



HALMSTAD, SWEDEN - JULY 10 2013

The future is feminine 
An international conference
about the development of women's football



**UEFA
WOMEN'S
EURO**

**HALMSTAD
SWEDEN • 2013**

www.thefutureisfeminine.com

The Future is Feminine

A few years ago the President of FIFA, Mr. Sepp Blatter, stated that "At FIFA we have always believed that the future of football is feminine".

As one of the host cities of the UEFA Women's EURO 2013, the City of Halmstad strongly agrees with the view of the FIFA President and we want to contribute to the development of women's football - in Sweden and all over Europe.

It is therefore with great pleasure and pride that I invite everybody with an interest in realising the great potential of women's football to attend our international conference "The Future is Feminine" here in Halmstad, Sweden on July 10 and to join us in the evening for the opening match of UEFA Women's EURO 2013.

We have created a very interesting programme with international speakers, who will share their experience and expertise with us in two separate but still connected areas:

- Promoting women's football: How to create a link between elite events and grassroots programmes?
- Female leadership in a man's world: Is there a formula for success?

Through a mix of presentations, case studies and interactive sessions during the day I hope that new creative ideas will emerge. It is our plan to facilitate the ongoing exchange of ideas after the conference - and to meet again next year in Halmstad. So let's get started. The Future is Feminine - and the future is now.

I look forward to welcoming you to Halmstad!



Ann-Charlotte Westlund
Mayor - City of Halmstad



**Conference to be held at: Halmstad's Theatre, Fredsgatan 5.
To book your accommodation, please visit: www.thefutureisfeminine.com**

Programme

Wednesday, July 10 2013

09.00 - 10.00 Registration and Coffee

10.00 - 10.45 Conference Opening

“Welcome to Halmstad, Welcome to the future”

Ann Charlotte Westlund, Mayor of Halmstad

“Women’s Football Development at UEFA”

Emily Shaw, UEFA Women’s Football Development Manager

10.45 - 12.30 Promoting women’s football: How to create a link between elite events and grassroots programmes?

“The UEFA Women’s Euro 2013 opportunity”

Henry Bengtsson, Deputy City Manager, City of Halmstad and Johan F. Lundberg, CEO at Halmstad & Co

“Four years after - did we succeed?”

Timo Huttunen, General Secretary, Football Association of Finland

“Developing plans for a sustainable programme”

Candice Stacynec, Executive Director, Intergovernmental and External Affairs at City of Edmonton

“From Men’s World Cup to Women’s participation”

Mrs Ahlam Al Mana, President of the Qatar Women’s Sports Committee

12.30 - 14.00 Lunch break

14.00 - 15.45 Female leadership in a men’s world: Is there a formula of success?

“Leading women’s football”

Karen Espelund, Member of the UEFA Executive Committee and Chairwoman of the UEFA Women’s Football Committee

“Politics - is there a female way of doing things?”

Representative from the Swedish Government

“Insights from the business world”

Monica Skagne, Global Head Of Service Delivery and Application Management at IKEA

15.45 - 16.00 Conference Closing

To register please visit www.thefutureisfeminine.com

Full day conference package includes

- Conference
- Lunch at the venue
- Ticket to the opening match of the UEFA Women’s Euro and VIP services.

Price: 450 Euros/2800 Swedish Kroner excluding VAT

Registration deadline: Friday, June 28 - 2013



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The future is feminine



How to get to Halmstad

1. By plane: Halmstad is easy to reach; benefitting from access to three international airports within 2 hours:

Kastrup Airport, Copenhagen (by train to Halmstad)

Landvetter Airport, Gothenburg (by train to Halmstad)

Arlanda Airport, Stockholm (by plane to Halmstad).

Transfer time between the airport to the city centre is 10 min.

2. By train: Taking the train to Halmstad is also possible. There are 20 daily departures from Copenhagen to Halmstad and 30 daily departures from Gothenburg to Halmstad.



Contacts

Registration: Scan the QR-Code or go to www.thefutureisfeminine.com

For more information, please contact:

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