



NATIONAL OLYMPIC  
COMMITTEE OF  
KENYA

## GENDER IN SPORTS CONFERENCE EAST AFRICA REGION EDITION

*Theme: To Disrupt And Redefine The Gender Narrative*

### TENTATIVE PROGRAMME

All day	Arrival of delegates
7 pm	Welcome & Networking dinner
8.00 am - 8.20 am	Registration
8.20 am - 8.30 am	Welcome Remarks
8.30 am - 8.40 am	Opening Ceremony
8.40 am - 9.00 am	Photo Session
9.00 am - 9.45 am	Presentation of Gender Programmes & milestones in Zone V Countries Each of the countries represented to present
9.45 am - 11.00 am	Keynote Address  Game Changers: Leadership, Career Building
11.00 am -11.30 am	Tea Break
11.30 am -1.00 pm	The Sports Landscape in Africa & Strategies for Advancing Gender Equality in Sports
1.00 pm to 2.00 pm	Lunch Break
2.00 pm - 3.00 pm	Panel Discussions: Role Models <ul style="list-style-type: none"><li>• Describe your journey to the Top</li><li>• How to navigate Workplace and career progression</li><li>• What role do mentors play in developing female leaders?</li><li>• Opportunities for Women in Sports</li><li>• In what ways can women role models balance their personal and professional lives while still inspiring others?</li><li>• How can we encourage more women to step into leadership roles and become role models themselves?</li></ul>
3.00 pm - 4.00 pm	Safeguarding and Welfare in Sports Policies, Interventions, Case studies, Lessons, Challenges and Next Steps
4.00 pm	Tea Break
5.00 pm - 6.00 pm	Case Study - Moving the Goal Post
6.00 pm Onwards	Networking

**Day 3**  
**Wednesday 29 January 2025**

8.10 am - 8.25 am	Recap Day 1	
8.30 am - 11.00 am	<p>Workshop</p> <p>Break Aways &amp; Presentations</p> <ul style="list-style-type: none"> <li>• Sports as a tool for conflict resolution and economic empowerment</li> <li>• Gender-Based Violence in Sports</li> <li>• How can GBV be addressed?</li> <li>• Strategies to Raising Awareness</li> <li>• What measures need to be put in place?</li> <li>• How can we educate our women/girls on their personal relationships and career management</li> <li>• Multi-Institutional Involvement and national agenda</li> <li>• Consensus on sports actions to address GBV</li> </ul>	
11.00 am - 11.30 am	Tea Break	
11.30 am - 12.15pm	<p>Breaking Barriers:</p> <p>What are some of the biggest barriers women face in becoming visible role models, dominating male -centric fields and how can we address these?</p> <p>The concept of niching out one's career and the power of confidence</p>	
12.15 pm - 1.15 pm	<p>Governance and Legislation</p> <ul style="list-style-type: none"> <li>• Focus on gender issues in Governance and Legislations with examples from E.A countries.</li> <li>• Contracts and Talent Management</li> <li>• Loopholes in sports policies and exploring opportunities</li> </ul>	
1.15 pm - 2.15 pm	Lunch Break	
2.15 pm - 3.15 pm	<p>Portrayal of Women in Sports Media</p> <p>How are women portrayed in sports? A case study of the 2024 Olympic Games</p> <p>Opportunities available to Women in Sports in the Media Space</p>	
	Financial Management	
3.15 pm - 4pm	Networking Break	
4.00 pm - 5pm	<p>Recognition/ Awards</p> <p>Recognition of Women Leaders in Continental and World Bodies</p> <p>Awards of Outstanding Women in Sports</p>	
5pm	Closing and Departures	