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# All In Plus: Promoting greater gender equality in sport

## **1<sup>st</sup> Media informative session**

Thursday, 2 November 2023  
9:30am – 5:30pm (CET)

Hybrid format:  
Olympic House, Lausanne, Switzerland  
and online on Zoom

## **Programme**

**Moderators:**

- *Francine Hetherington Raveney*, Deputy Executive Secretary, Enlarged Partial Agreement on Sport (EPAS), Council of Europe
- *Elsa Arapi*, Women's Sport Lead, European Broadcasting Union

**9:30 – 9:45****Opening session**

*Francine Hetherington Raveney*, Deputy Executive Secretary, Enlarged Partial Agreement on Sport (EPAS), Council of Europe

*Glen Killane*, Executive Director, Eurovision Sport, European Broadcasting Union

**9:45 – 10:15****Session 1: IOC & advancing gender equality and inclusion**

*Christian Klaue*, Director, Corporate Communications and Public Affairs, International Olympic Committee (IOC)

*Charlotte Groppo*, Head of the Gender Equality and Inclusion Unit, IOC

A presentation of the IOC, the Olympic Games and the work of the IOC towards a more gender-equal, fair and inclusive Olympic Movement.

Q&A session

**10:15 – 11:30****Session 2: Unconscious bias in sports media**

*Jane Dennehy*, Director, Gender Hub

A session that aims to check existing biases and build capacity to deliver sports coverage which challenges sexist content and images of women's sport.

**11:30 – 11:45****Coffee break****11:45 – 13:00****Session 3: Portrayal Guidelines**

*Nadia Bonjour*, Consultant for Portrayal in Sport, IOC

*Jalinka N. Michaux*, Communications Senior Manager, International Basketball Federation (FIBA)

Spotlight on the five key aspects of portrayal: content, imagery, language, coverage and airtime, interviews and commentary; with practical examples and checklists on how to overcome bias.

**13:00 – 14:00****Lunch offered by the IOC****14:00 – 14:30****Guided tour of Olympic House**

**14:30 – 16:00**

**Session 4: Coverage of Cases of Abuses in Sport**

Panel moderator:

*Elsa Arapi*, Women's Sport Lead, European Broadcasting Union

Panellists:

*Kat Craig*, Founder and CEO of Athlead, Sport and Social Impact Advisor, Human Rights Lawyer (video message)

*Lombe Mwambwa*, Research Director, Global Observatory for Gender Equality and Sport

*Alex McLin*, Director, Gymnastics Ethics Foundation

*Riikka Smolander*, Sports editor and reporter, Finnish Broadcasting Company

*Gloria Viseras OLY*, Senior Project Manager, IOC Safe Sport Unit

An interactive session that focuses on how to report on cases of abuse in sport in a manner that is respectful and does not contribute to harm. Participants will discuss and share best practice examples.

**16:00 – 16:15**

**Coffee break**

**16:15 – 17:15**

**Session 5: Storytelling**

*Javier Raya OLY*, IOC Young Leader from Spain, Communications and Sustainability Specialist and Consultant

*Evelyn Watta*, Vice President, International Sports Press Association & News Producer, Olympic Channel

How to consistently create connection points between female athletes and your audience in order to build and maintain a fanbase for women's sport.

**17:15 – 17:30**

**Closing session**

*Elsa Arapi*, Women's Sport Lead, European Broadcasting Union

*Charlotte Groppo*, Head of the Gender Equality and Inclusion Unit, IOC

*Francine Hetherington Raveney*, Deputy Executive Secretary, Enlarged Partial Agreement on Sport (EPAS), Council of Europe