



Beyond Sport United –September 27, Yankee Stadium

- 8-9:00 - **Networking Breakfast and Registration**
- 9-9:15 - **Welcome and Introduction by Event Host: Kevin Carroll**
- 9:15-9:40 - **Opening Keynote** – What’s possible from this gathering, the first of its kind?

***Professor Michael Porter**, the leading authority on competitive strategy, will give his view on why ‘shared value’ is integral to sports teams’ success*

- 9:40-10:20 - **Opening Plenary** – Lessons from the Wider World

Facilitator: Mori Taheripour (special adviser on sport and development, USAID); **Panelists:** Michael Mendenhall (President, Lipman; former CMO, HP); John Barrow (Chief Principal, Populous); Gill James (Head of Global Sustainability, Standard Chartered Bank)

- 10:20-10:35 - **‘My City’** – A unique exchange that will extract thinking about attendees’ city’s key issues, how they relate to others around the world, and what actions can be taken to address them

Break

- 10:50-12:30 - **Best practices from around the world** – Six Breakout panel sessions on specific social issues that will inspire, inform and drive to initiate (*attendees choose two on the day; each session will run twice*):

Crime Reduction: Making our cities safe	Environment Seeking sustainability	Going Abroad Applying our strengths in new contexts	Social Inclusion Fair play in city life	Health Prevention and cure	Education The world’s biggest opportunity
Panelists: - Rob Castaneda , Founder, Beyond the Ball - Helen Clayton , Hitz Manager, Premiership Rugby - Jenny Koltnow , Exec. Director, Memphis Grizzlies Foundation	Panelists: - Bernadette Mansur , Sr. Vice President, NHL - Brandon Igdalsky , President, Pocono Raceway - Mike Richter , Co-Founder, Health Planet Partners - Don Smolenski , COO, Philadelphia Eagles	Panelists: - Kathy Behrens , Exec. Vice President, Social Responsibility & Player Programs, NBA - Bill Bygroves , Head of Community, Liverpool FC - Juergen Griesbeck , Managing Director, streetfootballworld	Panelists: - Lawrence Cann , CEO, Street Soccer - Nir Inbar , CEO, Hapoel Tel Aviv FC - Jason Mifsud , National Community Manager, Australian Football League	Panelists: - Tim Brosnan , Exec. Vice President, Business, MLB - Peter O’Reilly , Vice President, Marketing and Fan Strategy, NFL - Dr. Marjorie Snyder , Head of Research, Women’s Sports Foundation and former interim CEO	Panelists: - Rich Berlin , CEO, Harlem RBI - Deanna Castellini , Founder, Ugive.org; Family Owner, Cincinnati Reds - Sarah Lynch , Managing Director, CITC, Manchester City FC

- **12:30-1:20 - The Commissioners' Roundtable** – Leaders from the Beyond Sport United Founding Supporters will share their views on the commitments of the day and the role of professional sport in the world's current situation

Lunch

- **2:15-2:45 – The Sports Illustrated Interview**

Luma Mufkeh, Founder of 'The Fugees', an organization devoted to working with child survivors of war, and Head coach of the Fugees soccer teams

- **3:00-5:00 - The Commitments** – Sessions that will lead to collective and individual actions (*Attendees will break into two groups - 'Our City' and 'Our World' Commitment Sessions*):

'Our City' Commitment Session

The group will focus on individual improvements and ideas that they can take back and implement in their own cities

Objective: Informal workshops on practical operational issues will aim to both educate and trigger new ideas, which will then prompt attendees to draft individual pledges about how their organisation can improve and change their community involvement.

Structure: Attendees will choose two of 11 workshops on the day, led by experts on issues, such as use of stadia, producing sustainable programming, sponsorship, partnered programming, strategic communications and PR.

- **3:00-3:45: Workshops Round 1**
Break
- **4:00-4:45: Workshop Round 2**

Workshop Topics include:

Filling Spaces: Using your stadia and arenas beyond match day – *Led by Tottenham Hotspur FC*

Valuable Tools: A how-to guide for venue sustainability – *Led by Green Sports Alliance and Beyond Sport Sustainability Adviser Jill Savery*

The Causeway – Maximizing the impact of your athletes' philanthropic efforts – *Led by Athletes for Hope*

Being Creative: Being innovative when engaging your players – *Led by Comic Relief UK*

Abandoning the One-off: Carrying out community engagement events that create sustainable change – *Led by Sony and Team Globalbike*

Sports Cause Marketing: Building brand trust through inherent 'greater good goals' – *Led by Cone Marketing*

Matchmaking: Finding the right local NGOs to deliver programming – *Led by Up2Us and MetroLacrosse*

The Co-operative Approach: Working with other teams, municipalities, and community organizations – *Led by World Sport Chicago*

Creating a Win-Win-Win: Deepening your sponsorship relationships through community engagement – *Led by Standard Chartered Bank and Miyako Consulting*

Causes and Comms: Aligning your community communications strategy with your business model – *Charitybuzz*

The Network: Making the most of social and digital media – *Led by GlobalOptions Group*

'Our World' Commitment Session

The group will focus on leadership and how, as influencers in this world, they can take action and make a difference. The group is a small number of specially invited attendees that will form the Beyond Sport United Leadership Council.

Objective: This session will aim to inspire senior and high-level leaders, enable them to discuss and reflect on their experiences, and provide them with new ideas around what they can do together to make a difference in the future.

Structure: Attendees will hear from inspiring leaders that have different perspectives on leadership, sport, and social change, followed by a structured, interactive session that will finish with a call to action.

Speakers:

- **Avraham Burg**, Chairman, Hapoel Tel Aviv; former Speaker, Israeli Knesset
- **Gary Bettman**, Commissioner, NHL
- **Dikembe Mutombo**, NBA Ambassador; Founder, Dikembe Mutombo Foundation; former NBA All-Star

- 5:00-5:45 **Beyond Sport Team of the Year Awards** – Beyond Sport Award nominees will give the audience their pitch

Beyond Sport Team of the Year Nominees:

Liverpool FC –selected for their work on re-establishing the family structure for at-risk youth

Memphis Grizzlies – selected for their impactful mentoring program

Manchester City – selected for their work in engaging youngsters through enterprise and business

Philadelphia Eagles – selected for their comprehensive environment efforts and health resources for disadvantaged youth

- 5:50 - **Closing Remarks**
- 6:00 - **Evening Reception**