REAL FEDERACIÓN ESPAÑOLA DE FÚTBOL

LA ACADEMIA RFEF

ELEVA RFEF

II INTERNATIONAL WOMEN'S FOOTBALL CONVENTION 2026

NOVEMBER 19 & 20

CIUDAD DEL FÚTBOL (LAS ROZAS, MADRID, SPAIN)

WITH SUPPORT OF

FIFA

MORE INFORMATION:
ELEVA@RFEF.ES



IN COLLABORATION WITH:

Iberdrola · Google Gemini · EBRO · MSD · tambre · CERVEZAS VICTORIA MÁLAGA 1928 · RAMÓN BILBAO · LA ROCHE-POSAY LABORATOIRE DERMATOLOGIQUE · MADEQUA

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PROGRAM

THURSDAY, 19 NOVEMBER

08:30 H · **WELCOME COFFEE AND REGISTRATION**

09:30 H · **OPENING CEREMONY**
Opening Remarks. Álvaro de Miguel - Secretary General, RFEF

10:00 H · **RFEF WOMEN'S FOOTBALL ACTION PLAN: ELEVA**
Reyes Bellver - **Women's Football Director, RFEF**

10:20 H · **PRESENTATION: LA ACADEMIA RFEF WITH VIRGINIA TORRECILLA**

10:30 H · **FIFA KEYNOTE SESSION**
Sarai Bareman - **FIFA Chief Women's Football Officer**

11:00 H · **PANEL I: ELEVATE THE INDUSTRY**
Emma Sykes - **UEFA Head of Women's Football Development**
Itzel Regalado - **Head of Revenue Marketing, Club Atlético de Madrid**
Arianna Criscione - **Head of Women's soccer, Krause Group**
Margherita Raccuglia - **ADIDAS Director of Athlete Performance**
Presented by Lucy Mills - Founder & CEO Ready Sport Global

11:45 H · **COFFEE BREAK**

12:15 H · **PANEL II: ELEVATE THE COMPETITION**
Alberto Bárez - **Director of Competitions and Youth Football Development, RFEF**
Mariana Gutiérrez - **President, Liga BBVA MX Femenil**
Beatriz Álvarez - **President, Liga F**
Presented by Tania Tejeira - Lawyer and CEO of Tejeira Sports Law

13:00 H · **KEYNOTE SESSION ON PREVENTIVE HEALTH AND PERFORMANCE: "COMPREHENSIVE CARE FOR THE FEMALE FOOTBALLER BEYOND THE PITCH" BY MSD**
Noelia López Malpartida - **Medical affairs Director Vaccines and Inmunology MSD España**

13:30 H · **COCKTAIL - LUNCH**

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15:15 H • **PANEL III: ELEVATE MANAGEMENT AND LEADERSHIP**
Thanh Ha Nguyen - **Vietnam Football Federation Deputy General Secretary**
Laura McAllister - **UEFA Vicepresident**
Meskerem Tadesse - **CAF Head of Women's Football**
Katrien Jans - **Head of Women's Football, Royal Belgian Football Association (RBFA)**
Presented by Lucy Mills - Founder & CEO Ready Sport Global

16:00 H • **PANEL IV: ELEVATE CHILDHOOD**
Maria Ángeles Espinosa - **President of UNICEF Spain**
Felipe Sánchez-Pedreño - **Child Protection Officer, RFEF**
Itziar Díaz - **Women's Football Lead, Federación Riojana de Fútbol**
Presented by Nacho Solana – Director of Brand and Social Responsibility, RFEF

16:45 H • **COFFEE BREAK**

17:30 H • **PANEL V: ELEVATE THE VOICES. THE POWER OF ROLE MODELS A CONVERSATION MODERATED BY LUCY MILS BETWEEN:**
Formiga - **Former Brazilian International Football Player**
Laura Georges - **FIFA Head of Strategic Football Development**

18:30 H • **ELEVA AWARDS: BEST WOMEN'S FOOTBALL PHOTOGRAPHY**

20:30 H • **GALA DINNER AND CELEBRATION! (RESIDENCIA CIUDAD DEL FÚTBOL)**

FRIDAY, 20 NOVEMBER

10:00 H • **ARTIFICIAL INTELLIGENCE IN FOOTBALL BY GOOGLE**
Petar Veličković - **Senior Staff Research Scientist at Google DeepMind**

10:30 H • **KEYNOTE SESSION: "REPRODUCTIVE HEALTH IN ELITE SPORTS" BY CLÍNICA TAMBRE**
Dra. Estefanía Moreno - **Gynecologist and Fertility Specialist**

11:00 H • **COFFEE BREAK**

11:45 H • **ANNOUNCEMENT OF THE NATIONAL TEAM SQUAD BY HEAD COACH SONIA BERMÚDEZ**

11:50 H • **KEYNOTE SESSION ON MENTAL HEALTH**
Tatiana Ferreira - **Sports Psychologist, Sport Lisboa e Benfica**

12:20 H • **PANEL VI: ELEVATE MENTAL HEALTH**
Andrea Falcón - **Former Professional Footballer**
Lola Fernández Ochoa - **President Fundación Blanca**
Presented by Ana Merayo – Sports Psychologist

13:00 H • **PANEL VII: ELEVATE BUSINESS**
Pedro Malabia – **Strategy Director, Liga F**
Luis Antonio Aragón - **General Director, Zaragoza CFF**
Pedro Iriondo - **CEO of FC Badalona Women**
Patricia González - **Global Sporting Director, Bay Collective**
Presented by Andrea Bozza - Head of Football, Deloitte Legal Italy

13:45 H • **CLOSING REMARKS**
FAREWELL COCKTAIL

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