



CELEBRATING 6 YEARS OF EVERYTHING IN SPORT

NOVEMBER 2025



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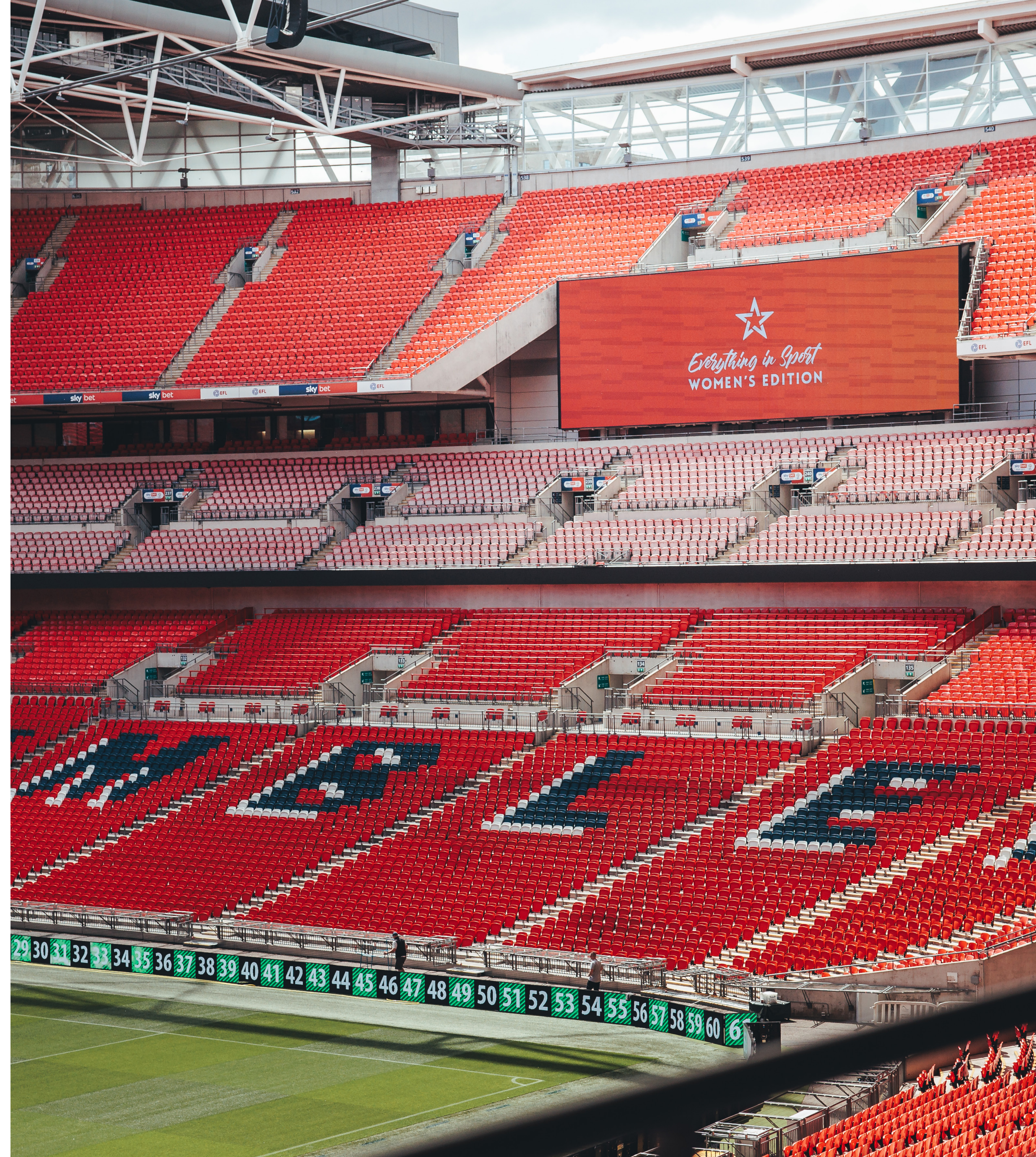


EXECUTIVE SUMMARY

It gives me great pride to present this document, which reflects on our brand's journey over the past six years. Within these pages, you will find an overview of who we are, the milestones we have achieved, and the lessons we have learned along the way. From our partnerships and the calibre of our speakers, to the pledges we've made and the impact we've had on our audiences, this report is designed to showcase the growth, resilience, and ambition that has shaped our work. Above all, it highlights the people, organisations, and communities who have joined us in driving progress and creating meaningful change.

Since our very first event, our mission has been clear: to provide a platform that celebrates innovation, amplifies voices, and drives collaboration within women's sport and beyond. Each conference, awards ceremony, and showcase has brought together inspiring leaders, athletes, investors, and changemakers who share our belief in the power of sport as a force for growth and inclusion. From the inaugural hybrid conference in Miami on International Women's Day to our latest award ceremonies and PowerPlay gatherings, we have witnessed a remarkable trajectory of progress. We are proud to have championed sustainability initiatives, strengthened partnerships with leading organisations, and provided spaces where ideas turn into action. Together, these events form the foundation of our story, one defined by impact, community, and the continued rise of women's sport.

Warm Regards,
David Kreyling
CEO, Everything In Sport





ABOUT EVERYTHING IN SPORT



Founded in 2019, Everything in Sport's vision is to close the gender gap in sport. Our research revealed inequalities in media coverage, pay, sponsorship, facilities, and opportunities for women and girls. We set out not only to raise awareness but to drive real change.

We create platforms to drive awareness, collaboration, and impact. Our events challenge norms and spark bold conversations by uniting decision-makers, disruptors, and changemakers from sport and business. One panel, one person, or one conversation can reframe thinking.

Our focus champions women's sport from grassroots to elite competition. Through panels, keynotes, and networking, we aim to close the gap between opportunity and equity, unlocking pathways where business and sport intersect for mutual value and lasting change.

In partnership with DLA Piper, we launched the Core Theme Series (CTS), a high-impact B2B event featuring in-depth panels on the issues shaping the future of sport. The CTS provides insights into emerging trends while fostering meaningful connections across the sector.

Through our events, we're not just talking about the future, we're building it.

ABOUT POWERPLAY THE FUTURE



PowerPlay The Future, sponsored by Under Armour in 2023, is transforming early-stage investment in sports innovation. Connecting investors with female founders, it serves as a launchpad for breakthrough ideas. Through fast-paced Pecha Kucha pitches, entrepreneurs showcase fitness tech, digital wellness, and AI-driven solutions.

More than a pitch stage, PowerPlay is a dealmaking environment where strategic partnerships form instantly, surfacing investable opportunities, delivering market intelligence, and accelerating ventures led by diverse, visionary talent reshaping the future of sport.

Several standout entrepreneurial companies featured at our events have gone on to achieve significant milestones: **MYO Master**, a participant in our 2023 event, gained national attention with their appearance on Dragons' Den in 2024. Providing muscle recovery and performance enhancement products they secured a £100,000 investment in exchange for a 10% equity stake, validating both their innovation and growth potential.

IDA Sports, co-founded by **Laura Youngson**, creators of football and rugby footwear specifically engineered by and for women, showcased at our London 2024 event, **IDA Sports** later secured a \$2 million investment from prominent sports investor **Michele Kang**.





ABOUT OMNIA MEDIA AWARDS



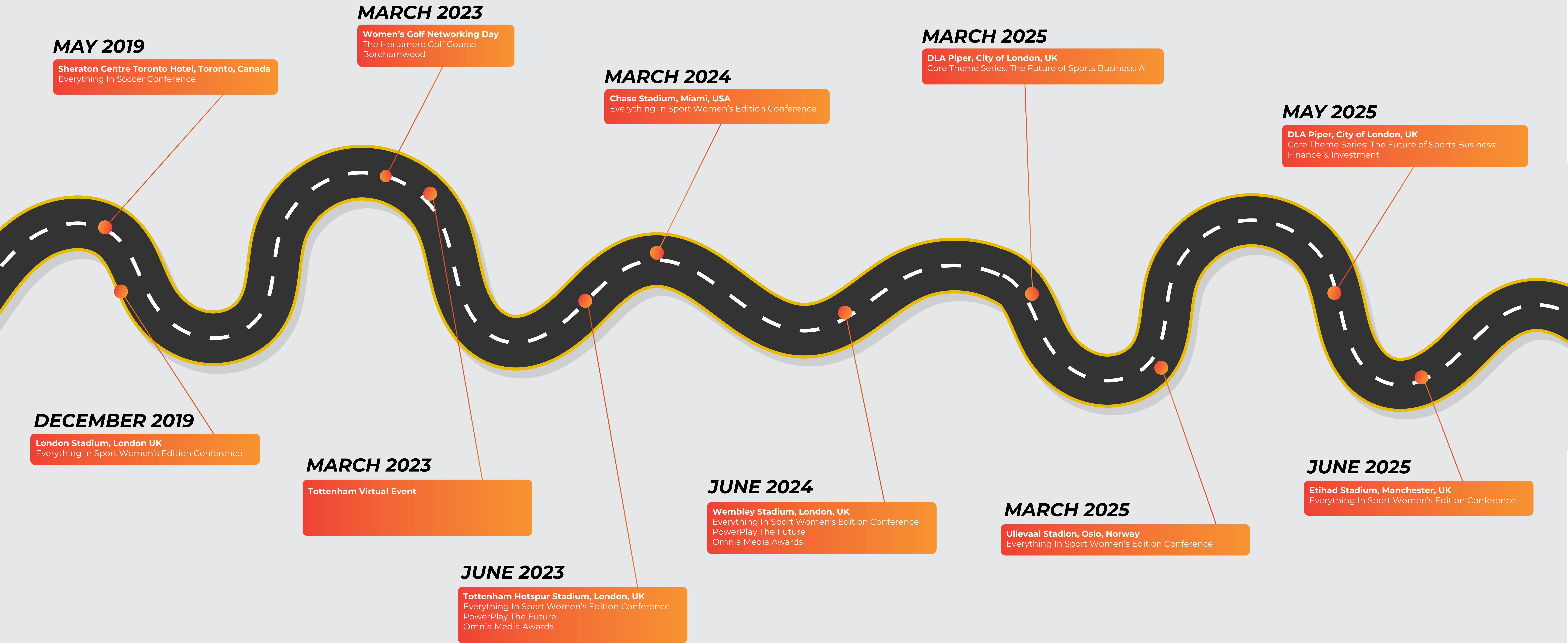
The Omnia Media Awards stand as a celebration of excellence in women's sport, held in conjunction with the prestigious Everything In Sport: Women's Edition conference. Across ten carefully curated categories, the awards shine a spotlight on, individuals and organisations alike, who are redefining the landscape of sport through innovation, leadership, and meaningful action.

Since their inception, the awards have recognised more than 20 outstanding figures whose impact continues to resonate far beyond the sporting arena. Past honourees include industry leaders such as **Baroness Sue Campbell**, **Hope Powell CBE**, and **Barbara Slater OBE**, who each celebrated with a Lifetime Achievement Award for their enduring contributions to the advancement of women's sport.

The Awards also champion the stars of tomorrow. In 2023, Rising Star winner **Maise O'Shea** captured hearts with her remarkable achievement - balancing elite sporting recognition with sitting her A Levels the very next day. In 2024, Olympian **Shikha Tandon OLY** was honoured for her pioneering role in inspiring new generations of athletes.

More than a ceremony, the Omnia Media Awards embodies our wider mission: harnessing the power to drive 'sport for Social Change'. By spotlighting pioneers whose careers are shaping the future, we celebrate not only personal excellence but also the transformative influence of women in sport worldwide. Each winner is selected by an expert judging panel, ensuring recognition that is both meaningful and enduring.

OUR JOURNEY



ACTIVATE THE NEXT STAGE

Powering Social Change Through Global Sporting Platforms

Redefining The Future of Sport: One event at a time. In a rapidly evolving world, sport holds unprecedented power to influence culture, policy, and progress. Through a curated series of high-impact conferences, we align our social change agenda with the world's most iconic upcoming sports events, turning global attention into global action. Leveraging the World's Sporting Mega-Events.

Here are some of the international sporting events each serving as a launchpad for dialogue, innovation, and reform:

- **Commonwealth Games 2026, Glasgow, UK**

The 2026 Commonwealth Games in Glasgow will celebrate unity, sportsmanship, and cultural pride, featuring athletes from across the Commonwealth competing in world-class events amid vibrant Scottish hospitality and spirit.

- **Asian Games 2026, Nagoya, Japan**

The 2026 Asian Games in Nagoya, Japan, will feature diverse sports, unite athletes across Asia, promote cultural exchange, and showcase Japan's innovation, hospitality, and commitment to sustainable, world-class sporting events.

- **World Athletics Championships 2027, Beijing, China**

Beijing 2027 World Athletics Championships: a Nine-day global spectacle at the Bird's Nest, uniting over 200 nations, and 2,000+ athletes.



- **AFC Asian Cup 2027, Riyadh, Saudi Arabia**

The AFC Asian Cup Saudi 2027 is Asia's premier football tournament, hosted by Saudi Arabia for the first time, showcasing top Asian teams, passionate fans, modern stadiums, and cultural experiences.

- **Los Angeles Summer Olympics 2028, USA**

The 2028 Los Angeles Olympics will celebrate global unity, innovation, and sustainability, featuring iconic venues, diverse cultures, cutting-edge technology, and youth-focused sports in a vibrant, forward-looking Californian atmosphere.

- **Brisbane Olympics 2032, Australia**

Brisbane 2032 Olympics will showcase innovation, sustainability, and inclusivity, uniting global athletes in a vibrant, subtropical city. It promises green infrastructure, community legacy, and unforgettable sporting moments across Queensland.

- **FIFA World Cup 2034, Riyadh, Saudi Arabia**

Saudi Arabia will host the 2034 FIFA World Cup, featuring 48 teams, played across 15 stadiums in five cities: Riyadh, Jeddah, Abha, Al Khobar, NEOM.

Conference Series for Systemic Change

Each event is a convergence of:

- Policymakers & Global Sports Bodies
- Athletes & Advocacy Groups
- Corporate Sponsors & ESG Leaders
- Academics & Media Influencers



A SAMPLE OF OUR PARTNERS/SPONSORS

A TASTE OF OUR CONTENT

Our content is chosen to reflect the true picture of women's sport. Whilst we highlight the fantastic achievements and successes that are happening in the space, we also give a stage for expert opinions to showcase the struggles, both past and present. We are not afraid to give light to the topics that others would rather steer clear of. The "awkward" conversations are the important ones to have which is why we include discussions on areas such as: Power Abuse & Dominance in Women's Sports, Psychological Strengths Shaping Female Athletes in Sport and Gender Eligibility.

To date, more than 300 influential voices have spoken at our events. Highlights include Ugo Monye, sharing his perspective on male allyship, and world record holding ski jumper Silje Opseth, who presented her initiative "Project Optimize," emphasising the importance of self-education, athlete development, and women's health, particularly around the menstrual cycle.

Our aim has always been to give the right people a platform to discuss the right topics. At our Women's Edition events in London and Manchester, audiences left feeling empowered to take action, having engaged with discussions on Building Reflective Ecosystems in Women's Sport, Prioritising Physical and Mental Wellbeing, and Navigating the Intersection of Identity and Competition.

In Oslo, we brought together voices facing both familiar and unique challenges. Panels ranged from an emotionally charged debate on Confronting Power Abuse and Dominance in Women's Sport to a regionally relevant discussion on How Will Winter Sports Adapt to Climate Realities.

In 2025, we introduced our Core Theme Series, smaller, more focused events designed to tackle complex issues in depth. The first two explored AI in Sport and Sports Finance & Investment, bringing together experts committed to driving meaningful change and harnessing the positive potential of these fields.

Across all of our events, we remain committed to our group wide mission: Sport for Social Change. We ensure that expert opinions, both on and off stage, spark inspiration, drive conversation, and forge lasting connections that continue to advance the movement well beyond each event.



KEY SPEAKERS

SILJE OPSETH, PROFESSIONAL NORWEGIAN SKI JUMPER ATHLETE

Norwegian ski jumper, Olympian, and world record holder with 20 World Cup podiums. Founder of “Project Optimize,” empowering athletes through self-education, development, and women’s health.



HEATHER FISHER, FORMER ENGLAND RUGBY AND GB RUGBY SEVENS PLAYER

Heather, Birmingham-based Olympian and Rugby World Cup winner, is a former GB bobsledder, speaker, LGBTQ+ advocate, BBC presenter, and resilient athlete overcoming injury, alopecia, and adversity.



REBECCA QUINLAN, EX ATHLETE & AUTHOR

Rebecca Quinlan is an eating disorder speaker, ex-athlete writer, & vlogger in recovery since 2011. She educates, inspires & campaigns for mental health and recovery awareness.



EMMA WIGGS MBE, PARALYMPIC PARACANOE CHAMPION KEYNOTE SPEAKER

Emma Wiggs MBE, three-time Paralympic and 12-time World Champion, is paracanoe’s most decorated athlete, inspiring audiences with lessons on resilience, performance, diversity, and success.



UGO MONYE, SPORTS BROADCASTER

Ugo Monye, former England and British & Irish Lions rugby player with Harlequins, is now a leading broadcaster and diversity champion, chairing the RFU’s Diversity & Inclusion Advisory Group.



ANTHONY OGOGO, OLYMPIC MEDALLIST IN BOXING AND A PROFESSIONAL WRESTLER

Anthony Ogogo, Olympic boxing medallist, pro wrestler, pundit, actor, and model, inspires through resilience after a career-ending injury, with media work, fashion campaigns, and his podcast.



KEY SPEAKERS

LAURA YOUNGSON, CEO & CO-FOUNDER, IDA SPORTS

Laura Youngson, CEO and Co-Founder of IDA Sports, designs female-specific footwear, drives innovation in sports equipment, and champions gender equality to empower women athletes worldwide.



DAME HEATHER RABBATTS, BRITISH SOLICITOR AND BUSINESSWOMAN

Dame Heather Rabbatts DBE is a Jamaican-born British barrister, civil servant, sports and media executive, first ethnic-minority woman on the FA board, championing equality and inclusion.



TANNI GREY-THOMPSON DBE, PARALYMPIC ATHLETE

Baroness Tanni Grey-Thompson DBE is a Paralympic legend with 11 gold medals, crossbench peer, broadcaster, and disability rights advocate, inspiring change in sport, politics, and society.



ALEJANDRA SALAZAR, FOUNDER & CEO, CREATIVE AGENCY

Alejandra Salazar, Founder and CEO of a leading creative agency, drives brand storytelling and innovation, empowering clients with impactful campaigns that inspire audiences and shape culture.

DEBBIE JEVANS, BRITISH FORMER TENNIS PLAYER AND CURRENT SPORTS EXECUTIVE

Deborah “Debbie” Jevans CBE is a former British tennis player turned top sports administrator. She’s held senior roles including LOCOG Director of Sport 2012, CEO of the 2015 Rugby World Cup, and Chair of the All England Club.



VICTORIA EVANS, SPORTS & MEDIA LAWYER, LEVEL LAW

Victoria Evans, solo ocean rower and lawyer, set the Atlantic world record to champion gender equality in sport, inspiring change through resilience, advocacy, and adventure.



KEY PANELS

London 2023

INNOVATIVE DIVERSITY AND INCLUSION STRATEGIES

Rowena Samarasinhe, Founder, GEN Sport

Yvonne Harrison, CEO, Women in Football

Kate Beavan, Advisory Board Member, More Than Equal

Carla Zuill, Founding Editor, SheHUB.tv

Hannah Awonuga, Global Director, Barclays

We explore fresh approaches to embedding equity in sport, and moving beyond compliance towards genuine cultural change. Panellists highlighted how embracing diversity can strengthen performance, engagement, and long-term sustainability.



Miami 2024

LEADING SAFEGUARDING AND PLAYER CARE IN HIGH PERFORMANCE ENVIRONMENTS

Jacklyn Drake, Conference host

Eleanor Rowland, Director of Safeguarding & Inclusion, Fulham F.C

Megha-Parekh, Executive VP & CLO, Jacksonville Jaguars

We explored how you can develop a positive safeguarding culture in an elite sports environment, how different sports face different challenges and the importance for organisations to have the correct policies & procedures in place.



KEY PANELS

London 2024

GAME CHANGERS: HARNESSING THE POWER OF SPORT FOR SOCIAL CHANGE

Archie Kalyana, Diversity Producer Cricket, BBC Sport
Laura Cordingley, CEO, Chance to Shine
Angus Berry, Operations Director, MCC Foundation
Mark Curtin, CEO, Lord Taverners
Jaime Newell, National Operations Manager - ACE

This discussion highlighted the importance of governing bodies amplifying the impact of Sport for Social Change, whilst shining a light on initiatives and the measurable impact they have on communities.



Manchester 2025

ADOPTING A TAILORED APPROACH TO EMPOWER WOMEN IN SPORTS

Jenny Morris, Director, Manchester City Sports Business School
Leah Brown, Founder & CEO, Wayfinders Group
Gary Laybourne, Co-Founder & CEO, Coach Core Foundation
Chloe Walton, Director of Leadership Experience, Connected Leaders

We examined why one size fits all solutions fall short. The panel dived into male allyship, gender-specific coaching, and psychological barriers, while highlighting best practices in inclusion and lessons from sports closing the gender gap.

KEY PANELS

Oslo 2025

HOW WILL WINTER SPORTS ADAPT TO CLIMATE REALITIES

Ingrid Beutler, Senior Partner, Europe and Governance, Think Beyond
Tiril Eckhoff, Former Biathlete, TV Expert & Public Speaker
Riikka Rakic, Head of Strategy, Sustainability, and Governance, Int. Biathlon Union
Stine Lise Hattestad Bratsberg, Partner, Implement Consulting Group

We tackled how climate change threatens the future of winter sports, impacting training, competitions, and snow-based activities. This panel explored its effects and innovative solutions to ensure sustainability and adaptation in the face of rising temperatures.



Manchester 2025

SHAPING THE FUTURE: NAVIGATING THE INTERSECTION ON IDENTITY AND COMPETITION IN WOMEN'S SPORTS

Rachel Kenyon, Business Engagement Manager, The University of Manchester
Dr. Blair Hamilton, Research Associate in Applied Physiology at The Manchester Metropolitan University
Richard Morris, CEO & Co-Founder, Racing Pride
Khadija Patel, Founder & Chair, KRIMMZ Girls Youth Club

This panel highlighted making sport more inclusive by discussing the redesigning of kits to accommodate diverse bodies, modesty, and cultural practices. The panel stressed the importance of self-ID policies, warned that trans bans will harm participation, and urged sponsors to support inclusive kit development. Grassroots sport was encouraged to prioritise belonging and health, avoid exclusion, and ensure dignity for all.

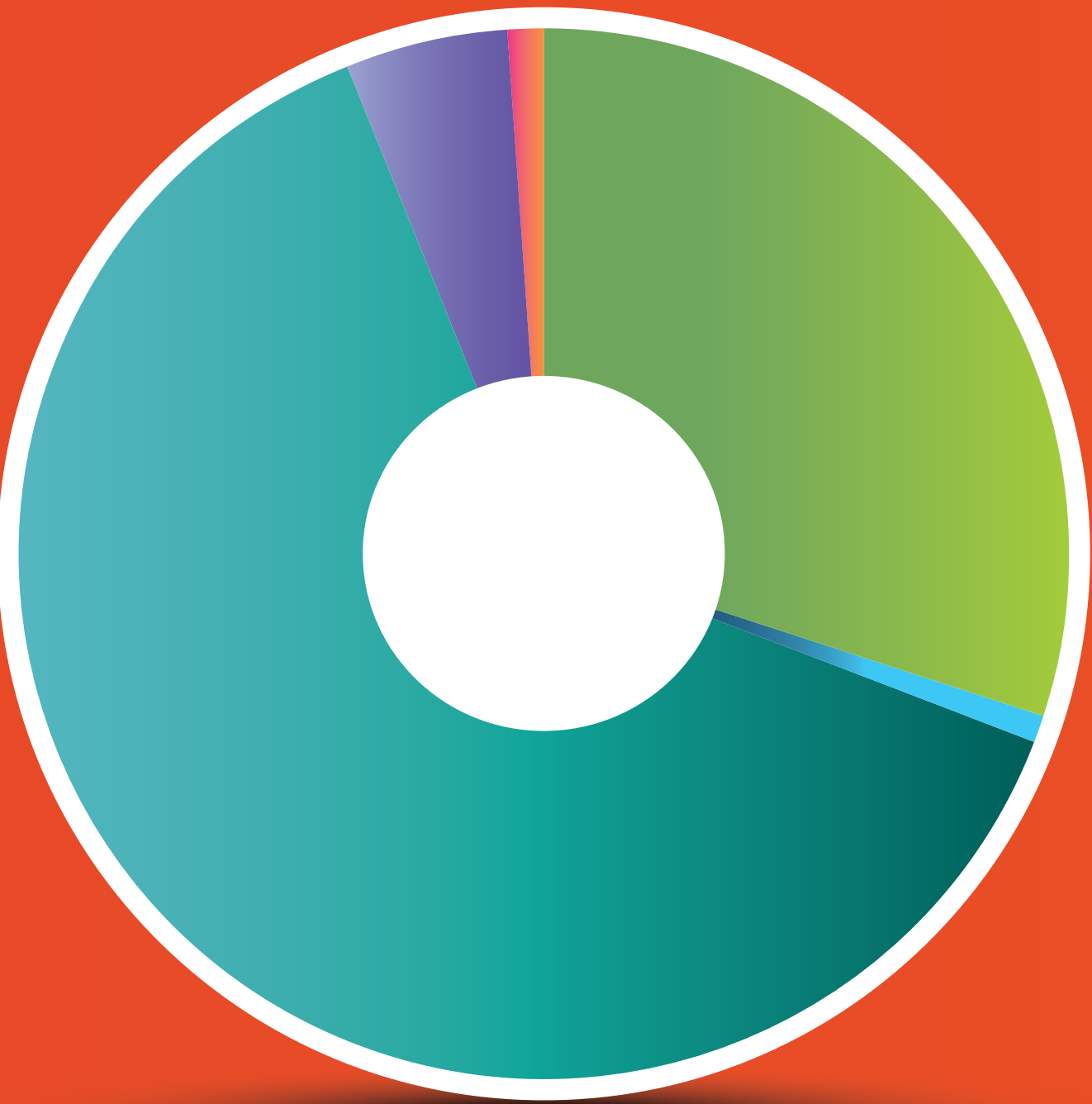


ATTENDING ORGANISATIONS INCLUDE



ATTENDEE NUMBERS

EUROPEAN BASED CONFERENCES



Europe	63%
North America	30%
APAC	5%
South America	1%
MEA	1%

AMERICAS BASED CONFERENCES



Europe	25%
North America	65%
APAC	4%
South America	5%
MEA	1%

12%	Players/Teams/Coaching
11%	Associations/Federations
10%	Investors
9%	Software/Tech
8%	Finance
7%	Consultants
5%	Media/Publishing
5%	Right Holder
4%	Equipment
4%	Government
4%	Other
4%	Venue
3%	Banking
3%	Legal
3%	Psychology
2%	Broadcasters
2%	Academies/Universities
2%	Advertising/Public Relations
1%	Agents
1%	Clothing



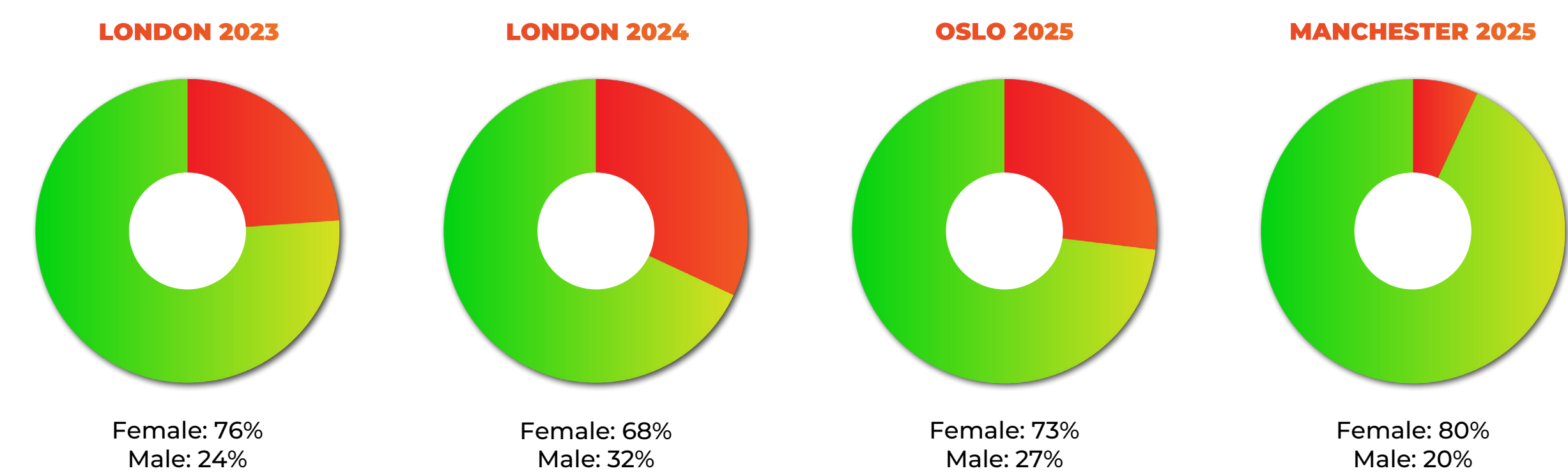


OUR PLEDGES

Our events were created to provide a platform that helps balance existing inequalities, ensuring that women & those from diverse backgrounds have the space to share both their successes and challenges in today’s sporting world. We made a pledge in 2023 to a give voice and visibility to individuals from previously unseen and unheard backgrounds. The figures reflect the progress we’ve made on this journey and demonstrate our ongoing commitment to our purpose. While the data shows improvement, there is still much work to be done.

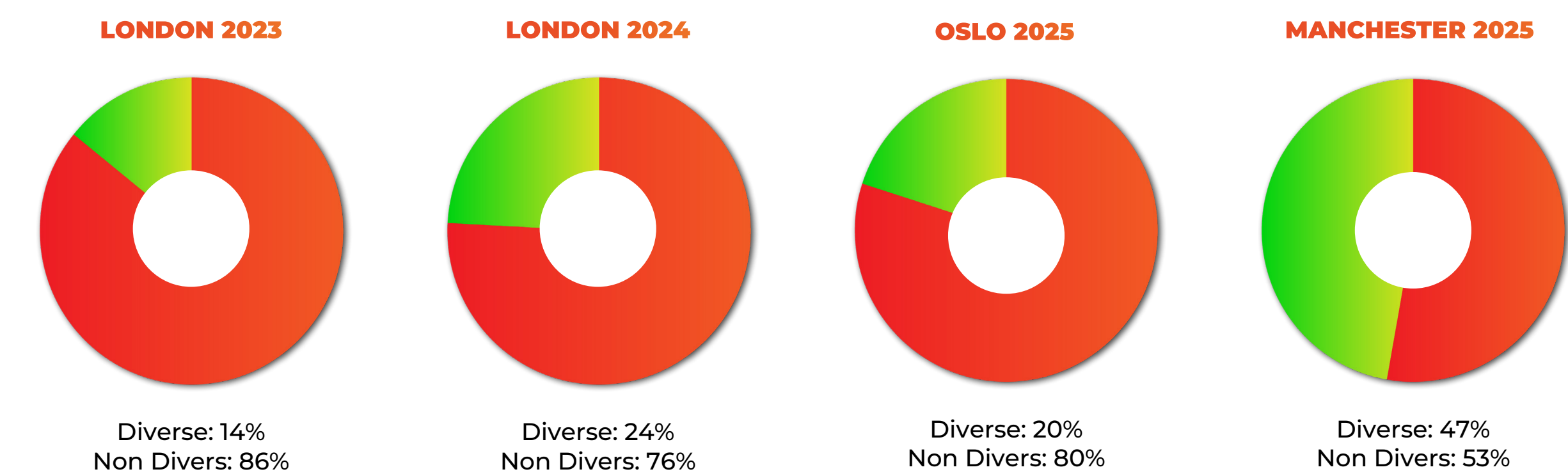
Pledge 1

At least 65% of speakers & panel guests are female.



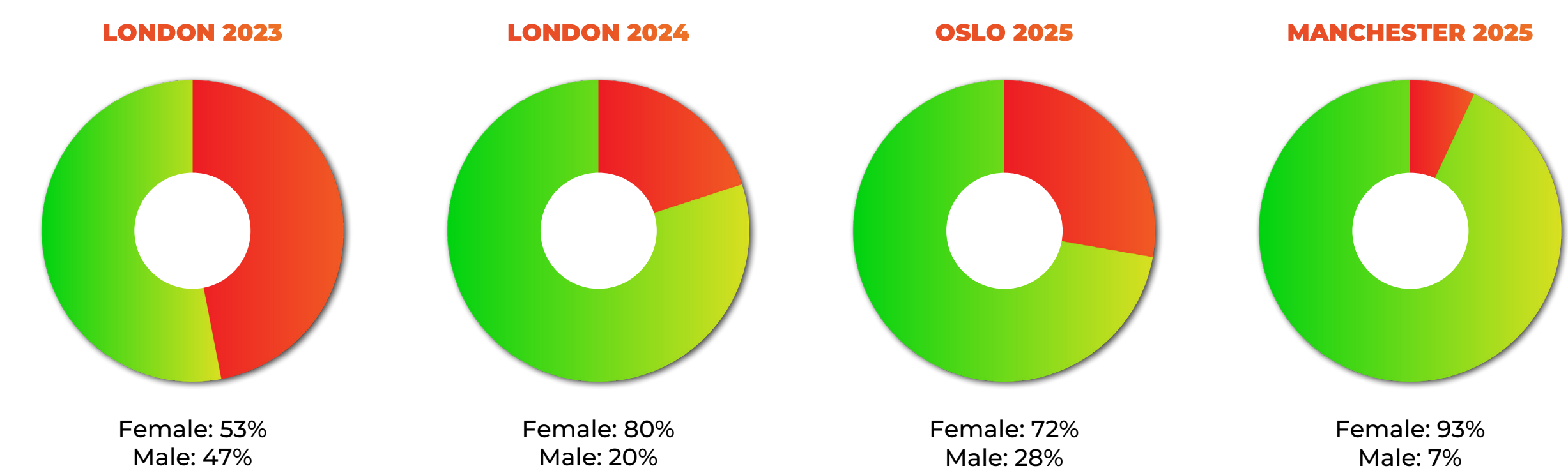
Pledge 2

At least a 50% representation of speakers & panel guests are from a diverse background.



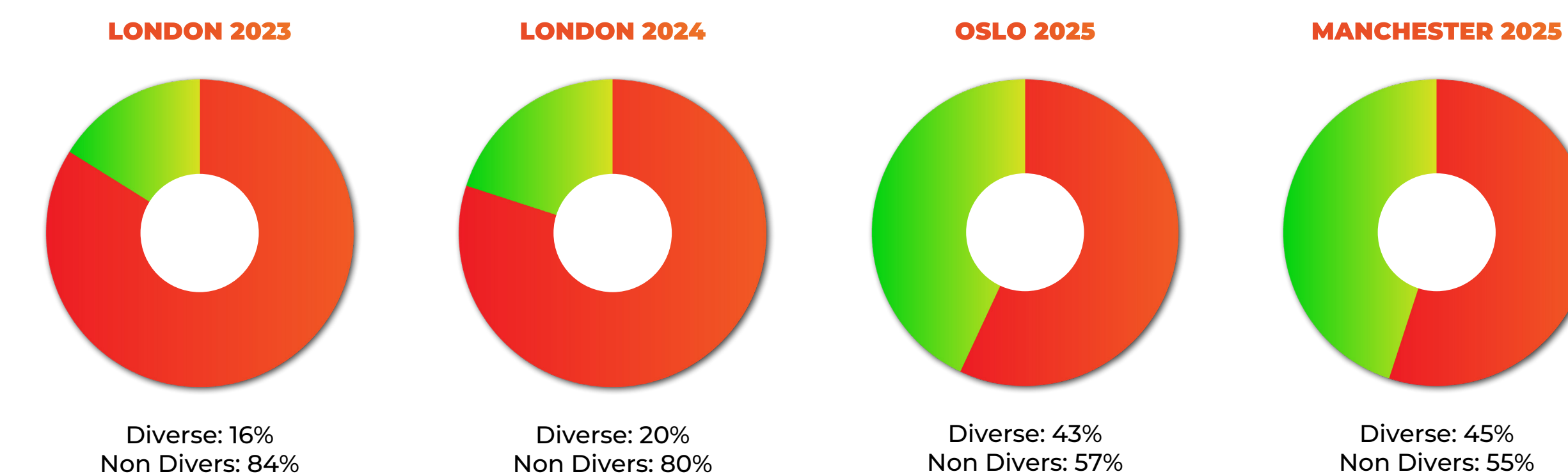
Pledge 3

At least 70% of our Advisory Board guests are female.



Pledge 4

At least a 40% representation of the Advisory Board are from a diverse background.



Pledge 5

Provide universities with free tickets for students & academics to attend, totalling at least 10% of total attendees.



Pledge 6

40% of content at our flagship conferences directly reference gender equality, diversity or inclusive subjects.





What Went Well

A CREDIBLE AND RESPECTED VOICE IN THE SPORT FOR SOCIAL CHANGE SECTOR

A STRONG BRAND IDENTITY

EVENT PROFESSIONALISM

EIS CONFERENCES ARE IMPACTFUL, RELEVANT, AND RESONANT WITH AUDIENCES

HIGH PRODUCTION VALUES

A HIDDEN GEM

A PLATFORM THAT IS VALUED AND SUPPORTED

ATTENTION TO DETAIL IN DELIVERY

PANELS AND SPEAKERS ARE HIGH QUALITY, DIVERSE AND CREDIBLE

A WILLINGNESS TO TACKLE DIFFICULT AND AWKWARD CONVERSATIONS

Areas to Improve

WOMEN'S EDITION RISKS BEING TOO NARROW

CLEARER NARRATIVE NEEDED

PARTNERSHIPS ARE TRANSACTIONAL

SMALL ORGANISATION WITH LIMITED SALES AND MARKETING CAPACITY

SMALL DATABASE IS HINDERING GROWTH

SPORT FOR SOCIAL CHANGE FEELS BROAD

TRANSLATING IDEAS INTO REAL-WORLD OUTCOMES

CARRYING FORWARD THE CONVERSATION POST CONFERENCE

SOCIAL MEDIA

Our Everything In Sport social media platforms consisted of LinkedIn to target B2B customers, and Instagram to create story telling visual content. LinkedIn allowed us to tap into the network of our speakers, attendees and partners to create organic brand awareness through reposts, post mentions, engagement and more.

Instagram allowed us to engage with our high-profile speakers and partnerships through collaborations and story mentions which drove key metrics such as high impressions, reach and engagement. An honourable mention is collaborations we had with Norwegian Former Biathlete, Tiril Eckhoff, with 222,000 followers. The following insights are based on 2 years of data from our LinkedIn and Instagram channels.

LinkedIn Insights

2023 - 2024

IMPRESSIONS

112,000+

CLICKS

10,000+

REACTIONS

3,000+

REPOSTS

150+

2024 - 2025

IMPRESSIONS

121,000+

CLICKS

7,500+

REACTIONS

4,000+

REPOSTS

200+

Instagram Insights

REACH

100,000+

IMPRESSIONS

75,000+

VIDEO VIEWS

130,000+

POSTS

400+

NUMBER OF NEW FOLLOWERS
ACROSS ALL PLATFORMS

3,000+



TESTIMONIALS

DR ANJU SOLANKI HONS DBA

FOUNDER & CEO



“Amazingly successful two day event at the Everything in Sport Women’s Edition conference at Wembley Stadium. An abundance of inspiring speakers and stories sharing the wins, progress and challenges in women’s sport. The biggest audience to date, networking was incredible. From olympic athletes, to sports broadcasters, to sports law firms, organisations promoting grassroots sports so many wonderful connections made with amazing people doing amazing things in sport. Grateful to have spoken about how allyship can change the sporting landscape and be part of such a success story. 🗨️”



SILJE OPSETH

PROFESSIONAL NORWEGIAN SKI JUMPER ATHLETE

“An honor to talk about, discuss and illuminate the challenges we’re facing as women in sport today at the Everything in Sport conference at Ullevål today. Lots of good reflections and ideas on how we can work to develop and push women sport forward and many good experience exchanges during the networking in between. Grateful for being invited and I hope my stories inspired someone today. 🗨️”



SARAH LEWIS OBE OLY

CHAIR GB OLYMPIANS ASSOCIATION

“I was part of a panel at the first edition of Everything in Sport in 2019 in a little room at the Olympic Stadium, and to see how far the event has come is testimony to the unwavering commitment to your vision of supporting and promoting women’s sport and women working in sport. The diversity and inclusion across the event, presentations and panels reflects what sport aspires to achieve, and the environment was conducive to everyone speaking openly and authentically. The cost of attending is also reasonable, enabling wider participation from younger and aspiring participants, which is most welcome. 🗨️”



TIM HOLLINGSWORTH

EX-CHIEF EXECUTIVE



“The Everything in Sport Conference gave me and other speakers a good platform from which to speak about inclusion in and access to sport and physical activity and the barriers that women and girls face in particular. What I think was more impressive was the wider opportunity afforded to attendees – not just to hear about the topics and listen to speakers but engage in discussion and network with colleagues from across the sector. That conversation is necessary and invaluable. 🗨️”





CONCLUSION

Through our flagship conferences and summits, Everything in Sport has been driving awareness and giving a voice for those wanting to create and sustain real change within the wider sporting sector. We are committed to continue highlighting those in the space that are fighting for those less fortunate, and to give them opportunities to showcase the work they are doing and bring together the right people to collaborate for improvement and growth.

Our next stage of growth is to continue providing a platform, via our conferences, summits, and other opportunities, so that the required social change can keep progressing.

Having so far invested £1.2 million in our conferences and summits, we are now seeking forward-thinking investors and strategic partners to join us in joint ventures, collaborations, and partnerships that amplify both reach and influence. Together, we can turn the unifying power of sport into a catalyst for meaningful change.

By partnering with Everything in Sport, organisations can be part of a unique movement where sport, innovation, and social responsibility converge, delivering results that make a difference.

