Sport as an equalizer for social inclusion

The Real Madrid Way

Thursday 21 February
1:15pm – 2:30pm
Conference Room 12

Opening remarks:

H. E. Mrs. Isabelle PICCO
Permanent Representative of Monaco to the United Nations

Mrs. Ashley Bernhard
C. E. O. Haven Hill LLC

Presenter:

Mr. Steven Mandis
Columbia Business School adjunct professor (Masters of Sports Management), Author of “The Real Madrid Way”

- How the members (called “socios”) shape the club and make sure it is rooted in social inclusion?

- How the Real Madrid Foundation promotes sport and education around the world since 1997?

- How partnerships have expanded beyond sport?