



GLOBAL ATHLETICS CONFERENCE

PROGRAMME

DAY 1 - FRIDAY 14 NOVEMBER 2014

TIME	ACTIVITY	SPEAKER	TOPIC	VENUE
07h30 - 09h00	REGISTRATION			Izulu Theatre Courtyard
09h00 - 09h05	WELCOME	Aleck Skhosana	President ASA	Izulu Theatre
09h05 - 09h10	THANK YOU	Sello Mokoena	President KZNA	Izulu Theatre
09h10 - 09h20	WELCOME	TBC	Department of Sport	Izulu Theatre
09h20 - 09h30	WELCOME	TBC	Mayor of Durban	Izulu Theatre
09h30 - 10h30	KEY NOTE	Ato Boldon	Athlete	Izulu Theatre
10h30 - 11h00	TEA			Izulu Theatre Courtyard
11h00 - 12h00	Q & A	Errol Madlala / Spencer Nel	Sponsorship	Izulu Theatre
12h00 - 13h00	PANEL	1	Sponsorship & Marketing	Izulu Theatre
13h00 - 14h00	LUNCH			Aqua Restaurant Africa to Asia Restaurant
14h00 - 15h00	Q & A	Jackie Joyner-Kersey	Athlete Discussion	Izulu Theatre
15h00 - 15h15	STUDENT COMP	Dr Maarten Hupperets & Ato Boldon	Student Competition	Izulu Theatre
15h15 - 15h45	TEA			Izulu Theatre Courtyard
15h45 - 16h45	KEY NOTE	Kelvin Watt	Commercialization	Izulu Theatre
16h45 - 18h00	PANEL	2	Comm, Media & Hosting Events	Izulu Theatre
18h00 - 19h00	NETWORKING			Sondela Tavern

DAY 2 - SATURDAY 15 NOVEMBER 2014

TIME	ACTIVITY	SPEAKER	TOPIC	VENUE
09h00 - 10h00	KEY NOTE	Toni Reavis	Media / Sports Presenting	Izulu Theatre
10h00 - 10h30	Q & A		Q & A with Media	Izulu Theatre
10h30 - 11h00	TEA			Izulu Theatre Courtyard
11h00 - 12h00	KEY NOTE	Dennis Kimetto & Wilson Kipsang	WR Men's Marathon	Izulu Theatre
12h00 - 13h00	KEY NOTE	Dr Maarten Hupperets	Innovation	Izulu Theatre
13h00 - 14h00	LUNCH			Aqua Restaurant Africa to Asia Restaurant
14h00 - 15h00	Q & A	Dr Maarten Hupperets / Ato Boldon	Innovation	Izulu Theatre
15h00 - 15h30	TEA			Izulu Theatre Courtyard
15h30 - 17h00	PANEL	3	Performance, Post career, Women, Doping	Izulu Theatre
17h00 - 19h00	NETWORKING			Sondela Tavern

PANELLISTS

PANEL DISCUSSION 1:

Spencer Nel (adidas), Errol Madlala (SAB), Bronson Mokabela (Vodacom), Elana Meyer (Endurocad), Kelvin Watt (Repucom), Chris Bruwer, Richard Glover (Frontiers Sports), Dube Jillo (Technical director of Ethiopian Athletics Federation)

PANEL DISCUSSION 2:

Toni Reavis (Media), Chris Bruwer, Richard Glover (Frontiers Sports), Kelvin Watt (Repucom), Isaac Mwangi (CEO of Athletics Kenya)

PANEL DISCUSSION 3:

Gill Taylor (Masteel Maestros), Jackie Joyner-Kersey (Athlete), Matthew Quinn (Athlete & Luxotica), Elana Meyer (Endurocad), Wilson Kipsang (Athlete), Dennis Kimetto (Athlete), Jean Verster (Coach), Dr Maarten Hupperets (adidas)

MEDIA Q & A

Ato Boldon, Jackie Joyner-Kersey, Wilson Kipsang, Dennis Kimetto, Elana Meyer, Toni Reavis