Programme

4th IOC World Conference on Women and Sport

«Sport as a Vehicle for Social Change»

Dead Sea, Jordan - 8 to 10 March, 2008
(Organised by the IOC in partnership with JOC)
Under the patronage of
Their Majesties, King Abdullah II and Queen Rania of the Hashemite Kingdom of Jordan

Saturday 8th March 2008

17:30 – 19:00  Opening Ceremony- Philadelphia Hall, King Hussein Bin Talal Convention Centre

HRH Prince Feisal bin Al Hussein, President, Jordan Olympic Committee
Anita L. DeFrantz, Chairperson, IOC Women and Sport Commission
Dr Jacque Rogge, President, International Olympic Committee

Presentation of the 2008 IOC Women and Sport Awards
<table>
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<th>Time</th>
<th>Event Description</th>
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<tr>
<td>09:00 – 10:30</td>
<td><strong>PLENARY (1)</strong>&lt;br&gt;King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor&lt;br&gt;&lt;br&gt;Sport as a Vehicle for Social Change&lt;br&gt;Chairperson and Moderator: Ms Anita L. DeFrantz&lt;br&gt;&lt;br&gt;1) Women and the Olympic Movement&lt;br&gt;Dr Jacques Rogge, President, International Olympic Committee&lt;br&gt;&lt;br&gt;2) Call to Action: Women are the Vehicle for Social Change in Sport&lt;br&gt;Ms Anita L. DeFrantz, IOC member, first ever woman elected IOC Vice President&lt;br&gt;&lt;br&gt;3) Challenging Gender Norms through Sport&lt;br&gt;Brigadier General HRH Princess Aisha bint Al Hussein, Director, Military Women’s Affairs, Jordan Armed Forces&lt;br&gt;&lt;br&gt;4) Recognizing the Key Role of Sport in Development and Integration&lt;br&gt;Ms Bience Gawanas, Commissioner for Social Affairs, African Union&lt;br&gt;&lt;br&gt;Discussion</td>
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<td>10:30 – 11:00</td>
<td>Coffee Break</td>
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Sunday 9 March 2008

Morning

| 11:00 – 12:30 | **PARALLEL A**  
| Kingdom Hussein Bin Talal Convention Center – Philadelphia – Ground Floor  
| **Sports and Business: Targeting a Larger Female Participation**  
| Moderator: Ms Donna DeVarona  
| 1) Empowerment through Track and Field  
| Ms Claire Chehab, President, IAAF Women and Sport Commission  
| 2) Women’s Football Strives for Enduring Legacy  
| Ms Mary Harvey, former Director of Development, FIFA  
| 3) Capturing and Retaining Women in Sport Disciplines and Administration  
| Ms Dagmawit Girmay, President, Ethiopia NOC  
| Discussion  
| **PARALLEL B**  
| Kingdom Hussein Bin Talal Convention Center – Dead Sea 1 & 2 – Sea Floor  
| **Sports Considerations in Sponsorship**  
| Moderator: Ms Beatrice Allen  
| 1) Gender, Clothing and Sponsorship  
| Mr André Gorgemans, former Secretary General, World Federation of the Sporting Goods Industry  
| 2) Teaching the Future: The Fight for Prize Equality in Sport  
| Mr Robert Milroy, President, International Badminton Players Federation  
| 3) The Economics of Sport: Increased Sports Opportunities for Women  
| Ms Juliana Koranteng, Business Journalist  
| Discussion  

| 12:30 – 14:00 | Lunch Offered by JOC |
**Under the patronage of**
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**Sunday 9 March 2008**

**Afternoon**

| 14:00 – 15:30 | **PARALLEL C**  
King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor | **PARALLEL D**  
King Hussein Bin Talal Convention Center – Dead Sea 1 & 2 – Sea Floor |
|---|---|---|
|  | **Female Participation Benefits Sport**  
Moderator: Dr. Elizabeth Ferris | **Promoting Equality of Access at Community Level**  
Moderator: Mr Ivan Dibos |
|  | 1) Sport, Gender and Ethnicity: Inclusion and Exclusion  
Dr Doris R. Corbett, PHD, Professor and Chairperson, Department of Health, Human Performance & Leisure Studies (HHPLS) Howard University Washington | 1) Olympic Solidarity Programmes for Women: Development and Results  
Ms Kathryn Forrest, Project officer, Olympic Solidarity |
|  | 2) Integrating and Empowering Girls and Women with Physical Disabilities through Sport  
Ms Tine Rindum-Teilman, Chairperson, Women and Sport Commission, IPC & Ms Maha Barghouthi, Member, Athlete Council, IPC | 2) Case Study: NOC Australia  
Ms Helen Brownlee, Executive Board Member, Australian Olympic Committee |
|  | 3) IFs Promoting Female Athletes  
Mr Patrick Baumann, Secretary General, International Basketball Federation (FIBA) | 3) Case Study: NOC of Ivory Coast  
Ms Aminatah Fofana, President, Women and Sport Commission, NOC of Ivory Coast |
|  | Discussion | Discussion |

| 15:30 – 16:00 | Coffee Break |
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Sunday 9 March 2008

Afternoon

| 16:00 – 17:30 | INTERACTIVE PLENARY (2)  
King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor |
|---------------|--------------------------------------------------------------------------------------------------|
|               | Meeting the Challenges of Millennium Development Goals: the Contribution of Women and Girls  
Moderator: Ms Anita L. DeFrantz |
| Panelists:    | 1) Ms Nawal El Moutawakel, Minister, Youth and Sport, Morocco  
2) Ms Joyce Yu, Deputy Executive Coordinator, UN Volunteers  
3) Ms Iris Semini, Regional Programme Advisor – Strategic Information, UNAIDS  
4) Ms Elynah Sifuna, Member, Association of Kenya Women in Sport |
| Discussion    | End of Day 1 |

17:30

End of Day 1
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**Monday 10 March 2008**

**Morning**

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| 09:00 – 10:30 | **INTERACTIVE PLENARY (3)**  
King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor  
**Sport as a Training Ground for Leadership**  
*Moderator: Mr Michael L. Fennell*  
**Panelists:**  
1) HRH Prince Feisal bin Al Hussein, President, Jordan Olympic Committee  
2) H.E. Willi Bakonga, Minister Youth and Sport, Democratic Republic of Congo  
3) Ms Gunilla Lindberg, Vice President, International Olympic Committee  
4) Mr Othman Al Saad, Secretary General, Arab Confederation for Sport  
5) Ms Birgitta Kervinen, President of the ENGSO, European Non Governmental Sports Organisation  
6) Ms Lubna Zoubi, Technical Coordinator, Arab States Regional Office, UNIFEM  |
| 10:30 - 11:00 | **Coffee Break** |
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**Monday 10 March 2008**

### Morning

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<th>11:00 – 12:30</th>
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<td><strong>Retention, Involvement and the Dynamic of Sport</strong>&lt;br&gt;<strong>Moderator: Dr Gudrun Doll-Tepper</strong></td>
<td><strong>Reaching Today’s Youth Through Sport</strong>&lt;br&gt;<strong>Moderator: HRH Princess Rahma bint Al Hassan</strong></td>
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<td>1) The Dynamics of Being a Woman Sportsperson in the Middle-East&lt;br&gt;<strong>Ms Nada Zeidan, former Archery champion, rally driver, Qatar</strong></td>
<td>1) New Opportunities for Women and Girls&lt;br&gt;<strong>Ms Janet Kabeberi Macharia, Senior Gender Advisor, UNEP</strong></td>
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<td>2) Retaining Athletes: Best Practices&lt;br&gt;<strong>Ms Sophie Keil, Manager, Women and Sport Unit at Australian Sports Commission</strong></td>
<td>2) The Role of Mothers in Supporting Sport as an Educational Tool&lt;br&gt;<strong>Ms Aimee Mullins, President, Women’s Sport Foundation</strong></td>
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<td>3) Volunteers and Sports Ambassadors&lt;br&gt;<strong>Ms Charmaine Crooks, Vice President, World Olympian Association</strong></td>
<td>3) How Does Media Engage Girls?&lt;br&gt;<strong>Ms Mette Bugge, Journalist, Aftenposten, Norway</strong></td>
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| 12:30 – 14:00 | Lunch Offered by the JOC |
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Monday 10 March 2008

Afternoon

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<th>14:00 – 15:30</th>
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<td><strong>Overcoming Cultural and Other Barriers in Sport</strong>&lt;br&gt;Moderator: Ms Nawal El Moutawakel</td>
<td><strong>Sport and Health for Girls and Women</strong>&lt;br&gt;Moderator: Dr Elizabeth Ferris</td>
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<td>1) The Jordanian Experience&lt;br&gt;HRH Princess Rahma bint Al Hassan, President, Jordan Gymnastics Federation</td>
<td>1) Practical Approaches to Addressing HIV/AIDS Pandemic through Sport&lt;br&gt;Ms. Jumana Haj-Ahmad, Adolescents specialist, UNICEF, Jordan</td>
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<td>2) Women Only Games? The Answer&lt;br&gt;Ms Faezeh Hashemi, President, Islamic Federation of Women Sport</td>
<td>2) The Right Balance Between the Needs of Body and Practice of Sport: Avoiding the Female Athlete Triad Risks&lt;br&gt;Prof Jorunn Sundgot-Borgen, Norwegian university of Sport</td>
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<td>3) Access to Sport for Women, is Culture an Issue?&lt;br&gt;Ms Clea Papaellina, Executive Board Member, NOC Cyprus</td>
<td>3) The Aruba Experience - Sexual Harassment and Abuse in Sport – A Case Study&lt;br&gt;Ms Nicole Hoevertsz, IOC Member &amp; Secretary General, NOC Aruba</td>
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| 15:30 – 16:30 | Coffee Break |
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Monday 10 March 2008

Afternoon

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<th>Time</th>
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| 16:30 – 17:30 | Final Plenary (4)
  King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor |
  Summary of Sessions                                                          |
| 17:30 – 18:30 | Closing Plenary (5)
  King Hussein Bin Talal Convention Center – Philadelphia – Ground Floor |
  Presentation of Final Recommendations                                          |
  Closing Remarks :
  - Ms Anita L. DeFrantz
  - HRH Prince Feisal bin Al-Hussein, President, Jordan Olympic Committee |
| 18:30      | End of Day 2                                                               |