

Programme of the 5th FIFA Women's Football Symposium
Hotel Steigenberger Airport 15 – 17 July 2011

Friday, 15 July 2011		
09.00	Opening Opening ceremony	Moderator: Carol Manana (South Africa)
09.30		
10.00	Presentation of first topic: "Structure of Women's Football in the Member Associations"	Thierry Regenass (FIFA Director MA & Development)
10.15	Keynote by President of German FA (DFB)	Dr Theo Zwanziger (DFB)
10.30	Keynote by President of Burundi FA (FFB)	Lydia Nsekera (FFB)
10.45	Panel discussion	Austria (I. Hochstätger), Australia (M. Dodd), Bahrain (Shaikha Al Khalifa), Brazil (P. Dutra), Canada (D. Maestracci), Namibia (J. Gertse), New Zealand (B. Priestman) Moderator: Mark Gleeson (South Africa)
12.00-13.30		
13.30	Presentation of second topic: "Increase participation and competitions"	Mustapha Fahmy (FIFA Director Competitions)
13.45	Keynote speaker/case study: England	Kelly Simmons (The FA)
14.00	Case study 1: Germany: "Physical Education Teachers Project"	Steffi Jones (DFB)
14.15	Case study 2: Republic of Ireland: "Soccer Sisters Project"	Susanne Ronan (FAI)
14.30	Introduction of Working Groups	Moderator: Carol Manana
14.45		

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15.10	Working groups	Group leaders
17.00	Reports by working groups (panel discussion)	Group leaders; Moderator: Carol Manana
17.50	Review of the day and preview of next day	Moderator: Carol Manana

Saturday, 16 July 2011

09.00	Opening of second day	Moderator: Carol Manana
09.05	Presentation of third topic: "Promote the Game – Communication"	Nicolas Maingot (FIFA Director a.i. Communication)
09.15	Panel discussion: "Member Associations' Responsibilities"	MA representatives: Costa Rica (Y. Kortmann), Scotland (C. Bodel); <i>SheKicks</i> magazine (J. O'Neill) Moderator: Eleanor Oldroyd (England)
10.05		
10.35	Panel discussion: "Media (Radio, Newspapers, TV)"	Media representatives: Major League Soccer (A. Vandervort), SABC sports radio (V. Mbuli), kicker-sport-magazin (J. Wiske); MA representatives: Jordan (R. Hussein) Moderator: Eleanor Oldroyd
11.45		
13.30	Presentation: "Promote the Game – TV"	Niclas Ericson (FIFA Director TV)
13.45	Panel discussion: "Promote the Game – TV"	
14.30		

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15.00	Presentation: "Promote the Game - Sponsoring"	Thierry Weil (FIFA Director Marketing)
15.15	Panel discussion: "Promote the Game - Sponsoring"	Coca-Cola (I. Rupprecht), Adidas (M. Baumann), DFB/FWWC Moderator: Carol Manana
16.00	Review of the day and preview of next day	Moderator: Carol Manana
17.30	Match 3/4 place of FIFA Women's World Cup Germany 2011™	Lecture hall (salon 8-10)

Sunday, 17 July 2011

09.00	Opening of third day	Moderator: Carol Manana
09.15	Presentation: "FIFA Women's Football Activities and Programmes"	FIFA
10.00		
10.30	Summary and declaration	
11.00	Closing ceremony	FIFA President, Joseph S. Blatter