# COLLECTIVE VISIBILITY
## – LEVERAGING THE POWER OF WOMEN IN SPORTS

STOCKHOLM SCHOOL OF ECONOMICS



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| **DATE & TIME** | Thursday March 7th, 17:30–20:00 |
| **PLACE** | Stockholm School of Economics, Sveavägen 65 |
| **REGISTRATION** | https://www.trippus.net/CollectiveVisibility |

Sport is a global phenomenon affecting millions of people all over the world. Yet, men dominate in many sports. Male stars make more money, male sport executives often hold the power and in many conferences, men sit on panels and are invited as keynote speakers. In this event we celebrate the collective visibility of women. By sharing best practice and describing pioneering events, we aim to leverage the power of women in sports. Join us at the Stockholm School of Economics to debate these issues, network and learn from each other.

## PROGRAM

**Moderator**
Professor Martin Carlsson-Wall, Director of the Center for Sports and Business

**17:30** Registration and Coffee

**18.00**
### Welcome Address
Anna Iwarsson, President of the Swedish Confederation of Sports

**18.10**
### The Collective Visibility Project: The birth of a global movement
Vanessa Åsell Tsuruga, Founder and Project manager of Collective Visibility

**18.30**
### *Tjejmilen* and the emergence of women's races and their relevance today
Lotta Lindblom, Director, Event Operations of Marathongruppen
Lisa Beskow, Communications manager of Marathongruppen

**18.50** Break

**19.10**
### Collective Visibility within the sport agent community
Interview with Nina Wennerström, Founder of WeSport

**19:25**
### Panel: How can Swedish sports contribute to the Collective Visibility Project?
Andrea Möllerberg, General Secretary of the Swedish Football Association
Hans von Uthmann, President of the Swedish Olympic Committee

**19.50**
### Collective Visibility through dual careers
The Management Diploma for Athletes at the Stockholm School of Economics

*A light meal will be served in the SSE Atrium after the event.*

## PRACTICAL INFORMATION

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