

Wednesday, November 17
Perspective 1: The Venues

Welcome and Overview (14:30 -14:45)

Plenary Session (14:45 – 16:15)

What can turning a sport competition into a citywide experience mean for the future of competition venues? Will new technologies and new hosting trends make the traditional stadium obsolete? This session will take a look at how host cities of the future can be turned into real citywide venues, and how venues of the future can be designed to maximise their impact on audiences far beyond "in-stadium" spectators.

Presentations:

Tomorrow's Venue (14:45-15:15)

What is the future of traditional event venues? This presentation will consider how future venue design can rethink the link between the event and its audience. Using the example of the City of Shenzhen and its impressive new venue developments, this presentation will offer insight as to how reinventing sports infrastructure can improve overall presentation and entertainment.

Speaker: Shenzhen (CHN), Mr. XIE Rucheng, Director of Venue Management Department, 2011 Summer Universiade

When the City is the Venue (15:15-15:45)

How can a host use a mass participation event to truly develop the "city as a venue" concept? This presentation will look at how mass participation events can help cities revitalize areas and speed up infrastructure investment through sports events through the example of Berlin, who staged an innovative and successful new version of the World Championship's Marathon in 2009.

Speaker: Berlin (GER)

Going for the Win/Win (15:45-16:15)

How can a host city become a citywide sport event venue? This presentation will explore ways to add value for events *and* host cities by looking outside traditional venues and letting the city become the real "venue".

Speaker: City of Amsterdam (HOL), Eric Van der Burg, Deputy Mayor

Breakout Parallel Sessions (16:45 – 18:00)

Session A: Existing Venues

This session will look into how a city can creatively adjust/refurbish its existing venues in a way that can attract and involve a larger audience. Case studies and discussions with Istanbul (TUR), Berlin (GER), Shenzhen (CHN).

Session B: New Venues

This session will look at how creative places have designed temporary venues that change the way sports events are brought to their audiences. Case studies and discussions with Amsterdam (HOL), Sport Event Denmark, FITA (International Archery Federation).

Thursday, November 18
Perspective 2: The People

Plenary Session (09:00 – 10:30)

Making a sport event a citywide experience requires activation of the local community. Involving people of all ages through development and social programmes helps enhance the event by making it more inclusive. And implementing creative incentives in new and exciting ways can get communities more involved before, during and after the event. This session will focus on winter sport events and how their host cities approach the issue of community activation.

Presentations:

The Four-Year Itch (09:00-9:30)

How can the lead up to a sport event maximise motivation and excitement among the people in the host city and region? This presentation will look at how the host of a future major winter sport event is planning to build real excitement and momentum in the years leading to it.

Speaker: Oslo 2011 Nordic World Ski Championships, Ms Asne Havnelid, CEO

New Focus, Old Programmes (09:30-10:00)

How can sport events enhance existing city programmes? This presentation will use the recent example of the 2010 Vancouver Olympic Winter Games to shed light on how sport events can have a meaningful impact on the host city communities.

Speaker: Vancouver 2010 "Legacies Now" programme, Bruce Dewar, CEO

The After Ski Party (10:00-10:30)

How can a sport event create a true party within the local community? This presentation will look at the example of the city of Åre, host of one of the most successful Alpine Skiing World Championships in 2007.

Speaker: 2007 Alpine Skiing World Championships, Niklas Carlsson, Åre (SWE)

Breakout Parallel Sessions (11:00 – 12:15)

Session A: Activating People Before and After the Event

This session will look into how a city can mobilize its population before as well as maintaining its involvement after the event. Case studies and discussions with: Erzurum (TUR), Vancouver (CAN), Vancouver 2010 "Legacies Now" programme, and Oslo (NOR), 2011 Nordic World Ski Championships.

Session B: Activating People During the Event

This session will look at how a host city can create more excitement for its local population during the event, by finding new ways to stimulate and motivate. Case studies and discussions with: Maribor (SLO) / FISU (International University Sports Federation), Åre (SWE), 2007 Alpine Skiing World Championships, World Masters Games.

Thursday, November 18
Perspective 3: The Funds

Plenary Session (13:30 – 15:30)

A sport event can be costly, but integrating the entire city into the event can create new revenue for both the sport and the host city. Innovative marketing initiatives for a citywide event can create new experiences for sponsors and spectators alike. This session will explore how a citywide event can activate new markets, appeal to more consumers and develop new revenue streams.

Presentations:

The Circus Comes to Town (13:30-14:00)

How can a host city maximise the financial impact of a circuit event that takes over the city for a short period of time? This presentation will consider the unique experience of the Tour de France, an event that embodies the idea of a citywide experience.

Speaker: Tour de France

When Public Embraces Private (14:00-14:30)

How can host cities generate additional revenues by making the most of their sport assets such as facilities, events or integration programs? This session will look at how cities can package their sporting assets and partner with the private sector to increase the return on their sporting investments.

Speaker: Carlos Canto, Vice President, IMG Consulting

The Triangle of Success (14:30-15:00)

Successful and sustainable sports events understand and deliver on the needs of all key constituents: city, sponsors and spectators. This presentation draws on the experience of the Volvo Ocean Race to show how a sports event has reinvented its relationship with its host cities to enter and stay in new markets.

Speaker: Angus Buchanan, Volvo Oceans Race

Small Screen – Big Returns (15:00-15:30)

Today, host cities want to be an active part of the sports event; they want to set a stage on which their citizens can enjoy the true spirit of sport. This presentation will look at how Eurosport is helping host cities to increase audience engagement and get optimum return on investment through event hosting.

Speaker: Mr Mike Vaughton, Eurosport, Director of Partnership Development

Speed Dating (16h30 – 18h00)

This session will enable representatives from cities to meet directly with the International Federations.

Friday, November 19
Perspective 4: The Brand

Plenary Session (09:00 – 10:30)

A sport event can help promote a city nationally and internationally. Strengthening the city's brand through the organisation of a sport event requires careful planning. How can perceptions be changed through a two week event? This session will take a look at how a sport event can enhance a city's image.

Presentations:

Sport in the Driver's Seat (09:00 – 09:30)

How can a city, region or country use sport to reposition itself in the eyes of the world? This presentation will consider how a small nation like the Kingdom of Bahrain used a high profile event such as Formula One to influence its international perception.
Speaker: Kingdom of Bahrain

Don't Talk, Show (09:30 – 10:00)

How can city brand messages be incorporated into the way a host city organises a sport event? This presentation will present the latest findings in the relationship between sport event organisation and its impact on the host city reputation.
Speaker: Johannesburg/Gauteng Province (RSA), Ivor Hoff, Chief Director, Sports

Going for the Niche (10:00 – 10:30)

How can host cities use a sport event that has a niche audience to communicate with that market? Using the experience of the X-Games, this presentation will look at what host cities can do to influence the way they are perceived in a niche market.
Speaker: X-Games, David Nivelles, Senior Manager

Breakout Parallel Sessions (11:00 – 12:30)

Session A: The Impact on the International Brand

This session will look into how a sports event can have a strong and positive impact on the way the host city is perceived in the world. Case studies and discussions with: Kazan (RUS), Johannesburg/Gauteng Province (RSA), Andalusia region (SPA), French Golf Federation (Bid for the 2018 Ryder Cup).

Session B: The Impact on the National Brand

This session will look into how a sports event can have a lasting, positive impact on the perception of its local and national population. Case studies and discussions with: X-Games, Edmonton (CAN), Turkey 2010 World Basketball Championships.