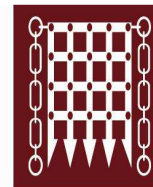


**Westminster Media Forum Keynote Seminar:
Priorities for women and sport - participation, audiences and commercial investment**

Timing: Morning, Thursday, 25th February 2016

Venue: Glaziers Hall, 9 Montague Close, London SE1 9DD

Agenda subject to change



**WESTMINSTER
MEDIA FORUM**

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chair's opening remarks**
Barbara Keeley MP, Chair, All-Party Parliamentary Group for Women's Sport and Fitness
- 9.05 - 9.15 **Latest progress in the development of women's sport**
Ruth Holdaway, Chief Executive, Women In Sport
- 9.15 - 9.40 **Policy priorities from the European Commission**
Paola Ottonello, Gender Equality and Communication Officer, Sport Policy and Programme, European Commission
Questions and comments from the floor with **Ruth Holdaway**, Chief Executive, Women In Sport
- 9.40 - 9.50 **Diversity in leadership and the workforce**
Sara Sutcliffe, Chief Executive Officer, Table Tennis England and Member, National Governing Body CEO Forum
- 9.50 - 10.40 **Growing and sustaining female sports participation - early years through to adulthood**
In light of recent findings that only 12% of girls aged 14 are getting enough physical activity each week, what are the priorities for implementing a unified vision and strategy for school sport? How has the new National Curriculum improved the provision of physical education in practice? With regards to the Primary PE and Sport Premium, what are best practice examples of investing in alternative formats, facilities and extra-curricular activities to increase school participation levels? How is the sports industry adapting and refining its marketing campaigns and maximising the potential of new technology to meet the changing needs of consumers and what more can be done in this area? What further role can the private sector play in supporting women's participation such as through offering tailored and flexible programmes? In light of the Government's intention to address under-representation in sports participation, what is the increased public funding announced in the Chancellor's Autumn statement likely to mean for youth and adult female sport?
Dr Elizabeth Pike, Head of Sport Development and Management and Chair of the Anita White Foundation, University of Chichester
Kenny Brown, Play Development Manager, Premiership Rugby
Laura Dalglish, Group Head of External Affairs, Virgin Active
Rimla Akhtar, Chair, Muslim Women's Sports Foundation
Questions and comments from the floor with **Sara Sutcliffe**, Chief Executive Officer, Table Tennis England and Member, National Governing Body CEO Forum
- 10.40 - 10.45 **Chair's closing remarks**
Barbara Keeley MP, Chair, All-Party Parliamentary Group for Women's Sport and Fitness
- 10.45 - 11.10 Coffee
- 11.10 - 11.15 **Chair's opening remarks**
Lord Moynihan, Officer, All-Party Parliamentary Group for Women's Sport and Fitness
- Raising awareness, growing audiences and inspiring the next generation**
What role can the wider media play in educating women about the benefits of participating in sport on their physical, mental and social well-being? How can elite female role models in the sports sector further support efforts to boost awareness of the benefits of sport and challenge misconceptions?
- 11.15 - 11.25 **Ashley Broadley**, Sports Editor, Press Association
- 11.25 - 11.35 **Louise Ridley**, Assistant News Editor, Huffington Post UK
- 11.35 - 11.45 **Sophie Radcliffe**, Endurance Athlete and Adventurer
- 11.45 - 12.05 Questions and comments from the floor
- Media and brand investment in women's sport**
What is the latest thinking and progress in encouraging new sources of commercial investment - particularly from sponsorship and broadcasting deals - into women's sport? How can broadcasters and producers derive greater value from and promote their sports programming to grow and engage audiences with women's sport? With significant amounts of money generated from the sale of TV rights within some top-level sports, how can it be ensured that under-invested women's teams derive benefit?
- 12.05 - 12.15 **Nathalie Zimmerman-Nénon**, Managing Director, Kantar Sport Division, Kantar Media
- 12.15 - 12.25 **Katie Brazier**, Head of Women's Leagues and Competitions, The FA
- 12.25 - 12.35 **Hannah Brown**, Head of Business Development (Sport), Corporate Development, Sky Sports
- 12.35 - 12.55 Questions and comments from the floor
- 12.55 - 13.00 **Chair's and Westminster Media Forum closing remarks**
Lord Moynihan, Officer, All-Party Parliamentary Group for Women's Sport and Fitness
Amy Cutter, Producer, Westminster Media Forum