)

Dallas Oberholzer, Founder and Director, Indigo Skate Camp (South Africa)

Bruno Padovano, Professor of Architecture and Urban Planning, University of São Paulo (Brazil)

Stéphane Pottier, Co-Founder, Lagardere Stadium Solutions (France)

Moderated by Alexis Lyras, HM King Abdullah II of Jordan Generations for Peace Fellow, Georgetown University (Qatar)

14:30 – 16:00 **COMMUNITY**

COMMUNITY CONNECT

Following on from the opening day's power networking, Doha GOALS will host COMMUNITY CONNECT during both days of the Forum, for participants that would like to schedule one-on-one meetings and engage in our knowledge-transfer process.

14:30 – 16:00 **THINKTANK 4**

Closed session, by invitation only

TAXATION OF ATHLETES AND CLUBS

Following France's Ligue 1 and 2's strike over super taxes on clubs and individuals, what implications does this have on the taxation of club revenues and high-earning athletes? And, is it the answer?

Wesley Chirchir, CEO, Kenya Community Sports Foundation (Kenya)

Victor Matheson, Sports Economist, College of the Holy Cross (USA)

Francois Pesenti, Director General, RMC Sport (France)

Facilitated by Sajid Khan, international tax partner, PricewaterhouseCoopers (Qatar)

16:10– 19:00 **CLOSING SESSION**

Plenary Hall

16.10 - 16.15 **SPEECH**

H.E. Nassir Abdulaziz Al-Nasser, UN High Representative for the Alliance of Civilisations (Qatar)

16.15 - 16.25 **OFFICIAL KEYNOTE ADDRESS**

H.E. Sheikh Ahmed Al-Fahad Al-Sabah, President, Olympic Council of Asia (Kuwait)

16.25 - 16.35 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

*Zico, manager of Al Gharafa club in Qatar, and Brazilian footballing superstar (Brazil)
In conversation with **Paul Fadel**, senior presenter, Al Jazeera Sport (Qatar)*

16.35 – 16.50 **TIME OUT**

Plenary Hall

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*Tony Hawk, 12-time world champion skateboarder and Founder, Tony Hawk Foundation (USA)
In conversation with **Paul Fadel**, senior presenter, Al Jazeera Sport (Qatar)*

16:50 – 17:35 **EXTREME SPORTS**

Plenary Hall

EXTREME SPORTS: ARE THEY THE FUTURE?

Extreme sports built up a loyal fanbase without the backing of major corporate endorsement deals or big TV coverage deals: are they about to enter the mainstream?

- What can we learn from the ability of extreme sports to market themselves?
- What's the projected growth for extreme sports?

Sheikh Hassan bin Jabor Al-Thani, President, Qatar Marine Sports Federation (Qatar)

Burcu Çetinkaya, TV presenter, champion rally driver and Red Bull athlete (Turkey)

Tony Hawk, 12-time world champion skateboarder and Founder, Tony Hawk Foundation (USA)

Taïg Khris, professional vert skater (Algeria)

Shawn Langdon, top fuel driver, Al Anabi Racing (USA)

James Leitz, senior vice president, IMG Worldwide (USA)

Chris Sharma, world no.1 rock climber (USA)

*Moderated by **Paul Fadel**, senior presenter, Al Jazeera Sport (Qatar)*

17.35 - 17.45 **TIME OUT**

Plenary Hall

Designed to energize and ignite the dialogue, the Time Out talks are powerful, provocative fast-paced conversations between inspiring and innovative leaders.

*Ilie Nastase, former world No.1 professional tennis player (Romania)
In conversation with **Paul Fadel**, senior presenter, Al Jazeera Sport (Qatar)*

17:45 – 17:55 **SUMMATIONS**
SUMMATIONS FROM DOHA GOALS 2013

*H.E. Sheikh Faisal Al Thani, Executive Director, Doha GOALS (Qatar)
Richard Attias, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS (USA)*

17:55 – 18:45 **OUR SPORT, OUR WORLD**
Plenary Hall

YOUR SPORT, YOUR WORLD

We bring back some of the Doha GOALS “All Stars” – the sporting champions that have spoken during the Forum - and open up the social media networks for questions from all around the world.

Introduction - **Jeff Martin**, Founder, Tribal Brands and Tribal Technologies (USA)

***Hamza Abdullah**, NFL player, formerly Arizona Cardinals and Tampa Bay Buccaneers (USA)*

***Boris Becker**, Partner, Becker Private Office (Germany)*

***Hou Bin**, triple Paralympic champion, high jump (China)*

***Ato Boldon**, former world champion sprinter, and former Senator (Trinidad and Tobago)*

***Tony Hawk**, 12-time world champion skateboarder and Founder, Tony Hawk Foundation (USA)*

***Kelly Holmes**, double Olympic champion 1500m and 800m and Founder, DKH Legacy Trust (UK)*

***Michael Johnson**, four-time Olympic champion and eight-time world champion sprinter, and Founder, Michael Johnson Performance (USA)*

***Wilson Kipketer**, world record-holder and champion middle-distance runner (Denmark)*

***Dikembe Mutombo**, former NBA player, Houston Rockets (Democratic Republic of the Congo)*

***Ilie Nastase**, former world No.1 professional tennis player (Romania)*

*Moderated by **Richard Attias**, Executive Chairman, Richard Attias & Associates and Executive Producer, Doha GOALS (USA)*

*and **Jonathan Edwards**, Chair, Athletes' Commission, London 2012 and world record-holder, triple jump (UK)*

18:45 CLOSE