

CITY events

Where cities meet sport



16-17-18
November 2011
LAUSANNE
SWITZERLAND

www.cityevents-sport.com

Host City



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With the support of



City Events: where cities meet sport

What is City Events?

City Events is the annual conference and a networking platform that connects ambitious sports cities from around the world with international sports federations and private event owners.

Who should attend City Events?

City Events is for all city/region/country public officials who are responsible for attracting international and continental sports events to their area. It is for all those who wish to make valuable connections with the owners of these sports events, over two compact days, in one single place.



SOME 2010 ATTENDEES

Amsterdam, ASO, Bruxelles, Eurosport, FIBA, FISU, FITA, IMG, International Archery Federation, Istanbul, Kazan, Lagardère, Lausanne, Lisbon, Malmö, Nüssli, Rennes, Shenzhen, Tigne, Vancouver, Volvo Ocean Race, X-Games... ..

2010 TESTIMONIALS

96.4% of last edition attendees would recommend City Events

“ Very good content.
Professional management & hosting.

2010 Host City participant

“ The Speed meeting sessions were very successful.
Great programme too!

2010 IF participant

“ Good idea.
Really interesting and helpful.

2010 Supplier participant

Why attend City Events?

City Events ensures that city officials will meet the sports that are important for their city. Because the conference is held in Lausanne, Switzerland, the Olympic Capital, which is the home to more than 50 international sports organisations, City Events is the place to guarantee the right contacts. City Events also features a high profile conference programme showcasing the latest developments and case studies in how to maximise the impact of sports events for a host city.

How to enroll to City Events?

Go to www.cityevents-sport.com

**To register
please visit**

www.cityevents-sport.com

POWERED BY:



The Programme

2011 theme: "Three dimensions of successful event hosting"

The 2011 City Events programme focuses on concepts and cases drawn from recent successful event hosting. Speakers from host cities, international federation and private event owners will share their practical experiences in three separate, but interrelated modules:

- 1 Economic Impact:** how to maximise the impact on revenues
- 2 Social Impact:** how to maximise the impact on the well being of citizens
- 3 Branding Impact:** how to maximise the impact on national and international perception

Each plenary session will be followed by two break-out sessions during which participants will be able to interact in a more informal manner with the plenary session speakers.

The programme also includes a 90 minute speed-meeting session which will allow representatives from cities to meet as many sports professionals as possible, in a quick and efficient manner.

For a detailed programme and registration please visit www.cityevents-sport.com

Audience 2010:
286 delegates
from 57 countries



Wednesday
November 16

Thursday
November 17

Friday
November 18

Morning

"Creating Economic Impact"
Plenary Session
Break-out Sessions

"Creating Branding Impact"
Plenary Session
Break-out Sessions

Afternoon

Arrival
Welcome Reception

"Creating Social Impact"
Plenary Session
Break-out Sessions

Speed Meetings with
International Federations

POWERED BY



City Events

WHERE CITIES MEET SPORTS

The second edition of City Events will take place in Lausanne, Switzerland, from the 16th to the 18th of November 2011. In 2010, the first edition of City Events gathered 280 participants coming from 57 countries.

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Welcome to Lausanne!

www.cityevents-sport.com

Wednesday, November 16	
All day	Arrivals & Accreditation
20:00	Welcome Reception, Mövenpick Hotel

Thursday, November 17	
09:00 - 10:30	<p>Welcome</p> <p>Plenary Session 1: "Creating Economic Impact":</p> <p>The first key impact that host cities of sports events look to maximise is the direct economic one. What can an event bring to the city in terms of increased direct sales, room nights and other tangible and measurable effects? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> 1. A host city's view on the US way to create economically successful events and measure their impact on the local and regional economy. <i>By John Murray, Chairman, Chicago Sports Commission</i> 2. A sports promoter view on what can be done to help host cities be economically successful when organizing their event. <i>By Laurent Lachaux, Marketing Director, ASO/Tour de France</i> 3. Academia's view on what are the latest models/processes/systems used by host cities to measure the economic return of sports events. <i>By Claude Stricker, Director, International Academy for Sports Studies</i> 4. How can the sponsor of a sports event help a host city to maximize the economic impact of the event? The case of major sports sponsor Samsung. <i>By Gyeheyun Kwon, Vice President, Samsung Electronics</i>
10:30	Coffee Break

Thursday, November 17

<p>11:00 - 12:00</p>	<p>Parallel Break-out Sessions</p> <p><i>Creating partnerships for economic impact</i></p> <p>Based on the findings of the plenary session, this break out session will look into how a city can create the right partnerships (with commercial and/or sports partners) in order to guarantee economic success for their events.</p> <p>Case studies and discussions with:</p> <ul style="list-style-type: none"> • <i>John Murray, Chairman, Chicago Sports Commission</i> • <i>Gyehyun Kwon, Vice President, Samsung Electronics</i> • <i>Christian Milz, General Secretary, European Athletics</i> • <i>Luc Doublet, CEO, Doublet</i> • <i>Jeff Keas, CEO, Populous</i> <p><i>Measuring economic impact</i></p> <p>Based on the findings of the plenary session, this break out session will look into how a host city can best measure the economic impact of a past event or of an event that the city envisions hosting. <i>Case studies and discussions with:</i></p> <ul style="list-style-type: none"> • <i>Claude Stricker, Director, International Academy for Sports Studies (AISTS)</i> • <i>Laurent Lachaux, Marketing Director, ASO/Tour de France</i> • <i>Peter Hall, Marketing Director, International Swimming Federation (FINA)</i> • <i>Marco Kooiman, Director, City of Amsterdam, Olympic Ambition Dept</i> • <i>Aysun Sahin, Consultant, Erzurum 2010 Winter Universiade</i>
<p>12:00</p>	<p>Cocktail Lunch</p>

Thursday, November 17

<p>13:00 - 14:30</p>	<p>Plenary Session 2: "Creating Social Impact":</p> <p>The second key impact that host cities of sports events look to maximise is the one on their own people. How can an event, or a series of event improve the life of the city's (or country's) citizens? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> 1. A host city's view on what social objectives can sports events fulfill for a city and how can programmes be best implemented <i>By Yoon-suk KIM, City of Gwangju, Secretary General of 2015 Summer Universiade</i> 2. Based on a case study from UEFA EURO 2008, what are the most common social and economic impacts of major sporting events? What influence can such an event have on the public opinion and general behavior? <i>By Heinz Rütter, CEO, Rütter and Partners, Socio-Economic impact analysts</i> 3. What is the role of sporting events in the activation of a host city's social programmes? A comparison of recent major events best practices and formulation of practical recommendations. <i>By Kenneth Quah, TSE Consulting, Public Sector sports consulting firm</i> 4. A sports promoter on how can a sports event maximize its impact on a host city social challenges. <i>By Christian Toetzke, CEO, Upsolut, Major events organisor and promoter (incl. London triathlon)</i> 5. Why does France want to organise the UEFA EURO 2016, what social objectives does it plan to achieve and how? A case study by the French Ministry of Sport <i>By Gilles Defaigneux, Delegate for Major Sports Events, French Ministry of Sport</i>
<p>14:30</p>	<p>Coffee Break</p>

Thursday, November 17 (cont'd)

15:00 - 16:00	<p>Parallel Break-out Sessions</p> <p><i>Leveraging programmes for better social impact</i></p> <p><i>Based on the findings of the plenary session, this break out session will look into how a city can best integrate its current and/or new social programmes and policies, therefore potentially increasing an event's budget as a consequence.</i></p> <p><i>Case studies and discussions with :</i></p> <ul style="list-style-type: none"> • <i>Yoon-suk KIM, City of Gwangju, Secretary General of 2015 Summer Universiade</i> • <i>Heinz Rütter, CEO, Rütter and Partners, Socio-Economic impact analysts</i> • <i>Poul Hansen, Head of United Nation Office on Sport for Development and Peace</i> • <i>Yann Coelenbier, Peace & Sport, Managing Director</i> • <i>Denis Bochatay, Sport and Sustainability, Quantis</i> <p><i>From online to offline</i></p> <p><i>Based on the findings of the plenary session, this break out session will look into practical new ways to link online based social media/sport games to offline, "real" practice of sport on the pitch, and how cities can benefit from this new mix. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> • <i>Christian Toetzke, CEO Upsolut, Major events organiser and promoter (incl. London triathlon)</i> • <i>Kenneth Quah, TSE Consulting, Public Sector sports consulting firm</i> • <i>Steffi Decker, Consultant, Chong + Koster, US based social media specialist</i> • <i>Kevin Bovet, Development, International Basketball Federation (FIBA)</i>
16:00 - 17:30	<p>Speed meetings with International Federations</p>
19:30	<p>FISU Cocktail, Maison du Sport International (MSI), Lausanne</p>

Friday, November 18

<p>09:00 - 10:30</p>	<p>Plenary Session 3: "Creating Branding Impact":</p> <p>The third key impact that host cities of sports events look to maximise is on their national and international brand. What can an event do to a city so that its brand is changed and improved? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> 1. South Africa's view on what did the FIFA World Cup achieve in term of place branding for Johannesburg and the nation and what are the key aspects that hosts should have in mind when expanding their branding strategy to include the sports events they host. <i>By Leobang Maile, MEC for Sport, Arts, Culture and Recreation Gauteng Province (South Africa),</i> 2. A sports promoter's view on how to work hand in hand with the local authorities to maximize the event's impact on the host's brand: the case of the Singapore Sports Hub. <i>By Stéphane Serediuk, Director World Sport Group Singapore</i> 3. Academia's latest research findings on place/city branding and national identity building and their potential application using sports events. <i>By Andrew Smith, Professor, University of Westminster (UK)</i> 4. A specialist sport supplier's view on how a sports and/or cultural venue can have a direct impact on the brand of a host city, depending on how it is designed, used and promoted. <i>By Ulrik Ruhnau, Managing Director, Lagardère Unlimited Stadium Solutions</i>
<p>10:30</p>	<p>Coffee Break</p>

Friday, November 18

<p>11:00 - 12:00</p>	<p>Parallel Break-out Sessions</p> <p><i>Sports events as destination marketing tool</i></p> <p><i>Based on the findings of the plenary session, this break out session will look into how a city can use sports events to attract tourists, therefore turning the event into a destination branding tool. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> • <i>Leobang Maile, MEC for Sport, Arts, Culture and Recreation, Gauteng Province (South Africa)</i> • <i>Ulrik Ruhnau, Managing Director, Lagardère Unlimited Stadium Solutions</i> • <i>Mark Turner, Director, OC Third Pole</i> • <i>Al Gosling, Director, The Extreme Sport Company</i> • <i>Walt Judas, Vice President, Tourism Vancouver</i> <p><i>Sports events as a nation branding tool</i></p> <p><i>Based on the findings of the plenary session, this break out session will look into how the political level of a city/country can best use a sports event to have a lasting impact on its international perception. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> • <i>Andrew Smith, Professor, University of Westminster (UK),</i> • <i>Stéphane Serediuk, Director, World Sport Group Singapore</i> • <i>Ahmed Al Sharif, CEO, Dubai Sports Council</i> • <i>Iran Ministry of Sport</i>
<p>12:00</p>	<p>Cocktail Lunch and departure</p>

LAUSANNE

Situated on the shores of Lake Geneva, Lausanne holds a unique title of Olympic Capital not only because it is the home of the Olympic Committee and more than 50 international sports organisations, but also for its devotion to the Olympic Movement and sport in general. Lausanne is also very well known as a rapidly developing city, with excellent educational, research and cultural offers and with its commitment to sustainable development.

From cross-country skiing to golf, skateboarding or curling, sport is an essential element in Lausanne's environment. Therefore, the City of Lausanne supports it at every level and in all forms. Important projects are under way to offer the residents and the visitors even more effective and modern sports facilities.

www.lausanne.ch



Olympic Museum



Lausanne Cathedral



Beaulieu Congress Center



Maison du Sport Internationale (MSI)



CITYevents is organised in Lausanne, Switzerland, the Olympic Capital and Home of international sport.

Lausanne is home to close to 50 international sports organisations, including the International Olympic Committee and a vast number of international federations.

By attending City Events, participants are guaranteed to meet with key representatives of the international sports world.

Welcome to the Olympic Capital, welcome to City Events!



**To register
please visit**

www.cityevents-sport.com

P A R T N E R S

