



INTERNATIONAL
OLYMPIC
COMMITTEE

Report

CONTINENTAL SEMINAR ON WOMEN AND SPORT FOR NOCs OF AMERICA

Miami-Florida, USA – 10-13 September 2007

10 October 2007

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IOC CONTINENTAL SEMINAR ON WOMEN AND SPORT FOR NOCs OF AMERICA

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Introduction

Rationale

For more than 10 years now, in the framework of its policy to promote women in sport, the IOC has been organising numerous seminars aimed particularly at women from the National Olympic Committees (NOCs). The aim has been to give greater visibility to women and sport issues and to encourage the NOCs to do more work in this area.

During the seminars and numerous discussions with women who have taken part, and after the creation of various national women and sport programmes, it became clear that future seminars needed to change their focus and concentrate on topics more specifically related to the needs of women in NOCs.

A consensus was reached around the need to develop and increase the skills of these women in the area of management and leadership. Indeed, while there are now many women working in the 205 NOCs around the world as volunteers or staff members, contributing to the NOCs' activities, there are still all too few women in the management bodies of these sports administrations. And even though many women possess a wide range of professional skills, there are just as many seeking assurance and recognition for what they do, or simply looking to brush up on the knowledge acquired from previous trainings.

This is what led the IOC International Cooperation and Development Department, in partnership with a company specialising in training – ACT Formation, to develop seminars offering women from NOCs additional skills in (individual or team) project management, leadership and negotiation. The first of these seminars was held in Cairo for women from African NOCs, in cooperation with the Egyptian NOC in 2006. An improved second version of this seminar was held in Miami-Florida in cooperation with the US Olympic Committee this year, and it will be followed by similar seminars adapted to meet the specific needs of NOCs in other regions of the world in the years ahead.

This IOC seminar also provided the platform to hold the Forum for American Women in Sport under the auspices of the Pan-American Sports Organization (PASO) Women and Sport Commission and its Chairperson, Ms Nicole Hoevertsz. This was a unique occasion which enabled almost 59 delegates from 34 NOCs to gather together and discuss issues of concern to them linked to women's advancement in and through sport. It was also an opportunity for the PASO Women and Sport Commission to meet with six of its ten members under the chairmanship of Ms Nicole Hoevertsz, and review its action plan for the following year.

The report on this training seminar and the Forum, which you will find below, will provide you with all the results of both events, which were a great success, and which will help to refocus attention, in the coming months, on women and sport issues in the American NOCs.

IOC International Cooperation & Development Department



1. Forum of American Women in Sport

1.1. General framework

Participants

The Forum brought together over 59 participants, including delegates from 34 American NOCs, representatives of PASO, the IOC and the US sports movement.

Programme

The opening session of the one-day Forum was addressed by Anita DeFrantz, who welcomed the participants and expressed her satisfaction and hopes for this Forum.¹

The rest of the Forum was chaired by Nicole Hoevertsz² and saw Anita DeFrantz present the IOC position on empowering women to become stronger managers and leaders in sport; Clarissa Brack Burdeu made a passionate call for more American candidatures for the IOC Women and Sport Award.

Participants were given the possibility to put questions to each speaker and express their views on the subjects presented.

The Forum continued with group discussions which results were presented and shared by all participants. Various projects were presented and analyzed. This also gave the opportunity to share experiences on women and sport in the field.

The closing session was held on 13 September, three days later, when a series of recommendations were presented and adopted by the participants.

1.2. Objectives

Objectives

The Forum was organised following a proposal made by Mr T.A.Ganda Sithole. Through it, the IOC wished:

1. To help the women in sport in America to meet, exchange and share ideas on best practices and create and strengthen a network of all women involved in sport in America;
2. To promote the Women and Sport Commission's programmes in America;
3. For the IOC Women and Sport Commission and Olympic Solidarity to learn and better understand the constraints encountered by, and concerns of the American women in sport;
4. To increase the level of American participation in the IOC Women and Sport Awards.

¹ See annex 1 – programme

² See annex 2 – Ms Nicole Hoevertsz text and presentation
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1.3. Outcomes

Outcomes

The Forum succeeded in reaching the following outcomes:

- The PASO Women and Sport Commission was able to meet with six out of its 10 members.
 - The PASO Women and Sport Commission strategic plan was presented to representatives, which served as a guideline for their future activities both at continental and at country levels.
 - A new impetus was given to the network.
 - New projects for women and sport at national level are likely to be developed in the coming months.
 - Delegates of the 34 NOCs present committed to submit candidatures for the 2008 IOC Women and Sport Awards.
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1.3.1. Forum Recommendations

Recommendations

The **Forum of American Women in Sport**, organised in Miami-Florida, USA, by the Panamerican Association Sports Organisation (PASO) Women and Sport Commission in cooperation with the International Olympic Committee and the United States Olympic Committee (USOC), on 10 & 13 September 2007, bringing together more than 59 representatives of 34 NOCs, concluded its work with the adoption of the following recommendations:

The participants hope that other similar events will be organised regularly in the future with a view to promoting the advancement of women in America.

The participants agreed:

1. To identify and support women for election or appointment to decision making positions in sport related organizations, sub committees, National Olympic Committees and the International Olympic Committee;
2. To request that PASO advise NOCs who do not have a women and sport commission to consider the benefit of such a commission for the promotion of women at all levels in sport;
3. To request their NOCs to include women in their delegations at Assemblies, Congresses, meetings and all international sports events;
4. To encourage their NOC Women and Sport Commission to take responsibility for their NOC's nominations for the IOC Women and Sport Awards;
5. To recommend that PASO and the IOC provide incentives and rewards for NOCs who achieve the IOC targets of women in sport leadership positions;
6. To request that PASO make available a specific budget to its Women and Sport Commission, to hold regular meetings;
7. To request PASO to organize the next Continental Seminar for Women in Sport in 2008;
8. To include in future Continental Seminars workshops and/or presentations the following themes:
 - Media training;
 - Training on how to market women in sport and women's sports;
 - Scientific Research/Statistics;
 - Women in Coaching;
 - Training on how to apply for Olympic Solidarity programmes;
9. To create a structure for a more direct communication between the PASO Women and Sport Commission and the Continental seminar's



Participants/Women in Sport commissions, including copying Participants/Women in Sport commissions on relevant correspondence from the PASO Women in Sport commission to the NOCs;

10. to request PASO to create an effective channel of communication (website, newsletter, etc) for NOCs to share women and sport success stories and projects;
11. to encourage PASO to make available Olympic Solidarity funding for an NOC staff member in charge of the preparation and reporting of Olympic Solidarity projects;
12. to express our sincere gratitude to the International Olympic Committee, Olympic Solidarity and the United States Olympic Committee for the excellent organization of the Forum and kind hospitality offered to all participants.





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Report

2. Training Seminar for Women from NOCs





2.1. Training Framework

General aspects

The training was provided by two specialised trainers, Gabriela Müller and Fabien Smadja, over three days of intense sessions, combining theory and practice, in English and Spanish with the support of simultaneous interpretation.

More particularly, it addressed the following issues:

- leadership principles
 - project management in 10 steps
 - issue-solving – sharing best practices and mentoring forum
 - techniques of presentation and negotiation ³
-

2.2. Objectives

2.2.1. Strategic Objectives

Strategic objectives

Through this training, the IOC aimed:

1. To motivate women in America to play a major role in decision-making and administrative structures of National Olympic Committees and national sports federations;
 2. To help them gain the necessary confidence and the required tools that will make them appreciated for what they can offer in the promotion of sport and Olympic values in the continent;
 3. To support the IOC policy of gender equality in sport.
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2.2.2. Pedagogic Objectives

General objectives

With the training, the participants were able to:

1. Increase their leadership skills (personal and group dimensions).
 2. Increase their project management skills (methodology in 10 steps).
 3. Increase their negotiation skills.
-

Specific objectives

At the end of the training, the participants were able to:

³ See Annex 3 – Training programme



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1. Define and adopt strategies to better affirm themselves in their sporting organisations;
 2. Show their leadership in the framework of project management which they will be responsible for or which they will take part in;
 3. Apply motivation techniques (and adequate behaviours) to the project team for which they will be responsible;
 4. Implement the 10 steps of project management;
 5. Negotiate and argue the case for the proposals related to their project ("sell them") with the decision-makers of their organisation.
 6. Present in a professional way the results of their work in the project teams.
 7. Establish a network of knowledge with a view to exchanging their best practices.
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2.3. Outcomes

Outcomes

The training succeeded in achieving the following outcomes:

- An increased knowledge in project management and leadership together with a series of operational and easy-to-use tools were provided to all participants to facilitate their daily work in the NOCs and other sports administrations. They were also provided with numerous methodology documents and references to support their future activities.
 - Women gained confidence in their competences. There is an increased likelihood of having more women candidates for decision-making positions in American NOCs.
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2.4. Evaluation Tools

Immediate evaluation

At the end of the training, very positive comments were made by numerous participants about its usefulness. In particular, it was highlighted that such a skills development approach was both timely and easily applicable.

Many delegates already envisaged the running of such training at national level to benefit other women in sports administration.

The trainers also collected initial comments from various participants.

Mid-term evaluation

For a more in-depth evaluation, the IOC prepared a detailed evaluation questionnaire to all participants to get a more detailed view of their satisfaction level and identify aspects that could be improved in future seminars. The results of these questionnaires are compiled in a separate report.



2.5. Follow-up Measures

Follow-up

Within 3 months, the IOC sent the final report of the Seminar to all NOC presidents and delegates, calling for their increased support for the promotion of women in their sports administration.

Advice and assistance will also be provided to women from NOCs for the implementation of projects at field level in the coming months.

