Beyond Sport United Program overview*

(*Subject to change)

September 27, Yankee Stadium

9 am: Opening – What can we achieve from this – the first gathering of its kind?

9:30 am: Plenary – Opening Plenary – Doing Good and Doing Well: How can you enhance your business model while advancing the social conditions of the community?

10:30 am: Breakout discussion panels: Best practices that will inspire, inform and encourage action

Crime reduction: Approaching the front line

Environment: Seeking sustainability

Going abroad: Embarking on new strategies

Social inclusion: Owning an issue

Health: Understanding an emerging issue

Education: Tackling the world’s biggest challenge

12:30 pm: Lunch

2 pm: Sport Team of the Year: Beyond Sport Award nominees will give their pitch

2:30 pm: The Commitments – Two Sessions that will lead to collective and individual actions

Our World – The group will focus on a collective commitment

Leadership Council Roundtable where a top-line declaration signed

Objective: This session will aim to inspire senior and high level leaders to initiate a major action in the form of a declaration on what Beyond Sport United’s purpose will address in the future.

Structure: Attendees will be hosted by a high-profile keynote speaker who will then facilitate a structured session that will include a inspirational speech, a series of discussion questions, and finish with a call to action.

Our City – The group will focus on individual actions for their city

Multiple workshops where tangible skills are shared, ideas exchanged, and individual propositions are made to take back to your city

Objective: 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 12 workshops led by experts on issues, such as use of stadia, producing sustainable programming, sponsorship, partnered programming, strategic communications and PR.

5 pm: The Big interview – to be announced in the coming months

6 pm: Evening VIP Reception