



Jane Dougall

Corporate events sink or fly on whoever is at the front of the room. A weak host turns a strong panel into a meandering hour; a strong host extracts the argument the audience came for, manages a difficult guest, and keeps a live ballroom on time. Most organisations underestimate how much of that work is journalistic, not theatrical.

Jane Dougall is a BBC sports news presenter who hosts and moderates corporate events, drawing on two decades of live broadcasting to keep panels sharp, on time and on argument.

Jane Dougall's 2026 Biography

Why organisations work with Jane Dougall

- Live news discipline transfers directly to the stage. She runs a corporate panel the way she runs a BBC studio segment: tight timing, controlled handovers, and a clear line of questioning that does not drift.
- She handles awkward moments without making them awkward. A guest who refuses the question, a panellist who dominates, a technical failure on stage; the audience sees a host in command rather than a host coping.
- She brings a credible second voice on women's sport. Having co-created Sportswomen, the first dedicated women's sport programme on British television, and hosted the Scottish Women's Football Awards since 2018, she can hold a substantive panel on the commercial rise of the women's game.
- She is comfortable across formats. Awards host, conference moderator, fireside interviewer, after-dinner speaker; the same journalistic discipline carries across.

Biography highlights

- BBC sports news presenter, regular on BBC Breakfast, BBC World, and the Six and Ten O'Clock News.
- Co-creator and former presenter of Sportswomen at Sky Sports News.
- Previous senior reporting roles at Sky News, Channel 5 and ITV Granada.
- Host of the Scottish Women's Football Awards since 2018.
- On-air coverage of UEFA Women's EURO 2025, UEFA EURO 2024, FIFA Women's World Cup 2023, alongside US political coverage and Hurricane Katrina.
- More than twenty years in live broadcast journalism.

AVAILABLE FOR

- Event Hosting
- Moderating and Emcee
- Speaking

JANE'S SPEAKING THEMES

- Diversity, Equity & Inclusion
- Employee Engagement
- Inclusive Leadership
- Storytelling & Business Communication

LANGUAGES: English

Biography

A corporate event is a piece of live television without a producer in the gallery. Run badly, the audience drifts. Run well, the room leaves with something useful. The hosts who do this best are usually people who have spent years on live news, where the consequences of losing the thread are visible in real time.

Jane has been a BBC sports news presenter for more than five years, with regular appearances on BBC Breakfast and the Six and Ten O'Clock News. Before the BBC she spent a long period at Sky Sports News, where she co-created and fronted Sportswomen, the first British television programme dedicated exclusively to women's sport. Earlier in her career she reported for Sky News, Channel 5 and ITV Granada, covering Hurricane Katrina and US presidential politics among other assignments.

Two strands matter for corporate buyers. The first is the hosting and moderation discipline that comes from twenty years of live work: pacing, listening, controlled interruption, the ability to keep a panel moving when a guest is dodging the question. The second is a credible second-string keynote on the commercial rise of women's sport, supported by her ongoing role as host of the Scottish Women's Football Awards since 2018 and on-air coverage of UEFA Women's EURO 2025 and the FIFA Women's World Cup 2023.

The strongest brief for Jane is a conference, awards night, or leadership event where the organisation needs a host who reads the room as carefully as a newsroom reads a developing story.

Key speaking topics

- Event hosting and emcee
- Panel moderation and fireside interviews
- Awards ceremony hosting
- Women's sport: commercial growth and media coverage
- Sports journalism and broadcast storytelling
- Representation and inclusion in sport

Ideal for

- Marketing, brand and communications leaders running flagship customer or partner conferences.
- HR and DEI leads programming events around inclusion, representation or women in leadership.
- Sponsorship, partnerships and rights teams across sport and sport-adjacent brands.
- Awards organisers and industry associations needing a senior host on the night.

Audience outcomes

- A panel that stays on the question and ends on time.
- A clearer view of why women's sport is now a serious commercial category rather than a CSR line.
- Difficult questions asked of senior panellists without the room tightening.
- An event that feels professionally run rather than improvised.

Jane Dougall's 2026 talks & topics

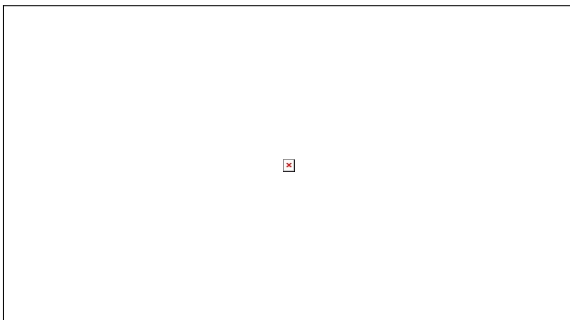
Transform Your Event with Engaging and Insightful Moderation

A working session on how journalistic moderation makes a corporate panel sharper, faster, and more useful for the audience.

Key takeaways:

- How to brief panellists so the conversation starts where the audience needs it to.
- How to control time, interruptions and dominant voices on stage.
- How to surface a usable conclusion from a panel that could have drifted.

Jane Dougall's Videos



Jane Dougall's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Under €12000	Under £10,000	Under \$15000
Europe	Under €12000	Under £10,000	Under \$15000
Middle East & Africa	Under €12000	Under £10,000	Under \$15000

South America	Under €12000	Under £10,000	Under \$15000
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Under €12000	Under £10,000	Under \$15000
US West Coast	Under €12000	Under £10,000	Under \$15000
Virtual	Under €12000	Under £10,000	Under \$15000