

A large, teal-colored gear graphic that is partially visible, framing the central text. The gear has a circular shape with several teeth visible along its top and bottom edges.

# **WOMEN in MOTORSPORTS**

## CONFERENCE

# Main facts

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**WHEN** 17-18 August 2018

**WHERE** Vierumäki, Lahti Region (Finland)

**WHAT** 2 days of celebration, discussions, networking and experience sharing in the field of women in motorsports



# Location

## VIERUMÄKI Lahti Region (Finland)

- 1 hour from Helsinki-Vantaa Airport
- Leading congress & trade fair centre
- Conference room with all-related technical facilities
- On-site accommodation in Vierumäki
- 50km from new MotoGP track (KymiRing)



# The Conference



## FIRST EVER JOINT CONFERENCE FOR WOMEN IN MOTORSPORTS

### OBJECTIVES

- Get stimulated by **inspirational stories** and out-of-the-box ideas
- **Address the challenges** faced by women in motorsports
- Discuss **with experts** both inside and outside motorsports
- **Celebrate women** and men who have made a difference
- Make some useful and unexpected **connections**



# The Topics (1)

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## ORGANISED IN PLENARY SESSIONS & WORKSHOPS

THE CONFERENCE WILL COVER A WIDE ARRAY OF TOPICS

### DAY 1

- Women in sports: main facts, figures & trends
- Inspirational stories from elite riders, drivers and athletes
- Women empowerment
- Women at leadership positions
- Role of the industry



# The Topics (2)

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## ORGANISED IN PLENARY SESSIONS & WORKSHOPS

THE CONFERENCE WILL COVER A WIDE ARRAY OF TOPICS

### DAY 2

- Targeting Grassroots level: getting girls involved in motorsports
- Inspirational stories: engaging with the next generation
- Athletes Dual-Career: the specifics of female athletes
- Training & Coaching: the specifics of female athletes
- Volunteering: how to get more girls and women involved
- Electric motorsport: an opportunity for female athletes?



# The Program

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## THURSDAY 15 AUGUST

FIM WOMEN IN MOTORCYCLING COMMISSION MEETING

## FRIDAY 16 AUGUST

WELCOME COCKTAIL

## SATURDAY 17 AUGUST

13:30 OFFICIAL OPENING  
17:00 WRAP-UP  
18:30 LAKE CRUISE  
20:30 CONFERENCE DINNER

## SUNDAY 18 AUGUST

10:30 OPENING OF DAY 2  
16:00 WRAP-UP  
17:00 CLOSING OF THE CONFERENCE

## MONDAY 19 AUGUST

10:30 MOTOGP TEST  
12:00 LIGHT LUNCH AT THE TRACK



# The Speakers (1)



## ALMOST 30 SPEAKERS ALREADY CONFIRMED

### RIDERS AND EXPERTS IN CONFERENCE RELATED FIELD

- **Niina TOROI** – IWG Representative, Finnish NOC International Affairs Manager
- **Maria HERRERA** – CEV Winner, SuperSport 300 and Moto-E rider
- **Shelina MOREDA** – International Circuit Racing Rider, Cover Girl Brand Ambassador
- **Emma TERHO** – IOC Member, Women's Ice Hockey World Championship Medallist
- **Emma KIMILÄINEN** – W Series Racer
- **Iris OELSCHLEGEL** – Women's Trial World Champion, Coach & Training Camp Expert
- **Midori MORIWAKI** – Team Leader World SBK, Creator of the Moriwaki Cup





# The Speakers (2)



## ALMOST 30 SPEAKERS ALREADY CONFIRMED

### RIDERS AND EXPERTS IN CONFERENCE RELATED FIELD

- **Jenni SIREN** – Ski World Championship Events Volunteering Manager
- **Jari RASK** – Flying Finn Project Representative
- **Mayi CRUZ-BLANCO** - Global Head of Athletes Programmes, The Adecco Group
- **Ulla KULJU** – Circuit Racing Handy World Cup Winner
- **Kirsten LANDMAN** – First female rider to finish Hard Enduro Races
- **Tommi PÄRMÄKOSKI** – F1 Trainer (Sebastien Vettel ex-coach)
- **Lindsay FINDLAY-KING** – Sport Management Lecturer, Chair of UK Sports Volunteering
- ...



# Social & Side events

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**COFFEE-BREAKS**

Ideal occasion to make new connections

**CONFERENCE DINNER**

Sumptuous venue for a one-of-kind evening

**LAKE CRUISE & COCKTAIL**

Typical Finnish experience

**VIERUMÄKI TRAINING CENTER**

Visit of an Elite Training Facility

**KYMIRING & MOTOGP TESTS**

Time to get some action



# The Audience

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## DELEGATES

Representatives of National Motorcycling & Automobile Federations

## MOTORSPORTS STAKEHOLDERS

Representatives of the various motorsports bodies

## MEMBERS

Women's Commissions, Gender Equity or Diversity Working Groups etc.

## LOCAL KEY PLAYERS

Representatives of local authority, Sports Industry and Influencers



# For more information

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<http://www.fim-women.com/programme>



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