# WORLD PLAYERS' DEVELOPMENT CONFERENCE 2022
## #PDC22
## #PLAYERDEVELOPMENT

### DAY ONE

#### THE FUTURE PLAYER DEVELOPMENT PROGRAMME

Identifying the challenges and changes our players face in 21st Century

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speaker/s</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00am</td>
<td>Registration open</td>
<td></td>
</tr>
<tr>
<td>9:30am</td>
<td>Opening and Introduction</td>
<td>Brendan Schwab, Executive Director, WPA</td>
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<tr>
<td>10:00am</td>
<td>WP Player Development Update</td>
<td>Pamela Gilpin, Player Development &amp; Wellbeing Coordinator, WPA</td>
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<tr>
<td>10:30am</td>
<td>Keynote: Unlearning the Future: Using futures thinking to help shape more viable PDM today</td>
<td>Reanna Browne, Founder &amp; Principal Futurist, Work Futures</td>
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<tr>
<td>11:00am</td>
<td>Refreshments</td>
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<tr>
<td>11:30am</td>
<td>Keynote: Getting Practical: Using futures thinking methods to map change and actions today</td>
<td>Reanna Browne, Founder &amp; Principal Futurist, Work Futures</td>
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<tr>
<td>12:00pm</td>
<td>Lunch</td>
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<tr>
<td>12:30pm</td>
<td>Breakout 1: Measuring Impact &amp; Effectiveness of the PDP. World Players Guidelines</td>
<td>Billymo Rist, AFLPA</td>
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<tr>
<td>1:00pm</td>
<td>Breakout 2: Anti-doping and the impact on the athlete</td>
<td>Paul Greene, Founder, Global Sports Advocates</td>
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<td>1:30pm</td>
<td>Breakout 3: Shaping the PDP to reflect generational differences</td>
<td>Matt Himsworth, B5 Consultancy</td>
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<tr>
<td>2:00pm</td>
<td>Breakout 4: Data collection, privacy protection and athlete rights and impact on player welfare</td>
<td>Julia Powels, University of Western Australia /Mindaroo</td>
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<tr>
<td>2:30pm</td>
<td>Refreshments</td>
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</tr>
<tr>
<td>3:00pm</td>
<td>Keynote: The Future of Careers: Themes shaping jobs and companies moving forward</td>
<td>Tim Clancy, Head of International Brand Strategy, Linkedin</td>
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<td>3:30pm</td>
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<td>4:00pm</td>
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<td>5:00pm</td>
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<td>5:30pm</td>
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<tr>
<td>6:30pm</td>
<td>Reception Drinks and Nibbles</td>
<td>Hotel Real Nyon, Place de Savoie 1, 1260 Nyon</td>
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</table>

**THE FUTURE PLAYER DEVELOPMENT PROGRAMME**

**Identifying the challenges and changes our players face in 21st Century**
DAY TWO

FUTURE MEMBERSHIP PROFILES
The evolving Player Association member profiles: Skills these players will demand of the PDM in the future

WEDNESDAY
JUNE 22

9:00am
Welcome

9:30am
Keynote: The future membership of a Players Association: Creating a PDP that reflects the athletes’ needs
Dr Alex Culvin
Player Relations, FIFPRO

10:00am
Panel Discussion: Rising issues in a diverse membership
Host: Nienke Van Gerven
Player Development & Events, FIFPRO
Panellists:
1. Line Roddik, 4 Player
2. Sene Naoupu, IRP
3. Jenny Rogers, GPA
4. Dr Alex Culvin, FIFPRO

10:30am
Refreshments

11:00am
Keynote: Beyond Our Biases: equity, diversity & inclusion approaches to communication
Cathy Wood
Athlete Angel

11:30am
Keynote: Building Your Network
Eamonn Murphy
Player Representation Manager, Gaelic Players Association
Dr Deirdre Lyons
Head of Player Development, Rugby Players Ireland

12:00pm
Lunch

12:30pm
Keynote: The Female Athlete and Social Media: Interventions to support the athlete
Eamonn Murphy
Player Representation Manager, Gaelic Players Association
Dr Deirdre Lyons
Head of Player Development, Rugby Players Ireland

1:00pm
Panel Discussion: Rising issues in a diverse membership

1:30pm
Keynote: Beyond Our Biases: equity, diversity & inclusion approaches to communication
Eamonn Murphy
Player Representation Manager, Gaelic Players Association
Dr Deirdre Lyons
Head of Player Development, Rugby Players Ireland

2:00pm
Practical Skills Session: Biases in Action (Part 1)
Hayley Bennett
Women in Football

2:30pm
Refresherments

3:00pm
Practical Skills Session: Biases in Action (Part 2)
Hayley Bennett
Women in Football

3:30pm
Evening Meal
O’Les Terrasses Du Lac
Rue de Rive 13, 1260 Nyon

7:30pm - 9:30pm
DAY THREE

THE FUTURE PLAYER
Challenges faced by the future player and how a PDM can best support this athlete

THURSDAY 23 JUNE

9:00am
Welcome

9:30am
Keynote:
A. Role of the PA in shaping the future pathways in sport
Brendan Schwab
Executive Director, WPA

B. Systemic change in athlete rights
Andrea Florence
Acting Director, Sport & Rights Alliance

C. Prevention, monitoring and responding to abuse
Dr Daniel Rhind
Loughborough University

10:00am
Refreshments

10:30am
Keynote:
Respect, Protect and Promote:
Creating inclusive training environments

11:00am
Julie Ann Rivers-Cochran
Executive Director, The Army of Survivors

11:30am
Panel Discussion:
The PDM and Player Association role in supporting the athlete activist
Host:
Lynsey Williams
Lead Personal Development Manager, PCA

Panelists:
1. Tim Sparv,
Former Finnish Soccer Player
2. Robert Skinner,
United Nations
3. Jonas Baer-Hoffman,
General Secretary, FIFPRO

12:00pm
Lunch

12:30pm
Keynote:
Trauma informed response through the lens of the athlete

1:00pm
Julie Ann Rivers-Cochran
Executive Director, The Army of Survivors

1:30pm
Final Address
Brendan Schwab
Executive Director, WPA