



WORLD TOUR AMSTERDAM CONFERENCE 2024

THE SOCIAL IMPACT OF SPORT

11 OCTOBER 2024



**WORLD TOUR
AMSTERDAM 2024**

GENERAL INFORMATION

WORLD TOUR AMSTERDAM CONFERENCE 2024



11 OCTOBER 2024, FROM 1 TILL 5.30 PM



**HEADQUARTERS 3X3 UNITES,
KEIENBERGWEG 93, AMSTERDAM**



**| GENDER EQUALITY
| YOUTH EMPLOYABILITY
| MENTAL HEALTH**



WORLD TOUR AMSTERDAM CONFERENCE 2024

THE WORLD TOUR AMSTERDAM CONFERENCE 2024 WILL BE HELD ON THE FRIDAY PRIOR TO THE WORLD TOUR AMSTERDAM, AND IS PART OF ITS OFFICIAL PROGRAM.

12.30 - 13.00

Walk-in

13.00 - 13.25

Opening words

13.25 - 14.10

Keynote

14.15 - 15.00

Workshop Round 1

15.00 - 15.15

Break

15.15 - 16.00

Workshop Round 2

16.05 - 16.50

Expert panel

16.50 - 17.00

Closing words

17.00 - 17.45

Drinks & bites

ADD-ONS TO OUR REGULAR PROGRAM

BESIDES OUR REGULAR PROGRAM WE OFFER TWO VALUABLE ADDITIONS TO THE PROGRAM.

ADD-ON 1 FRIDAY MORNING SESSION

FRIDAY 11th 9.30 - 11.30

ON FRIDAY THE 11TH WE OFFER A WORKSHOP ON THE METHODOLOGY OF 3X3 UNITES WHICH IS BASED ON CREATING LOCAL ECOSYSTEMS. WE ZOOM IN ON THE DIFFERENT ELEMENTS OF THE ECOSYSTEM. THE PARTICIPANTS ARE SUPPORTED IN ILLUSTRATING THEIR LOCAL SITUATION AND NEEDS AND SUPPORTED IN STARTING TO FORMULATE A STRATEGY FOR BUILDING THEIR LOCAL ECOSYSTEM TO CREATE LASTING IMPACT!

ADD-ON 2 WORLD TOUR SATURDAY AFTERNOON VENUE TOUR

SATURDAY 12th

ON SATURDAY THE 12TH WE OFFER AN ON THE SPOT TOUR AT THE WORLD TOUR VENUE, WESTERGAS. THE TOUR GIVES YOU THE OPPORTUNITY TO BROADEN YOUR VIEW AND EXPERIENCE THE WORLD TOUR AT ANOTHER LEVEL. PLEASE LET US KNOW WHEN MAKING YOUR PERSONAL PROGRAM.



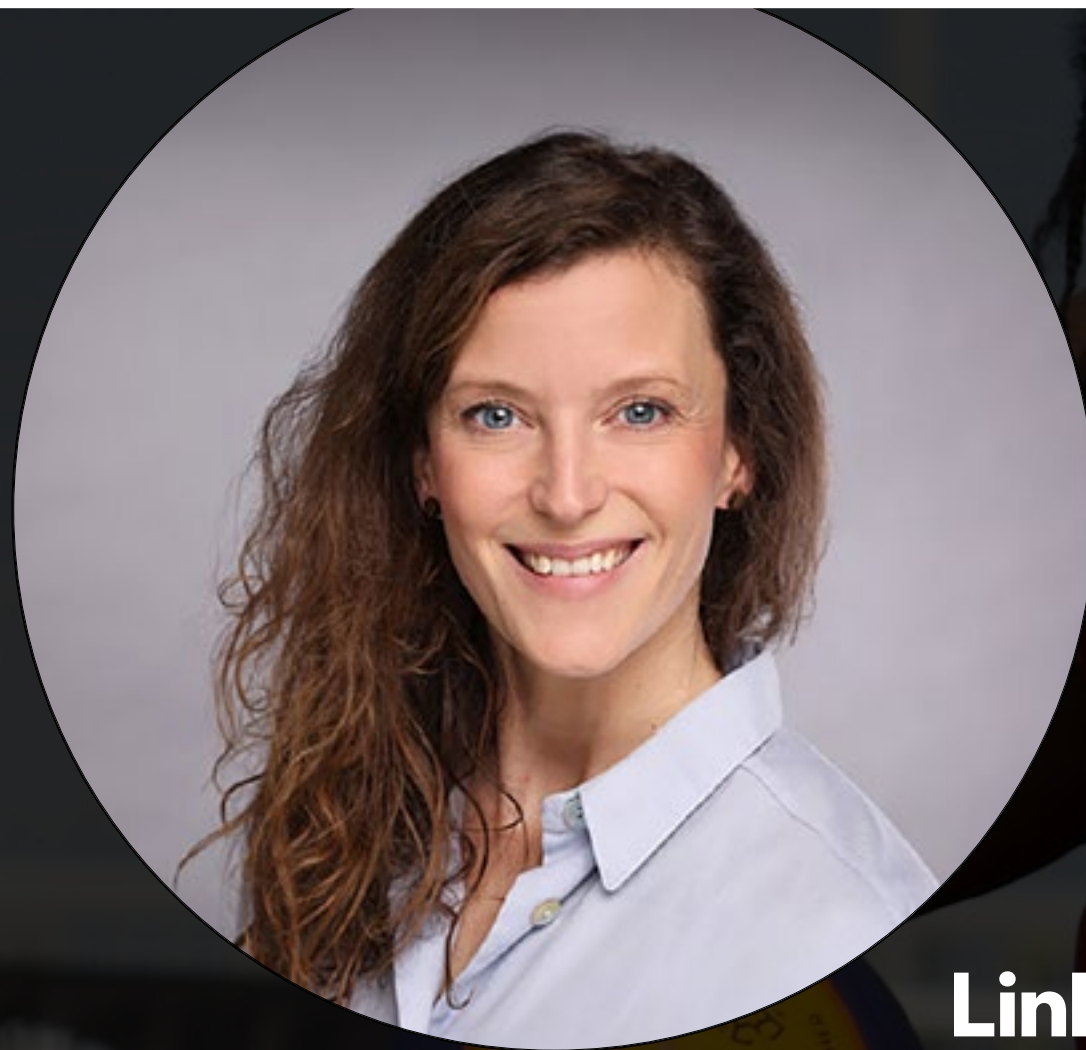
THE SOCIAL IMPACT OF SPORT

YES, SPORT IS MORE THAN PHYSICAL MOVEMENT AND HAS A GREAT POTENTIAL TO POSITIVELY INFLUENCE GENDER EQUALITY, MENTAL HEALTH AND YOUTH EMPLOYABILITY. BUT HOW DO YOU DEVELOP AN IMPACTFUL PROGRAM BASED ON SPORT, WHAT STRATEGY WILL GET YOUNG PEOPLE MOVING AND HOW DO YOU MEASURE THIS IMPACT? WITH OUR EXPERTS AND GUEST SPEAKERS AND BASED ON OUR SOCIAL PROGRAMS OF 3X3 UNITES, WE TACKLE EXACTLY THESE QUESTIONS ON THE SOCIAL IMPACT OF SPORTS! TOP SPORT EVENTS CAN BE A POWERFUL TOOL TO CREATE SOCIAL IMPACT BY CREATING INSPIRATION, PERSPECTIVE AND LEGACY. THUS, WE HOST OUR SOCIAL IMPACT CONFERENCE ONE DAY BEFORE OUR WORLD TOUR WITH THE WORLD STAGE OF 3X3 BASKETBALL!



KEYNOTE SPEAKER

“SPORT: A TRUE ‘HIGH-IMPACT TOOL’? CLOSING THE GAP BETWEEN ACTIVITIES AND OUTCOMES THROUGH MONITORING & EVALUATION (M&E)”



LinkedIn

DR. KATRIN BAUER

SENIOR RESEARCH CONSULTANT, MAINLEVEL CONSULTING AG

KATRIN IS AN EXPERT IN EVALUATION AND SPORT FOR DEVELOPMENT, HAVING PROVIDED SCIENTIFIC AND PRACTICAL SUPPORT TO NATIONAL AND INTERNATIONAL PROJECTS AND STAKEHOLDERS FOR THE PAST TWELVE YEARS. KATRIN ASSUMED THE ROLE OF RESEARCH ASSISTANT AND LECTURER AT THE GERMAN SPORT UNIVERSITY COLOGNE FROM 2013 TO 2023.

THEMES CONFERENCE

WITH THE OPENING AND KEYNOTE WE ESTABLISH COMMON GROUND AND PROVIDE NEW INPUT ON INCREASING SOCIAL IMPACT. IN THE VARIOUS WORKSHOP ROUNDS, YOU WILL ACTIVELY APPLY NEWLY ACQUIRED KNOWLEDGE IN REDESIGNING YOUR OWN PROGRAMMES TO INCREASE YOUR SOCIAL IMPACT ON THE FOLLOWING KEY THEMES:

1. GENDER EQUALITY: HOW TO DESIGN IMPACTFUL PROGRAMS THAT ADDRESS THE SPECIFIC NEEDS OF GIRLS AND NON-BINARY YOUTH WITHIN THEIR COMMUNITIES
2. YOUTH EMPLOYABILITY: HOW TO BUILD PROGRAMS THAT EMPOWER YOUTH TO EMBARK ON THEIR JOURNEY AS PROFESSIONALS AND APPLY AN ENTREPRENEURIAL MINDSET AND WHAT ARE THE SUCCESS FACTORS?
3. MENTAL HEALTH: HOW TO INTEGRATE MENTAL HEALTH TOPICS INTO SPORTS PROGRAMS TO PREVENT MENTAL HEALTH ISSUES?



GET YOUR TICKETS HERE!

**€66 PER TICKET ONLY AND 50%
PRE-SALE DISCOUNT WITH CODE:**

IMPACT50

**PLEASE BE QUICK AS SPOTS
ARE LIMITED.**

**[CHECK THE WEBSITE](#) FOR MORE
INFORMATION!**



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**WORLD TOUR AMSTERDAM
CONFERENCE 2024**





POWERED BY:

× Gemeente
× Amsterdam

Beweegalliantie

SUPPORTED BY:

ATHLETE
VENTURES

WW
Women Win

Transformers
Community



EX3

WORLD TOUR
AMSTERDAM 2024