

#GenderEqualOlympics

Tackling gender stereotypes on- and off- screen webinar series

hosted by the International Olympic Committee

Webinar	Featuring insights and perspectives from the New Zealand NOC and Tina Sharma on:	17 th June 08h00-09h15 CET
1	<ul style="list-style-type: none"> women's sport & the media <i>Strategies for managing portrayal in media;</i> and the power of storytelling to grow visibility for women's sport 	
TIME	CONTENT	SPEAKERS
07h50	<i>Open meeting & technical test</i>	
08h00 - 08h10	<p>Welcome & introduction</p> <ul style="list-style-type: none"> Webinar meeting rules IOC & advancing gender equality and inclusion in sport <p><i>A brief overview of the IOC's work in applying a gender lens and fostering a more gender-equal, fair and inclusive Olympic Movement reiterating key initiatives relating to the Olympic Games Paris 2024.</i></p>	Charlotte Groppo, <i>Head of Unit Gender Equality, Diversity and Inclusion, International Olympic Committee</i>
08h10 - 08h30	<p>Women's sport & media: Understanding (and going beyond) the double standard</p> <p><i>An introduction to Portrayal, existing biases in both sport and media, and building capacity to create sports content which challenges gender stereotypes on- and off- screen linking to the IOC Portrayal Guidelines.</i></p>	Nadia Bonjour, <i>IOC Gender Equality & Inclusion Advisor and Portrayal Specialist</i>
08h30 - 08h50	<p>Case study: New Zealand NOC</p> <p>Promoting Gender Balance in Media: New Zealand NOC approach</p> <p><i>A presentation covering the New Zealand NOC strategies for managing portrayal in media, including featuring both male and female athletes, promoting balanced reporting teams, and celebrating events like International Women's Day.</i></p>	Ashley Abbott, <i>Public Affairs and Communications Director</i>
08h50 - 09h10	<p>The power of storytelling and the visibility of women's Sport</p> <p><i>This presentation will highlight some case studies that illustrate the transformative power of storytelling in sports, particularly in enhancing the visibility and recognition of women athletes.</i></p>	Tina Sharma, <i>IOC Senior Media Relations Manager</i>

09h10-09h15

Wrap-up and Conclusion

Charlotte Groppo,
*Head of Unit Gender
Equality, Diversity and
Inclusion, International
Olympic Committee*

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<p>Webinar</p> <p>2</p>	<p>Featuring insights and perspectives from the Czech NOC and Evelyne Watta on:</p> <ul style="list-style-type: none"> women's sport & the media adapting Portrayal guidelines to the local level and engaging athletes, media, and students; and the power of storytelling to grow visibility for women's sport 	<p>17th June 10h00-11h15 CET</p>
TIME	CONTENT	SPEAKERS
09h50	<i>Open meeting & technical test</i>	
10h00 - 10h10	<p>Welcome & introduction</p> <ul style="list-style-type: none"> Webinar meeting rules IOC & advancing gender equality and inclusion in sport <p><i>A brief overview of the IOC's work in applying a gender lens and fostering a more gender-equal, fair and inclusive Olympic Movement reiterating key initiatives relating to the Olympic Games Paris 2024.</i></p>	Charlotte Groppo, <i>Head of Unit Gender Equality, Diversity and Inclusion, International Olympic Committee</i>
10h10 - 10h30	<p>Women's sport & media: Understanding (and going beyond) the double standard</p> <p><i>An introduction to Portrayal, existing biases in both sport and media, and building capacity to create sports content which challenges gender stereotypes on- and off- screen linking to the IOC Portrayal Guidelines.</i></p>	Nadia Bonjour, <i>IOC Gender Equality & Inclusion Advisor and Portrayal Specialist</i>
10h30 - 10h50	<p>Case study: Czech NOC</p> <p>Bringing the IOC Portrayal Guidelines to the local level</p> <p><i>How do Czech athletes perceive the work of journalists? What do they appreciate? What topics would they like to emphasize? We have decided to expand the IOC guidelines to include a broader view of the topic to create a study basis for aspiring journalists as well as experienced presspeople.</i></p>	<p>Barbora Žehanová Abbott, <i>Public Affairs and Communications Director</i></p> <p>Zoran Bartek, <i>Director of Marketing</i></p>
10h50 - 11h10	<p>The power of storytelling and the visibility of women's Sport</p> <p><i>This presentation will highlight some case studies that illustrate the transformative power of storytelling in</i></p>	Evelyn Watta, <i>Vice President & sport journalist, International Sport Press Association</i>

	<i>sports, particularly in enhancing the visibility and recognition of women athletes.</i>	
11h10-11h15	Wrap-up and Conclusion	Charlotte Groppo, <i>Head of Unit Gender Equality, Diversity and Inclusion, International Olympic Committee</i>

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Combattre les stéréotypes de genre et visibilité des femmes dans le sport, à l'écran et hors écran

Organisé par le Comité International Olympique

Webinaire 3	Découvrez les idées et les perspectives du CNO Suisse et Aurélie Bresson sur : <ul style="list-style-type: none">• Le sport féminin et les médias ;• La mise en œuvre de programmes qui améliorent la visibilité et favorisent un environnement sportif plus inclusif et équitable ; et• Le pouvoir de la narration pour accroître la visibilité des femmes dans le sport.	19 juin 10h00-11h15 CET
HEURE	CONTENU	INTERVENANTS
09h50	<i>Ouverture du webinaire (Zoom) et test technique</i>	
10h00 - 10h10	Bienvenue et introduction <ul style="list-style-type: none">• Consignes générales pour le déroulement du webinaire• Aperçu de la stratégie du CIO portant sur égalité des genres et l'inclusion dans le sport <p><i>Présenter les objectifs et activités du CIO en matière d'égalités des genres ainsi que les initiatives clés mise en place pour accroître la participation et la visibilité des femmes aux Jeux Olympiques de Paris 2024.</i></p>	<i>Charlotte Groppo, cheffe de l'unité Égalité des genres, diversité et inclusion, Comité International Olympique</i>
10h10 - 10h30	Les médias et les sportives : Comprendre et aller au-delà des biais <p><i>Introduction sur la représentation des genres, les préjugés existants dans le sport et les médias et comment créer un contenu sportif qui défie les stéréotypes de genre, tant sur le terrain qu'en dehors, faisant le lien avec les directives du CIO.</i></p>	<i>Nadia Bonjour, conseillère du CIO en matière d'égalité des genres et d'inclusion, spécialiste de la représentation</i>
10h30 - 10h50	Cas d'étude : CNO suisse Promouvoir les femmes dans le sport : The fastHER, smarHER, strongHER Programme <p><i>Présentation de la manière dont le programme renforce les performances, la visibilité et le développement de carrière grâce à des ressources, une formation et un mentorat sur mesure, favorisant ainsi un environnement sportif plus inclusif et plus équitable.</i></p>	<i>Ewa Haldemann, Cheffe de projet, 'Femmes et sport d'élite' et conseillère en orientation professionnelle</i>

<p>10h50 - 11h10</p>	<p><i>Pouvoir du storytelling et visibiliser les femmes dans le sport</i></p> <p><i>Cette présentation vise à mettre en évidence le pouvoir transformateur de la narration dans le sport, en particulier pour améliorer la visibilité et la reconnaissance des athlètes féminines.</i></p>	<p>Aurélie Bresson, Présidente de la Fondation Alice Milliat</p>
<p>11h10 - 11h15</p>	<p>Conclusion</p>	<p>Charlotte Groppo, cheffe de l'unité Égalité des genres, diversité et inclusion, Comité International Olympique</p>

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<p>Webinar</p> <p>4</p>	<p>Featuring insights and perspectives from the Brazil and Great Britain NOC on:</p> <ul style="list-style-type: none"> women's sport & the media adapting Portrayal guidelines to the local level and engaging national federations and media; and the power of storytelling to grow visibility for women's sport 	<p>19th June</p> <p>17h00-18h15 CET</p>
TIME	CONTENT	SPEAKERS
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17h00 - 17h10	<p>Welcome & introduction</p> <ul style="list-style-type: none"> Webinar meeting rules IOC & advancing gender equality and inclusion in sport <p><i>A brief overview of the IOC's work in applying a gender lens and fostering a more gender-equal, fair and inclusive Olympic Movement reiterating key initiatives relating to the Olympic Games Paris 2024.</i></p>	Charlotte Groppo, <i>Head of Unit Gender Equality, Diversity and Inclusion, International Olympic Committee</i>
17h10 - 17h30	<p>Women's sport & media: Understanding (and going beyond) the double standard</p> <p><i>An introduction to Portrayal, existing biases in both sport and media, and building capacity to create sports content which challenges gender stereotypes on- and off- screen linking to the IOC Portrayal Guidelines.</i></p>	Nadia Bonjour, <i>IOC Gender Equality & Inclusion Advisor and Portrayal Specialist</i>
17h30 - 17h50	<p>Case study: Brazil NOC</p> <p>Seeking for change in the way Brazilian media portrays women's sports</p> <p><i>An overview of how the Brazil Olympic Committee reinforces IOC Portrayal Guideline's importance to its stakeholders.</i></p>	Julia Silva, <i>Women in Sports Manager</i>
17h50 - 18h10	<p>Case study: Great Britain NOC</p> <p>Sporty AF (And Female)</p> <p><i>Creating athlete-led content with audiences at its heart.</i></p>	Carly Hodgson, <i>Head of Marketing</i>
18h10-18h15	Wrap-up and Conclusion	Charlotte Groppo, <i>Head of Unit Gender Equality, Diversity and</i>

