
2025 Annual Symposium Program

Day 1 18 March 2025

09:00 – 09:30 Session 1 - Welcome / Overview of Symposium

This introduction session will set the tone for the days ahead, encouraging participants to approach the Symposium with energy, curiosity, and a shared passion for creating an athlete-centered future. It will provide an overview of the various sessions that are planned as well as the narrative that ties them all together—our upcoming 2025-2029 Strategic Plan.

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09:30 – 10:30 Session 2 - Keynote address – Going further together

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11:15 – 12:15 Session 3 - How partnerships can take us further

This session will explore how partnerships can support the global anti-doping community in advancing the protection of clean sport. We will discuss existing partnerships in a number of different areas of anti-doping in order to demonstrate how collaboration can strengthen the global anti-doping system.

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12:30 – 12:45 Press Conference (to be confirmed)

SwissTech Convention Center – Garden 5BC

13:45 – 15:00 Session 4 - Research & Innovation, perspectives on past and future achievements

ADOs: find out how to benefit from and participate to anti-doping innovation

WADA will soon celebrate 25 years of investment in scientific research in anti-doping. This session will review some of the key achievements and innovations in anti-doping research and how all ADOs can contribute to the research endeavors to tackle the remaining and new challenges to keep sport clean.

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13:45 – 15:00 Session 5 - Ideathon: generating new ideas together to respond to key challenges of the global anti-doping system (part 1)

The Ideathon aims to make the most of this once-a-year event that brings together so many bright and dedicated anti-doping minds. Anti-doping experts and practitioners will work in teams to discuss some of the key challenges of the global anti-doping system and brainstorm innovative solutions together. Two sessions (one on each day) will be allocated to collaborative idea generation, which will be summarized and presented during the Symposium's closing session.

SwissTech Convention Center - Garden 1

13:45 – 15:00 Session 6 - Managing whistleblowers in anti-doping: the key achievements and the challenges to come

In anti-doping we often find ourselves presenting on the next big thing, the newest technological development or groundbreaking investigation. Instead, to mark the 10-year anniversary of the initial launch of WADA's Speak Up program, this presentation will revisit the past by exploring anti-doping's record in managing whistleblowers and their information

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15:45 – 17:00 Session 7 - The Athlete Council: building a new voice for athletes within and outside WADA

In this athlete-led session, participants will see firsthand the impact of the Athlete Council within WADA as well as the broader anti-doping community. Come meet Athlete Council members and learn about their 2024–2025 Action Plan and the initiatives they are championing. In this session, we will also explore ways in which WADA and the Athlete Council can collaborate with the anti-doping community to increase the athlete voice around the globe.

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15:45 – 17:00 Session 8 - Digital Horizons in Anti-Doping: Collaboration, insights and innovations

Join us to explore the future of anti-doping insights: discuss how knowledge sharing and ethical data governance can drive innovation, streamline processes, and foster fairness. This session will delve into how to advance anti-doping together through collaborative ecosystems and AI insights.

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Day 2 19 March 2025

08:30 – 10:00 Session 9 - Preparing together for the 2027 Code and International Standards

As we head towards WADA's next World Conference Against Doping in Sport in Busan, Republic of Korea, and the adoption of the 2027 Code and International Standards (IS), let's reflect on our collective journey to evolve the global anti-doping system. As the second drafting phase comes to an end, we can present what's likely to change in 2027 and begin to explore how we can support each other to implement these changes, including learning more about initiatives such as WADA's Code Implementation Support Program (CISP).

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10:45 – 12:00 Session 10 - Contamination in anti-doping: how can we build a fair system for athletes?

Being exposed to sources of contamination is a growing concern amongst athletes. With this session, our goal is to draw upon multiple perspectives to gain a better understanding of the 'contamination challenge', the risks for athletes and ADOs, and to exchange on best practices. Our aim is to learn from each other's experiences, so that together we can shape the work that needs to be done to tackle this important issue.

We will then present some key improvements on how the anti-doping system is now better equipped to manage complex relationships with whistleblowers before looking to the challenges of the future. Although this subject matter is directly relevant to ADOs who work with or who aspire to work with whistleblowers, this session aims to reach a larger audience and is suitable for all anti-doping practitioners.

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10:45 – 12:00 Session 11 - Ideathon: generating new ideas together to respond to key challenges of the global anti-doping system (part 2)

The Ideathon aims to make the most of this once-a-year event that brings together so many bright and dedicated anti-doping minds. Anti-doping experts and practitioners will work in teams to discuss some of the key challenges of the global anti-doping system and brainstorm innovative solutions together. Two sessions (one on each day) will be allocated to collaborative idea generation, which will be summarized and presented during the Symposium's closing session.

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10:45 – 12:00 Session 12 - 2027 Code and International Standards: looking closer at key expected changes

To complement the general presentation on the proposed changes to the World Anti-Doping Code in Session 8, this session will focus on specific topics, which will form key elements of the 2027 Code and International Standards. Each topic will be presented and discussed by experts in the respective fields.

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13:30 – 14:45 Session 13 Building anti-doping awareness through campaigns

This session will explore WADA's current anti-doping awareness campaigns—the Agency's annual Play True Day campaign and its Natural is Enough campaign carried out in 2023—analyzing their global impact and future development opportunities.

Participants will engage in structured discussions to develop strategies for broadening the campaigns' reach, particularly among younger athlete audiences. Through presentations and collaborative group work, the session aims to generate actionable insights for future campaign planning, with key areas of focus including campaign performance metrics, year-round engagement strategies, cross-organizational partnership potential, and innovative approaches to promoting clean sport and healthy living.

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13:30 – 14:45 Session 14 - Protection of athlete rights in the 2027 Code framework – Minors, the Entourage, and Protected Persons

Several of the proposed changes to the current Code concern minor athletes and protected persons and have an impact on different issues such as sanctions, substantial assistance and publication. The proposed changes, as well as other changes enhancing the protection of athletes, will be presented, and explained and discussed by Mr. Richard Young (Lead Code drafter), Ms. Snezana Samardzic Markovic (Human Rights Senior Independent Expert), Prof. Ulrich Haas (Member of the Code Drafting Team) and Patrick O Leary (Member of the WADA Athlete Council).

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15:30 – 16:30 Session 15 - Wrap-up session

This final session will revisit the highlights of the Symposium, including a presentation of the outcomes of the Ideathon—the sessions during which participants collaborated to generate creative ideas to address key anti-doping system challenges—and look to the road ahead, outlining next steps the anti-doping community can take as we continue working together to advance our collective mission for doping-free sport.

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