



WSF CONFERENCE 2022

28-29 October 2022

To inspire, to enthuse and to engage

CONTEXT

For the first time since 2019, WSF delegates are invited to attend in person the Conference and AGM 2022 in Chennai, India, at the end of October.

The Squash Rackets Federation of India (SRFI) will host the 2 day Conference in a remarkable resort hotel in Chennai and is closely partnering with the WSF to ensure a compelling 2 day conference for our delegations.

Following the production of the WSF 2022-2025 Strategy and its presentation at the AGM 2021, the conference will comprise presentations, workshops and discussion specifically related to the pillars of the Strategy. Moreover, SRFI and its partners will be deeply involved in the production of the content of the 2 days given they want to share with attending MNFs their know-how and highly recognised expertise in the application of technology and digitalisation of sport.

Our motto for this year AGM and Conference is to "To inspire, to enthuse and to engage" WSF's stakeholders and partners in the delivery of the sport's strategy over the next 3 years.

PILLARS

We have selected some of the most relevant current subjects from the 5 strategy pillars to be covered during the 2 days with speakers and bespoke presentations for delegates to access and contribute to best practices and ideas through formal and informal discussion.

CHAMPIONSHIPS & EVENTS:

Consolidate WSF's Championships and events portfolio; strengthen squash's presence in multi-sport games; enhance presentation of the sport.

We will consider learnings from The World Games, Commonwealth Games and new guidelines for future events in order to raise the bar on the quality of the presentation and promotion of WSF events, players and the sport.

SQUASH DEVELOPMENT:

Develop and promote programmes and campaigns designed to ensure Squash and Squash57 continue to innovate and thrive.

A large part of the conference programme will focus on how we combine our knowledge, expertise and resources across WSF stakeholders to grow the sport across the world. Friday afternoon's session will focus on recent developments around WSF's coaching strategy, the WSO platform and how we make more of the opportunities presented by Squash57. The afternoon will also cover proposed developments around promoting the right ball and invite delegates to help shape the campaign with MNFs.

Saturday's sessions will cover other new developments designed to drive the sport's growth.

BUSINESS OPERATIONS:

In terms of good governance, the WSF must ensure its operations run effectively and efficiency in order to grow its revenue streams and reach its mission.

Following the agreement with SquashLevels, WSF will update the MNFs on the current partnership venture and explain why this partnership could be a "game changer" for our sport. The Onside agency will also introduce delegates to the conclusions of a recent exercise to identify the marketing value and opportunities for our events.

EFFECTIVE LEADERSHIP:

Practice exemplary governance, clear strategic direction and effective representation in the global sport eco-system.

As Signatory of the WADA code, it is essential all our MNFs understand the ramifications of this agreement and ensure the contribution of all the athletes especially in the educational sessions.

PEOPLE & PARTNERSHIPS:

Our people and partners are fundamental to unlock the sport's potential. We must nurture and support these relationships and recognize their contribution to the success of the sport

In addition to the themes covered during these 2 days, an exhibition room will offer Indian companies endorsed by SRFI, the opportunity to present their innovative products and services in particular in the field of digitalisation, development of websites and apps etc. India is recognised as one of the most advanced countries with some of the most dynamic technology companies in the world having implemented their R&D laboratory in India.

Specific meetings can be arranged in advance so delegates have the opportunity to arrange face to face meetings to explore opportunities to support the growth of the sport.

Representatives from the highest Indian sporting authorities will also share their experiences, what we can learn and how we can adopt some success factors for our sport.

WORLD SQUASH FEDERATION 2022 CONFERENCE PROGRAMME

Session 1: Friday 28th October (morning)

CHAMPIONSHIPS & EVENTS:

Consolidate WSF's Championships and events portfolio; strengthen squash's presence in multi-sport games; enhance our presentation of the sport.

Aim: The tendering/awarding and delivery of WSF Championships has changed very little over the last decade whilst the global events world is changing ever more rapidly. This morning session explores some of the most critical aspects of WSF's Championships and how we respond to a changing environment and opportunities.

Subject/title	Time	Summary of session	Type of delivery	Presenter/lead
Realising the value of WSF Championships	45m	WSF recently commissioned Onside to produce a report on the potential value of WSF Championships. This session will report its key findings.	Presentation and Q&A / discussion	Onside (virtual) Session chair for 20 min discussion
Raising our Game in the delivery of Championships	45m	What can we learn from other events & sports to enhance the quality of WSF Championships ? What should be our 3 biggest developments in the next 3 years ?	Presentation and Q&A / discussion	Tim Garner, TD B2022; Karim Darwish, PSA World Champs 2022; Emily Mak, Asian Games
Coffee Break	15m			
The World Cup	45m	The proposal to reinstate the World Cup aims to engage more nations at Continental and sub-cont levels. How do we make this a success for MNFs and the sport ?	Presentation and Breakout groups	William LM / TT (ESF)
WSF's OTT platform	45m	This session will explain the fundamentals of an OTT platform and what it can do to transform the reach and exposure of the sport	Presentation and Q&A / discussion	William / Luis Ferreira (WSF); SRFI
HCL Squash Podium Program	30m	SRFI and HCL will introduce the MNFs to the programme	Presentation and Q&A / discussion	HCL - SRFI
Lunch	1hr	Connect time		

Session 2: Friday 28th October (afternoon)

SQUASH DEVELOPMENT:

Develop and promote programmes and campaigns designed to ensure squash and squash57 continue to innovate and thrive.

Following on from the morning session, this session will cover some essential programmes underpinning the growth of the sport, providing a platform for feedback from delegates on how we best steer these opportunities to maximise their effectiveness and value to Continental and National Federations.

This session will cover some of the latest ball developments aimed at supporting Member Nations to attract and retain players.

Subject/title	Time	Summary of session	Type of delivery	Presenter/lead
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WSF Coaching Strategy 2022-25	45m	This session will introduce the key features of WSF's new coaching strategy and what it hopes to achieve in creating a thriving, connected global coach community	Presentation and Q&A	Sarah / Michael (Coaching Com)
Rules & Refereeing ~ future vision and delivery	45m	What have we learned from the first year of WSO's operation ? How can we maximise its potential for the sport ?	Presentation and Breakout groups	Roy G. / PSA. WSO
Coffee Break	15m			
Promoting "the right ball"	30m	This session invites delegates to contribute to the proposed campaign to promote use of 'the right ball', in particular to support player retention / participation.	Presentation and Q&A	Dunlop Virtual
Squash57's role in the sport's growth strategy	45m	Squash57 is a parallel strategy to 'the right ball' aimed at player retention and market growth. This session explores with delegates how we might accelerate the growth of Squash57.	Presentation and breakout groups	Patrick Osborn (Virtual)
End of day				

Session 3: Saturday 29th October (morning)

PEOPLE & PARTNERSHIPS + BUSINESS OPERATIONS

Our people and partners are fundamental to unlocking the sport's potential. We must nurture and support these relationships and recognize their contribution to the success of the sport

Subject/title	Time	Summary of session	Type of delivery	Presenter/lead
Outdoor court developments	45m	As the evolution of various outdoor squash court design and settings gains impetus, this session explores how WSF and MNFs can best support these developments	Presentation and Q&A	Tom Oldroyd & Court Developers
World Ratings	45m	This session explores the opportunities of the partnership between WSF and Squash Levels to build on the potential of Global Ratings	Presentation and Q&A	Zena/Jethro Squash Levels
Coffee Break	15m			
Technology E-sports	30m	E-sports is a rapidly growing market attracting staggering levels of investment. This session explores the potential relationship between e-sport and a traditional sport like squash	Presentation and Q&A	SRFI / Global Esport Federation
SRFI ERP Initiative	20m	How SRFI has transformed its organisation using innovative ERP (Enterprise Resource Planning) solutions	Presentation	SRFI / HCL Company
Clean Sport ~ ITA	30m	The rarity of doping issues	Presentation	Benjamin Cohen

& WADA partnership		within squash can create a risk of complacency. This session outlines the implications of not taking anti-doping education sufficiently seriously and ensuring we use the tools available.	and Q&A	(ITA)/ Anne Smith (WSF Medical Chair;
Lunch day 2	1hr			

Session 4: Saturday 29th October (afternoon)

PEOPLE & PARTNERSHIPS + BUSINESS OPERATIONS

Subject/title	Time	Summary of session	Type of delivery	Presenter/lead
Data Analytics	30m	Data knowledge is essential to every organisation. How squash can build a real data management system	Presentation and Q&A	SRFI and Indian companies
Social Media activities	45m	How to integrate a consistent social media strategy to better promote our sport and its athletes. Includes best practices from other sports.	Presentation and Q&A	SRFI - WLM
Coffee Break	15m			
AGM discussion	1hr	This session is an opportunity for delegates to discuss any questions arising from the next day's AGM agenda in advance of the AGM.		Board and Delegates
End of day				