

DOHA GOALS FORUM

Gathering Of All Leaders in Sport

by ASPIRE

PROGRAM

DECEMBER 9-11, 2013

Aspire Academy, Doha, Qatar



PRODUCED BY

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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.

We look forward to working with you to facilitate social and economic change through sport.

DAY 1 MONDAY, DECEMBER 9

09:00

REGISTRATION OPENS

Aspire Dome

Morning activities in parallel:

10:00 – 13:00 **COMMUNITY**

DOHA GOALS FOOTBALL CHALLENGE (open to all on first-come first-served basis)

Parallel tournaments for students, speakers and for participants

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!

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?

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.

12:30 – 14:30 LUNCH

Torch Hotel / Grand Heritage (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**

Aspire Academy

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.

15:00 – 19:00 MINISTERS OF SPORT SUMMIT

Venue to be announced

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. Summit to be chaired by **Lord Mandelson, Chairman of Lazard International and Chairman, Global Counsel.**

19.30 WELCOME RECEPTION

Aspire Ballroom, 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.

DAY 2 TUESDAY, DECEMBER 10 Aspire Academy, Doha, Qatar

09:00 – 11:00 **OFFICIAL OPENING**

Plenary Hall

09:00 - 09:30 **WELCOME SPEECHES**

Doha GOALS 2013 will open with speeches from VIPs and dignitaries.

Sheikh Faisal Al Thani, *Executive Director, Doha GOALS*

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

09:30 - 10:30 **ROLE OF MINISTRIES**

DEBATE: WHAT ROLE DO MINISTRIES OF SPORT PLAY?

What role should Ministries of Sport (and their Ministers) play? 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?

10:30 - 11:00 **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.

11.00 – 11.30 **BREAK**

11:30 - 12.15 **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?

12:15 – 13:00 **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?

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.

TASKFORCE 1 *Volleyball Court*

CULTURAL DIFFERENCES IN SPORT

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?

TASKFORCE 2 *Gymnasium*

INCREASING THE ROLE OF THE PRIVATE SECTOR IN SPORT

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?

TASKFORCE 3 *Handball Court*

USING DIGITAL MARKETING TO INCREASE LOYALTY IN THE FAN BASE

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?

TASKFORCE 4 *Basketball Court*

REHABILITATION THROUGH SPORT

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?

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.

To be confirmed

14:30 – 16:00 **THINKTANK 3**

Closed session, by invitation only

16.00 – 16.30 **BREAK**

16:30 - 17:00 **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.

17:00 – 17:40 **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?

17:40 – 18:30 **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?

19:45 **OFFICIAL DINNER**

Location to be confirmed

The Doha GOALS official dinner will feature entertainment including displays from youth sports teams, and featuring a champion in conversation.

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

DAY 3 WEDNESDAY, DECEMBER 11 Aspire Academy**09:00 - 09:30 TIME OUT***Plenary Hall*

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09:30 – 10:30 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?

10:30 - 11:00 TIME OUT*Plenary Hall*

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11:00 – 11:30 BREAK**11:30 - 11:50 TIME OUT***Plenary Hall*

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11:50 – 12:40 SPORTS MEDICINE*Plenary Hall***11:50 12:00 THE ENGINEERED ATHLETE: NEW ADVANCES IN SPORTS MEDICINE**

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.

12:00 - 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?

12:40 - 13.00 **TIME OUT**

Plenary Hall

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

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14:30 – 16:00 **TASKFORCES**

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TASKFORCE 5 *Volleyball Court*

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?

TASKFORCE 6 *Gymnasium*

INTEGRATING SPORTS AS A PART OF CHILDREN'S LIFESTYLES

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?

TASKFORCE 7 *Handball Court*

THE FIGHT TO ELIMINATE PREJUDICE IN SPORT

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?

TASKFORCE 8 *Basketball Court*

SPORT'S ROLE IN URBAN REGENERATION

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?

14:30 – 16:00 **COMMUNITY**

COMMUNITY CONNECT

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To be confirmed

14:30 – 16:00 **THINKTANK 4**

Closed session, by invitation only

16.00 – 16.30 **BREAK**

16:30 – 19:00 **CLOSING SESSION**

Plenary Hall

16:30 – 17:00 **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?

17:00 – 18:45 **OUR SPORT, OUR WORLD**

Plenary Hall

OUR SPORT, OUR WORLD

Sport has an influence across art, culture, and lifestyle. Key moments in our lives are defined by sport, whether we're watching or playing.

A panel of artists, students, writers and figures from culture discuss what role sport has played in their lives and how it inspires them.

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.

18:45 – 18:55 **CLOSING REMARKS**

19:00 **CLOSE**

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