

HOSTS & FEDERATIONS SUMMIT 2024

PROGRAMME OUTLINE

Opening VIP Networking Reception

In the impressive ANOC HQ in Lausanne overlooking Lake Geneva and co-hosted by World Athletics. The aim of this is to provide an informal setting for invited guests to establish new relationships for development over the following days of the Summit.

Focus of Day 1 (18th June)

To illuminate the challenges and develop ideas for beneficial outcomes dealing with the issues of Cost of hosting events, ROI, Legacy and to emerge with collective learning for all attendees making events more compelling to host and clearer long-term beneficial outcomes.

Focus of Day 2 (19th June)

To hear about new sports events and format which present opportunities for Host Cities and expert suppliers to support at early stages of their development. Also included are some of the less well known but well established events which would welcome new host destinations and commercial company support.

Focus of Day 3 (AM 20th June)

8 Federation briefings to provide an overview of opportunities and a chance to question them in the margins of the sessions. PM is an optional visit by Boat to France.

OVERALL APPROACH

Main Auditorium

Presentations and panels from Rights Holders, Host Cities, Expert Delivery suppliers and discussion sessions.

One-to-One Meetings:

For those electing to meet Cities, Federations or commercial partners,. Qualified introductory meetings with actions captured for post-summit follow up.

Bespoke Workshops

An opportunity to join highly targeted sessions on particular capability areas.

Gala Dinner & Networking Opportunities:

Opportunity to either host your own table or join your colleagues (80% of all delegates attend the Dinner) and drinks receptions, an optional trip to France post Summit present a chance to firm-up new relationships.

PR and Marketing

For Speakers, Sponsors and VIP delegates, video interviews will be conducted by the Associated Press and Icarus. This content will be distributed to their media outlets. Daily summary of content and post Summit video will be delivered in this ground-breaking enhanced PR and Marketing Summit support.

Football Host Summit Zurich

Delegates depart PM 19th for a social gathering that evening and a day of content and social activity 20th. An optional programme for FIFA museum visit is available for AM 21st.

HOSTS & FEDERATIONS SUMMIT 2024

Olympic Museum, Quai d'Ouchy 1, 1006 Lausanne, Switzerland

17 - 20 June



Programme Content



All Delegate Networking Opportunities



Sponsors, Enhanced & VIP Ticket Holders Networking

PRE CONFERENCE: 17 JUNE

15:00 -
17:00

Tour of the City of Lausanne

Movenpick Hotel Lausanne Pick Up, Av. de Rhodanie 4, 1007 Lausanne, Switzerland

Join a captivating and immersive tour of Lausanne, the Olympic Capital, where you'll discover the city's hidden gems, fascinating history, and breathtaking beauty. The tour will take you on a journey through the city's winding streets, past charming cafés, picturesque plazas, and impressive landmarks.

18:00 -
20:30

Association of National Olympic Committees (ANOC) x World Athletics Reception

ANOC HQ, Chemin des Charmettes 4 1003 Lausanne

An exclusive evening social event at the prestigious and impressive headquarters of ANOC with event hosts World Athletics. This is a great way to start the Summit experience with an opportunity to mingle other Summit delegates in a relaxed and intimate setting.

18:00 -
20:30

Informal Drinks Reception

Movenpick Hotel Lausanne, Av. de Rhodanie 4, 1007 Lausanne, Switzerland

Standard delegates are invited to a meet at the Movenpick Hotel hosted by Major Events International (MEI). You will be greeted with a warm welcome and offered complimentary drinks on your first round. This is a great chance to connect and network with other delegates and establish new connections.

DAY 1: 18 JUNE

08:00 -
09:00

Federation Briefing and Networking Breakfast

2nd Floor, Coubertin Room, Olympic Museum

A privileged opportunity for Enhanced delegates and Sponsors to experience two different rights holder informal presentations followed by Q&A and networking over coffee and croissants. Rights Holder Presenters:



Lorenzo Cavallari, Senior Manager, Hosting & Events Planning, Volleyball World



Colin Hart, Chairman International Waterski and Wakeboard Federation

08:30 -
09:00

Delegate Registration & Networking

2nd Floor, Olympia Room, Olympic Museum

Upon your arrival, please make your way to the ground floor where the main reception is located to collect your badge which will grant you access to the Summit. From there, head towards the Olympia Room where the exhibitors and refreshments are located. Please ensure you are seated by 09:00 in the main auditorium.

09:00 -
09:30

Welcome & Opening Remarks

Ground Floor, Auditorium

The global strategic context at the time of the Summit is instability and uncertainty. This presents challenges for everybody involved in multi-national sports events who have to navigate this uncertainty, articulate the power of sport and inevitably justify the costs at a time when some claim there are other national priorities. This is an opportunity to understand the EU strategy relating to sport and sports events for all delegates to reflect how this can influence their own thinking and to inform a lively debate over the next 2 days of the Summit.



Petros Mavromichali, Ambassador of the European Union

09:25 -
10:05

Event Hosting ROI - Why is this such a contentious issue of frequent different definitions between Cities and Rights Holders? The City perspective

Ground Floor, Auditorium

Rights Holders need financial and organisational support to host their events and Cities need to justify the financial costs and the potential risks. This has led to a reluctance to host or even withdraw once having secured the right to host in some cases. This session will focus on different City "ROI" justification models to share best practice for other City delegates. It will also provide insights for Rights Holders and those seeking to provide innovative solutions. This is the first contribution to one of the major themes of the Summit.



Joel Lavery, Strategic Lead Major Sporting Events, West Midlands Growth Company

Sports Events Montreal

Greater Birmingham Convention & Visitors Bureau

10:10 -
10:50

Benefits and Legacy from hosting Sports Events - the Rights Holder "ROI" perspective

Ground Floor, Auditorium

The panel aims to examine the various advantages that hosting a sporting event can bring to a city. ROI economic models explained, wider benefits are explored and ideas on how to address some of the traditional city concerns will be covered. This is an opportunity to seek to bridge the gap in the misalignment presenting major risks to hosting some high-profile events and missed opportunities for smaller properties.



Tom Hickson, President, World Dodgeball

Jonathan Steel, Head of City Partnerships, E1 Series

Lisa Worthman, General Director, European Gymnastics

10:55 -
11:25

Coffee Break

Second Floor, Olympia Room

Meet and network with exhibitors while enjoying tea and coffee. Coubertin Terrace is available for Sponsor, Enhanced, and VIP ticket holders to have conversations outside of pre-arranged meetings.

Delegates break out to main auditorium programme, 1-1 meetings and workshops

11:30 -
11:45

Supplier Case Study Sponsored by Citec

Ground Floor, Main Auditorium

Citec have been engaged by Milan Cortina Winter Games 2026 to over-see transportation planning. In this case study they share the challenges they have faced, and how they are over-coming them.



Stefano Manelli, Director, Citec Ingénieurs Conseils



The New Frontier in Experiential Entertainment

Ground Floor, Lausanne Room | 11:30 - 12:30

From people to pixels, successful event-driven Fan Engagement turns audiences into sports evangelists and brand advocates who will join, grow and support your sports eco-system. Using the best examples from the world of sport and other entertainment markets, we explore how Fan Experience and Sport Presentation coincide to not only raise your sports value but also improve the live event experience for all fans. Covering the key phases and beats of major events, highlighting formulas for creativity and success, current MEI Members and Experts, The Sports Presentation Company (part of the Smyle Group) & Creative Technology will unlock the huge potential of this fast-evolving and attractive sector sharing how it can amplify and grow your sport. Includes:

- Fan Journey & Event Narrative
- Entertainment vs Expectation
- Attracting, competing for and retaining New Audiences in the constantly competitive and changing attention economy
- How to Maximise R.O.X. (Return On Experience)
- Creating New Traditions without losing the spirit of your sport
- 10 Rules of Fan Engagement and a Toolkit for success.



Andy Friedlander, Founder & Executive Producer The Sports Presentation Company



Will Case, Director of Innovation, Creative Technology

11:50 -
12:30

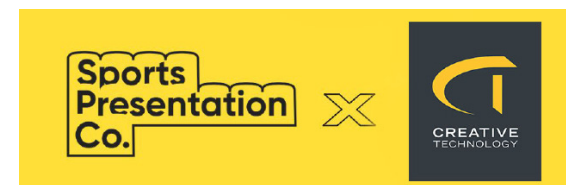
International Olympic Committee

Ground Floor, Main Auditorium

The session on the International Olympic Committee will cover a range of topics, including the history and mission of the IOC, its role in organizing and promoting the Olympic Games, and its efforts to promote sportsmanship, fair play, and international cooperation. Overall, the session will provide a comprehensive overview of the IOC and its important role in the world of sports

Christophe Dubi, Olympic Games Executive Director, International Olympic Committee

Marie Sallois, Corporate and Sustainable Development Director, International Olympic Committee



12:35 -
12:55

Rights Holder Case Study - Formula E

Ground Floor, Auditorium

Formula E is one of the fastest growing properties in the Events itinerary. Central to their approach to growing fan engagement is the use of technology generally and immersive experiences like racing simulators and VR exhibits and data-driven decision-making. This enhances the ROI for their partnerships with host cities. This is an opportunity to hear directly from those involved delivering these capabilities and learn about Formula E future plans.



Matt Roberts Vice President Business Intelligence, Formula E

13:00 -
14:10

Lunch

Second Floor, Olympia Room

Delegates break out to main auditorium programme, 1-1 meetings and workshops

14:15 -
14:30

Evolution of Esports - what is the latest thinking of future trends and challenges

Ground Floor, Main Auditorium

The session will explore the transformative journey of Esports with many Rights Holders looking at the potential benefits from awareness of their sport, fan engagement and sources of new revenue. The panel will delve into the latest developments, share their future strategy including an update on the Olympic Esports Series.



Bobby Hare, Director, Host City Partnerships, ESL Faceit

Women in Sport - Sponsored by Two Circles

Ground Floor, Lausanne Room | 14:15 - 15:15

The workshop will address the growth of women's sports, offering insights on involvement opportunities and overcoming challenges. It explored the progress in visibility, funding, and equality while discussing barriers like representation and access. Strategies for advocacy, leadership development, and community support were highlighted to empower participants and advance women's sports.



Moderator: Tanya Heimlich-Ng Yuen, Director of Client Services, Two Circles



Bettina Baer, Lead Consultant, Two Circles

14:35 -
14:55

Rhine-Ruhr 2025 FISU Games

Ground Floor, Main Auditorium

The Rhine Ruhr 2025 FISU Games is a major international sporting event that is set to take place in the Rhine Ruhr region of Germany in the year 2025. FISU stands for the International University Sports Federation, and the games will feature a range of athletic competitions for university-level athletes from around the world. The event is expected to draw a large number of participants and spectators alike, and will showcase some of the best young sporting talent from across the globe.

Frederik Matthies, Marketing Lead FISU Rhine Ruhr

15:00 -
15:15

Host City Case Study - Sponsored by Lillehammer

Ground Floor, Main Auditorium

Each City has different motivations for hosting events and different approaches to delivering events with innovative solutions for venue provision and temporary overlay. This opens up many and varied potential hosting opportunities. These city presentations offer short case-studies of how cities support and stimulate the development of hosting sport events.



Per Olav Andersen, Chief Executive Officer, Lillehammer Olympiapark AS



OLYMPIAREGIONEN

Lillehammer • Hamar • Gjøvik

15:20 -
15:35

People, Purpose and Partnerships: Curation of greater Sports ecosystems

Ground Floor, Auditorium

Populous are global leaders in stadium design and architecture. Their success in this area has given them a unique insight into the requirements for major event planning. In this presentation they will share some of that thought leadership to help major event planners mitigate risk, minimise costs and maximise revenues and fan engagement.



Simon Borg, Principal, Populous



Ari Lorenzana - Associate Principal & Strategy Lead, Populous

POPULOUS[®]

15:35 -
16:10

Coffee Break

Second Floor, Olympia Room

Meet and network with exhibitors while enjoying tea and coffee. Coubertin Terrace is available for Sponsor, Enhanced, and VIP ticket holders to have conversations outside of pre-arranged meetings.

Delegates break out to main auditorium programme, 1-1 meetings and workshops

16:15 -
16:30

Host City Case Study Presentation

Ground Floor, Main Auditorium

This session is offering a City the opportunity to provide an overview of future events they have in planning or aspire to secure. It will demonstrate the rich diversity of the hosting schedule and future plans as a case study on what can be achieved with a well thought through plan. Included will be the city's motives to continue to inform on of the Summit main themes, definition of ROI and legacy.

Event Organisers Closed Door Workshop

Ground Floor, Lausanne Room | 16:15 - 17:15

This is a closed-door workshop that has been tailored specifically for sports rights holders. The workshop is designed to provide a deeper understanding of the challenges associated with hosting an event. The session will cover a range of topics, including negotiating with host cities to secure the best possible deal, identifying ways to save money and increase revenue, and exploring the latest industry trends and best practices.

16:35 -
17:15

Impact of Technology & Innovative Sports Properties

Ground Floor, Main Auditorium

The relationship between technology and sports continues to rapidly evolve. It impacts the opening up new sports formats and properties and supporting the drive to more sustainable events. Younger audiences demand high-levels of engagement and tailored options. They are increasingly aware of how an event's carbon footprint needs to be managed to remain sustainable. This session will show the diversity of what these property owners are delivering, and what can be learned from their approach and innovative thinking.



Moderator: Chris Thompson, CEO, You. Smart. Thing.



Simone Hawkins, International Relations Manager, Air Race X

Guntur Dwiarmein - Strategic Lead Host Venues - Sail GP

Luca Fasani, Digital Manager, World Aquatics

17:20 -
17:30

Wrap Up - A chance for final reflections and plans for Day 2

Second Floor, Olympia Room

This session will provide a detailed and comprehensive summary of the Day 1 sessions. The aim is to provide valuable insights and key takeaways of the topics covered.

17:30 -
19:00

Informal Networking Drinks

Second Floor, Coubertin Room and Outside Terrace

Mingle with like-minded individuals while enjoying a refreshing drink on the beautiful terrace of the Olympic Museum. This informal networking event provides the perfect opportunity to connect with the Summit delegates in a relaxed setting.

19:00 -
21:30

Summit Dinner - Sponsored by Visit Rio



Second Floor, Olympia Room

A 3-course meal will be served at the Olympic Museum, providing an opportunity to network with peers in a relaxed setting.

DAY 2: 19 JUNE

08:00 -
09:00

Federation Briefing and Networking Breakfast

2nd Floor, Coubertin Room, Olympic Museum

A privileged opportunity for Enhanced delegates and Sponsors to experience two different rights holder informal presentations followed by Q&A and networking over coffee and croissants. Rights Holder Presenters:



Jonny Cowan, Europe General Manager World Table Tennis



Mark Croston, Chair, International Touch Federation

08:30 -
09:00

Registration & Networking

2nd Floor, Olympia Room, Olympic Museum

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09:00 -
09:30

Welcome & Opening Remarks: Celebration of 30th Years as an Olympic City

Ground Floor, Auditorium

The City of Lausanne will soon celebrate its 30th anniversary as the "Olympic Capital" awarded by the IOC. The presentation will focus on the city's rich history and its long-standing relationship with the Olympic movement. The audience will take a journey through time, from the city's early days as a small town to its current status as a vibrant cultural and sports hub. The presentation will also showcase the city's commitment to sustainability and innovation, which has made it a role model for other cities worldwide.

City of Lausanne

09:25 -
09:45

The power of children competing in sports events and wider opportunities for inclusion, education and safeguarding

Ground Floor, Auditorium

International Schools Federation will provide a brief overview of the extensive scope of their flagship events and sport specific world cups. The motivations for why this is such an attractive hosting opportunity will be based on cases studies of past events. With Bahrain being the next host of the largest event yet of its type, the presentation will cover what they wish to achieve as well as the role of the highly innovative ISF Academy.



Laurent Petrynka, President, International School Sport Federation (ISF)

09:50 -
10:30

“We know what you want”: Managing data to maximise revenues for global sports and events

Ground Floor, Auditorium

We know what you want”: Managing data to maximise revenues for global sports and events”

Data is the new sponsorship currency. Everyone wants it. But do they know how best to harvest it; how best to manipulate it and, most importantly, how best to capitalise on it? In this panel we look at examples of how data has been used to great effect and offer advice to rights holders and event organisers on how best to personalise the fan experience.



Annalisa Checchi, Legal Director, Foot Anstey LLP



Mark Croston, Chair, International Touch Federation

Thomas Bosser, IT and Digital Director, World Taekwondo

Ian Treseder, Digital & Data, International Skating Union



10:35 -
10:55

Orange Sports Forum Delegation

Ground Floor, Auditorium

In this session, Dutch companies will provide a rapid summary of the contributions they can make to the delivery of sports events. This format will provide a stimulating and highly focused overview of significant market capabilities for the benefit of all delegates.



11:00 -
11:30

Coffee Break

Second Floor, Olympia Room

Meet and network with exhibitors while enjoying tea and coffee. Coubertin Terrace is available for Sponsor, Enhanced, and VIP ticket holders to have conversations outside of pre-arranged meetings.

Delegates break out to main auditorium programme, 1-1 meetings and workshops

11:35 -
11:50

Host City Case Study Presentation

Ground Floor, Main Auditorium

This session is a City view of past events to demonstrate the scope of what they can deliver in terms of scale and different formats. This will inform what Rights Holders may be able to request through the remainder of the Summit and post Summit follow up.

11:55 -
12:35

Do sports events need to be so expensive to deliver? A discussion on a different model of supplier engagement which can help reduce cost and risks and improve ROI - A view from expert Suppliers

Ground Floor, Main Auditorium

This session will share the learning of subject matter expert suppliers of the missed opportunities and or best practice they experience daily from working in the sports events market. Phases covering bidding, mobilisation, delivery and legacy, there are opportunities to work differently and reduce the schedule and reputational risks, save overheads and deliver more positive outcomes. An opportunity to inform the ROI debate.

DB Schenker

Iventis

12:40 -
13:00

Milan Cortina 2026: Under 2 Years to the Games

Ground Floor, Auditorium

Milan Cortina 2026 is the upcoming Winter Olympics that will take place in Milan and Cortina d'Ampezzo, Italy. The games are set to begin in just under two years, and preparations are already underway to make this an unforgettable event. The Winter Olympics will feature a variety of sports, including skiing, snowboarding, ice hockey, and skating, among others. Milan Cortina 2026 is expected to be the most sustainable Winter Olympics in history, with a focus on reducing carbon emissions and promoting environmentally friendly practices. This presentation will showcase the excitement and anticipation surrounding the upcoming games, as well as highlighting the efforts being made to ensure that Milan Cortina 2026 is a success on all fronts.



Franco Morelli Head of VIK & Business Integration, Milan Cortina 2026

Innovative Ways to Attract Fans

Ground Floor, Lausanne Room | 11:35 - 12:35

This session will explore new innovative ways to attract sports fans, focusing on harnessing digital platforms, immersive technologies, and personalised fan experiences. It will highlight the use of social media for interactive content, virtual reality for immersive viewing, and data analytics for customised fan engagement. The discussion will showcase the importance of inclusivity and accessibility in broadening the fan base, along with strategies for community building and leveraging the unique aspects of live sports events to foster a deeper connection with audiences.



Moderator: Michael Emery, Chief Executive Officer, Joymo

Benjamin Gauthier, Chief Commercial Officer, Basketball Champions League

Susanna Coletta, Project Coordinator of Women in Motorsport, Fédération Internationale de l'Automobile (FIA)

Oli McCrudden, VP, Host Cities at Formula E Holdings

[Delegates break out to main auditorium programme, 1-1 meetings and workshops](#)

13:00 -
14:10

Lunch

Second Floor, Olympia Room

14:15 -
14:30

Host City Case Study

Ground Floor, Main Auditorium

This session is for cities to illustrate the planning and execution of a major sporting event, focusing on how the city activated its infrastructure, culture, and community to enhance the experience—additionally detailing the collaborative efforts in logistics, sustainability, and engagement strategies that not only showcased the city's capabilities but also left a lasting legacy.



Maya Ladwa, Partnerships Manager - Major Sporting Event West
Midlands Growth Company

Event Organisers Closed Door Workshop

Ground Floor, Lausanne Room | 14:15 - 15:15

This is a closed-door workshop that has been tailored specifically for sports rights holders. The workshop is designed to provide a deeper understanding of the challenges associated with hosting an event. The session will cover a range of topics, including negotiating with host cities to secure the best possible deal, identifying ways to save money and increase revenue, and exploring

14:35 -
15:15

Disruptive New Event Concepts

Ground Floor, Main Auditorium

New sports will showcase how technological advancements are transforming traditional sports. These organisations will explore ways to engage fans through the use of technology and by adapting game rules and formats to appeal to younger audiences. The focus will be on how creative approaches have driven growth, inclusivity, and excitement in the sports industry



Moderator: Richard Walmsley, Head of Sports Federations, Miller Insurance

Clement Darras, Senior Advisor, Event Development, Ultimate Tennis Showdown

Florian Lamblin, Executive Director, UTMB Group (Ultra Trail Mont Blanc)

FISE Hurricane Action Sports

15:20 -
15:35

World Obstacle Growing Sport with Olympic Ambitions

Ground Floor, Auditorium

The world of obstacle course racing is a rapidly growing sport that has its sights set on becoming an Olympic event. In this presentation, we will explore the history and evolution of this exciting sport, the various disciplines from Ninja and Course Racing and events that make up obstacle course racing, and its potential for Olympic success. We will also discuss the challenges and opportunities facing the sport as it strives to gain recognition on the world stage and what it will take to achieve its Olympic ambitions. Join us as we take a closer look at the world of obstacle course racing and its bright future ahead.



Ian Adamson, President, World Obstacle

15:40 -
16:10

Coffee Break

Second Floor, Olympia Room

Meet and network with exhibitors while enjoying tea and coffee. Coubertin Terrace is available for Sponsor, Enhanced, and VIP ticket holders to have conversations outside of pre-arranged meetings.

Delegates break out to main auditorium programme, 1-1 meetings, workshops in a bar

16:15 -
16:30

Supplier Case Study

Ground Floor, Main Auditorium

A global event supplier will share their insights from working with major rights holders around the world detailing how their systems and solutions save money and drive operational efficiencies

16:35 -
17:15

Major Theme Reflections

Ground Floor, Main Auditorium

ROI - Hosting Sports Events - are we any closer to understanding a common definition and what meets the expectations of all parties?

Taking Cost out of Event Delivery - what learning can we take from the Summit about how this community plans, executes and returns legacy in a more cost effective way?

Perttu Pesä, Director, Major Events, City of Tampere

City Strategic Goals - what new ideas have emerged about City aspirations, capabilities and engagement with Rights Holder?

17:20 -
17:30

Wrap Up & Close

Second Floor, Olympia Room

This session will provide a detailed and comprehensive summary of the Day 2 sessions. The aim is to provide valuable insights and key takeaways of the topics covered.

17:30 -
19:00

Informal Networking Drinks

Second Floor, Coubertin Room and Outside Terrace

Mingle with like-minded individuals while enjoying a refreshing drink on the beautiful terrace of the Olympic Museum. This informal networking event provides the perfect opportunity to connect with the Summit delegates in a relaxed setting.

DAY 3: 20 JUNE

A half day of Rights Holder presentations on their upcoming opportunities for hosting events and highlight the potential for generating revenue. The organisations will also discuss their plans for organising these events, marketing strategies, and sponsorship opportunities. They will emphasise the positive impact these events can have on the host cities' economy and the value they offer to partners.

09:00 -
09:30

Registration & Networking

Second Floor, Olympia Room

10:30 -
10:45

Rights Holder Presentation

Second Floor, Couberin Room

Rolands Kikors, World Street Workout and Calisthenics Federation

09:30 -
09:45

Welcome

Second Floor, Olympia Room



Andy Rice, Chief Operating Officer, Major Events International

10:50 -
11:05

Rights Holder Presentation

Second Floor, Couberin Room



Peter Stafford, Director General, Global Association of Mixed Martial Arts (GAMMA)

09:50 -
10:05

Rights Holder Presentation

Second Floor, Couberin Room



Kelly Fairweather, CEO, International Tennis Federation

11:05 -
11:35

Networking Break

Second Floor, Olympia Room

10:10 -
10:25

Rights Holder Presentation

Second Floor, Couberin Room



Christophe Marchadier, Directeur de la Communication, International Cycling Union

11:40 -
11:55

Rights Holder Presentation

Second Floor, Couberin Room

Stefan Boudeguer, Federation Equestre Internationale (FEI)

12:00 -
12:15

Rights Holder Presentation

Second Floor, Couberin Room



Jörn Verleger, President, International Fistball Association

12:20 -
12:35

Rights Holder Presentation

Second Floor, Couberin Room

Matt Draper, Strategic Projects Manager World Rowing

12:40 -
12:55

Rights Holder Presentation

Second Floor, Couberin Room

International Federation University Sports

15:00 -
19:00

Informal Boat Trip to Evian, France

Reserved for Rights Holder guests. VIP and sponsor delegates, join a trip to Evian and enjoy an afternoon enjoying drinks and networking with fellow delegates. Ferry transport will be catered for.