



Location: Gowling WLG Offices, Two Snowhill, Birmingham, UK, B4 6WR

<u>Day One – Monday 3rd June</u>	
9:00 – 9:30 am	Registry and Networking
9:30 – 10:00 am	<p>Squash Summit Introduction - Adriana Olaya (PSA Foundation)</p> <ul style="list-style-type: none"> • What we want to achieve with the Squash Summit. <p>Alex Gough (PSA) and Zena Wooldridge (WSF)</p> <ul style="list-style-type: none"> • Squash’s Global Ecosystem: WSF, PSA and PSA FOUNDATION. How we work together, roles and responsibilities.
10:00 – 10:45 am	<p>Squash Admitted to LA28 Olympic Games: The Successful Bid; How it happened and the opportunity.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • World Squash Federation President - Zena Wooldridge OBE • Professional Squash Association CEO - Alex Gough • US Squash President and CEO - Kevin Klipstein • Skateboarding GB CEO - James Hope-Gill (New Olympic sport since 2020) <p>Moderator: Rowena Samarasinhe</p>
10:45 – 11:00 am	15 Minute Break
11:00 – 12:00 pm	Breakout Rooms – See Below Row of Topics
<p>Room 1 The growth of professional squash. How the merger of the men’s and women’s tours has elevated the PSA Tour to new heights. What (commercial) opportunities are out there for other squash stakeholders?</p> <p>Speakers- Tommy Berden (PSA CCO) and Rowena Samarasinhe (PSA Senior Advisor).</p>	<p>Room 2 England Squash – ‘How major events can drive community led legacy programmes’ The legacy of the Birmingham 2022 programme which resulted in over 10,000 people experiencing squash in the city. - Jo Robottom (England Squash)</p> <p>The Squash United Case: What happens when we work together. B2022 Commonwealth Games collaborations/legacy and New Street project. - Ming Lee (Squash United)</p>
12:00 – 1:00 pm	Lunch Break

1:00 – 2:00 pm	<p>Grass Roots and Community Engagement; Squash for Good. <i>Sustainable Development Goals and why they matter</i></p> <ul style="list-style-type: none"> ● Introduction of all Squash for Development Organisations (SDOs) and their work around the world ● Nicol David and Mariana De Reyes on The Nicol David Org. The Power of Squash for Good. How NDO is transforming lives through squash. ● Michael Hill on Rackets Cubed. Collaboration with other racket sports and maximizing capacity utilization of court space + funding opportunities around it. ● David Kay The Squash and Education Alliance - The US Urban Squash Model. The power of 'sport', it's not just about 'squash'. <p>Moderator: Renato Paiva</p>		
2:00 – 2:15 pm	15 Minute Break		
2:15 – 3:00 pm	Breakout Rooms – See Below Row of Topics		
<p>Room 1</p> <p>The successful rise of Squash in the US.</p> <p>The strategic approach taken by US Squash to drive growth nationally from the grassroots to junior squash, facility development and high performance programming achieving excellence on the pro tour.</p> <p>Speaker - Kevin Klipstein (CEO US Squash)</p>	<p>Room 2</p> <p>Squash Facilities Network</p> <p>Sharing best practices from a club perspective - Markus Gaebel</p> <p>Case studies</p> <p>Pontefract Squash Club</p> <p>Doncaster Squash Club - Dave Cooke</p> <p>Squash On Fire - Nadine Lanier Arsenyev</p> <p>Open Squash - Gina Kennedy</p> <p>Facilitator: Mike Dale</p>	<p>Room 3 (Small Room)</p> <p>Squash for Development workshop (invite only)</p> <p>Facilitator: Fundraising and best practices expert to deliver workshops to SDOs.</p> <p>Please note this session will be from 2:15 until 4pm</p>	
3:00 – 3:30 pm	<p>Closing Panel - A conversation with Nicol David and PSA players on the Olympic dream.</p> <p>Endnote - summary of the day.</p>		
3:30 pm	Walk over to The Rep Theatre for the start of the British Open Squash Championships evening session.		

Day Two – Tuesday 4th June	
9:00 – 9:30 am	Registry and Networking
9:30 – 9:45 am	Reconvene, recap and run through the agenda for the day.
9:45 - 10:15 am	<p>The Global Squash Report 2024</p> <p>Sharing the findings of the most comprehensive study on the global squash ecosystem. Highlighting the enormous economic potential of squash and sharing successful strategies to unlock this potential.</p> <p>Speaker - Markus Gaebel (CEO Squash Facilities Network)</p>
10:15 – 11:00 am	<p>Challenges and opportunities to grow the sport.</p> <ul style="list-style-type: none"> ● Dax Mellor - Padel for All ● Lee Witham - Squash + ● Matt Towers - Towers Squash Club Bedford ● Jenny Denyer - Women in Squash - Developing capability <p>Moderator: Michael Hill</p>
11:00 – 11:15 am	15 Minute Break
11:15 –11:30 pm	PSAF - Bringing the Squash community together. Adriana Olaya - Head of PSA Foundation
11:30 - 12:00 pm	A conversation with Rob Owen - Independent Squash Minds Interviewer: Ming Lee
12:00 – 1:00 pm	Lunch Break
1:00 - 2:00 pm	<p>Innovation and Technology in Squash.</p> <p>How we are leveraging technology in different aspects of the sport.</p> <ul style="list-style-type: none"> ● Lee Drew on AI and refereeing ● Markos Aristides Kern - LYMB.IO Interactive Squash ● Mark Gorski - Sports Data Labs Heartrate and Athlete Health Data <p>Moderator: Jethro Binns</p>
2:00 - 2:15 pm	15 Minute Break

2:15 - 2:45 pm	<p>Court Technology and development.</p> <p>Making squash more visible and accessible through innovation and multi-racket facilities.</p> <ul style="list-style-type: none"> ● Rik Zwikker - Outdoor Squash Netherlands ● Henning Von Spreckelsen - Kourts Carbon negative mini-courts ● ASB - Innovation in outdoor courts ● Dunlop - Using the right ball <p>Moderator: Alicia McConnell</p>
2:45 - 3:30 pm	<p>Closing Panel - Key takeaways and action points.</p> <ul style="list-style-type: none"> ● Kevin Klipstein - US Squash ● William Louis-Marie - WSF ● Sarah Jane Perry - England Squash player PSA/ WSF Athletes Commission <p>Moderator: Renato Paiva</p> <p>CLOSING REMARKS - The best time for squash is now!</p>
3:30 pm	<p>Walk over to The Rep Theatre for the start of the British Open Squash Championships evening session.</p>