



# EHFL

European Hockey Female  
Leadership Forum





An invitation from EHF President Marijke Fleuren to the inaugural  
**European Hockey Female Leadership Forum (EHFL)**

**The EHF strive to promote gender balance and drive change forward at a rapid pace on and off the field. Our new programme the 'EHFL' is to be launched in March 2019.**

The EHF agreed in the Executive Board meeting in December 2017 to set a clear strategic goal to build a strategy to advocate and support equal and equitable opportunities for all our member nations and their members.

The EHF have created a gender balance charter through engagement with several member nations, and members of the hockey family to create the framework for the strategy. This has included collaboration with other non-hockey specific experts and organisations around gender balance and leadership.

**In August 2019 there will be a call for electing a minimum of three women onto the EHF Executive Board following our amended statutes, it is a good moment to increase your appetite to step up and support the growth of hockey.**

The EHF would like to invite national associations to nominate interested female members that value supporting the hockey family and whom have the expertise, passion and willingness to attend the EHFL forum in March.

*This will be an insightful, challenging review of leadership skills to develop desires to be involved in hockey decision making positions. We have been encouraged by such a fantastic response thus far about the charter and are excited to work with yourselves and we will look to respond to your learnings and suggestions.*

**European Hockey Female Leadership Forum (EHFL)**

**Date:** 23<sup>rd</sup> March 2019 at 13:30 to 24<sup>th</sup> March 2019 at 13:00

**Location:** European Hockey Federation, Avenue des Arts 1-2, 1210 Brussels, Belgium

**By Friday 15th February** please reply to Tom Pedersen-Smith, EHF Development & Education Manager ([development@eurohockey.org](mailto:development@eurohockey.org)) to let him know who will attend from your nation. Reasonable travel expenses will be reimbursed plus accommodation & meals will be provided.

Kind Regards,

*Marijke Fleuren*

Marijke Fleuren, EHF President



# EHFL Agenda



**Saturday 23rd March 2019**  
**13:30 – 18:00**

'Presidents Welcome'

Marijke Fleuren President of  
the EHF

**Keynote**

**Resource & Support**

Carole Ponchon CEO of  
InnovActive

'Sharing Knowledge'

Interactive Seminar

'Competitions, Structure &  
Delivery'

David Voskamp, EHF  
Competitions Manager

'Business & Hockey Leadership'

Inez Cooper, EHF Executive  
Board Member

'Communication Matters'

Siobhan Madeley, EHF  
Communications Manager

**Networking Dinner**

**Sunday 24th March 2019**  
**09:00 – 13:00**

'Governance Structures'

Marijke Fleuren President of  
the EHF

**Keynote**

**The reality of Leadership**

Sally Munday, CEO England  
Hockey

'Sharing Knowledge'

Interactive Seminar

'Managing the system'

Vaida Masalskytė, Director of  
Int. Relations

'Hockey's Future'

Marijke Fleuren President of  
the EHF

**EHF Head Office:** Avenue des Arts 1-2, 1210  
Brussels, Belgium

**Hotel:** The Thon Hotel EU, Rue de la Loi 75,  
1040, Brussels



# Keynote Speakers



**Marijke Fleuren (NED)**  
President, European Hockey Federation

As EHF President and FIH Executive Board member and as member of the IOC Commission 'Women in Sport' Marijke has been busy as she seeks to ensure that hockey remains at the forefront of inspiring, promoting and sustaining gender equality. Her work has been encouraged by the IOC Women in Sport Commission and by meeting with the Ministry for Sport in the Netherlands; Amongst other presentations, she will be the keynote speaker at the International Asian Conference in Cairo titled: Arab Women's Sport "Challenges and Opportunities".

Fleuren is quick to point out that she is just one of several people working within hockey who are pushing hard to achieve gender equality. "My work is especially connecting people, encourage them, being a mentor, being inspirational to start new initiatives. All the women on the FIH Board represent different areas and different cultures but we are all behind gender balance."



**Carole Ponchon (FRA)**  
Founder & CEO, InnovActive

As a world citizen, a sports lover and a movement ambassador, Carole is convinced that sport and play can be the catalyst for a better world, a malleable impactful tool. Indeed, sport in its broad sense represents a meaningful activity, a formidable engine of our societies and a universal and unifying language as much as a sector in full expansion.

Ponchon is clear, "Wherever I go, I go there eyes and ears wide open since learning is my driver and self-criticism my backbone. Critical thinker for sure, fierce words, lover and undoubtedly a bit crazy, my journey makes me grow from a goalkeeper to the guardian/keeper of YOUR goals! Driven by a need for transparency, I like to accompany people and projects in the development of their full potential. I define myself as an ideas and business agitator, a facilitator."



**Sally Munday (ENG)**  
CEO, England Hockey Board

Sally has been working in hockey since 1998. After five years as Regional Development Manager in the South she moved into the Development Director role in 2003 when England Hockey began as the National Governing Body. In January 2009 she took on the new role of Chief Executive.

Sally has always found herself driven to providing a fair level playing field to others "I am a strong believer in the best person for the job irrelevant of gender," says Munday. "In the UK at the moment there are a number of brilliant leaders in key positions that are women. We just need to get to a time where it is not necessary to point out that these brilliant leaders also happen to be women – why wouldn't they be women?"



# Speaker Profiles



**Inez Cooper (IRE)**

**Strategic Change Management Consultant | EHF Executive Board Member**

**Inez has held Executive Management roles in Financial Services, Management Consulting and IT companies in Ireland and the UK. She was Head of Strategy & Development at AvantCard, a specialist private equity owned cards & payments business in Ireland and previously she spent 10 years as Director of Pinnacle Project Managers where she played a leadership role in some of the transformation programmes of all the main banks in Ireland.**

Inez has been a member of the EHF Executive Board since 2013 and is also Chair of the EHF Education Committee. 'I love how my different world complement each other! Being able to bring the skills and experience that I've acquired in my business life to the sport I love, is hugely rewarding. Equally, I've found many instances where my hockey involvement has helped my professional development – it's a two way thing'.



**Vaida Masalskytė (LIT)**

**Director of International Relations at the NOC of Lithuania**

**Experienced Director of International Relations with a demonstrated history of working in the sports industry. Skilled in International Relations, Projects Management, Sports Management, Event Management, and Public Speaking. Strong business development professional with a Doctor's degree focused in Social Sciences from Lithuanian Academy of Physical Education.**

Vaida is keen to support Olympic sports in their delivery of key strategies, "It is fundamentally important in my role to support all sports and I am excited to see the work of the European Hockey Federation around gender balance."



# Speaker Profiles



**David Voskamp (NED)**  
EHF Competitions Manager | Event Management

David has with a wealth of experience having been previously the Events Manager at the KNHB to now delivering multiple European events including the European Hockey Championships. A core element of the EHF's activities is competition and David's knowledge and skill at understanding and navigating the global and European hockey competition structures is key to its successful delivery.

Voskamp eagerly talks about Hockey, "It has not only been my profession since joining the EHF but passion all my life. I always look forward to supporting all people who make European Hockey competitions and events work so well."



**Siobhan Madeley (IRE)**  
EHF Communications Manager | Social Media Marketer | Press Relations

Over two decades of experience at the EHF has enabled Siobhan to create a wealth of knowledge and use this learning to adapt to change. Siobhan has seen hockey grow and transform together within the EHF, National Associations and across globally. Siobhan's vast experience has always delivered the right content and message type across a number of platforms for the changing hockey visions from the boardroom to the pitch.

Her career in sports came about as fundamentally she wanted to make a difference. "Working for the EHF has given me the chance to push myself, to challenge myself and to learn daily. I believe in being humble enough to never stop learning. Through education of our organisers, leaders, officials and volunteers, we are creating more professional events that are player and fan centric."





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**European Hockey Female Leadership Forum**  
Deadline 15<sup>th</sup> February 2019

For further information please contact  
Tom Pedersen-Smith, EHF Development & Education Manager  
[development@eurohockey.org](mailto:development@eurohockey.org)

