

MAJOR EVENTS INTERNATIONAL PRESENTS

# Hosts & Federations Summit 2026

Three days connecting rights holders, destinations and suppliers shaping the future of global sport.

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DATES

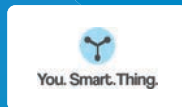
29 June — 1 July 2026

VENUE

The Olympic Museum

Quai d'Ouchy 1, 1006 Lausanne, Switzerland

PARTNERS & SPONSORS



# Monday, 29 June 2026

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10:00

–

10:30

## Arrival Networking

SPONSORED BY

**Ground Floor, Foyer**

*Collect your badge from the main reception on the ground floor before heading up to the Olympia Room, where exhibitors, refreshments and your fellow delegates await. Use this opening half hour to settle in, reconnect with familiar faces and make your first introductions of the Summit.*

10:30

–

13:00

## Sports Demonstration

**Ground Floor, Foyer/Atrium**

*Experience a curated showcase of sports and federations represented at HFS 2026. A chance to see emerging disciplines and established sports up close, meet the people behind them and understand the breadth of hosting opportunities on offer.*

13:00

–

14:00

## Lunch

**Second Floor, Olympia Room**

14:15

–

16:15

## Closed Door Workshop: Rights Holders

**Second Floor, Coubertin Room**

*An invitation only working session for rights holders to discuss the challenges and opportunities of awarding events, share intelligence on host requirements and shape the conversations that will follow across the Summit.*

14:15  
–  
16:15

## Closed Door Workshop: Destinations

Second Floor, Olympia Room

*A parallel invitation only session for destinations, focused on bidding strategy, host city legacy and the practicalities of attracting and delivering major events.*

### FOR SUPPLIERS

*While rights holders and destinations meet behind closed doors, suppliers are invited to the parallel Rights Holder Briefings below.*

14:15  
–  
17:25

## Rights Holder Briefings

Second Floor, Coubertin Room

*Hear directly from federations and event organisers about upcoming opportunities, procurement priorities and the specifications they will be looking to fulfil. A focused window to gather intelligence, identify the right conversations to pursue and prepare for the one to one meetings ahead.*

18:00  
–  
21:00

## ANOC Drinks Reception

ENHANCED & SPONSOR ONLY

HOSTED WITH



Chemin des Charmettes 4, 1003 Lausanne

*An exclusive evening reception for Enhanced and Sponsor delegates, hosted in partnership with the Association of National Olympic Committees (ANOC). A premium setting for senior level conversations in a relaxed atmosphere.*

18:00  
–  
21:00


## Informal Networking for Standard Delegates



Movenpick Hotel, Av. de Rhodanie 4, 1007 Lausanne


*A welcoming evening reception for Standard delegates to round off Day One, build new connections and continue conversations sparked during the afternoon sessions.*

# Tuesday, 30 June 2026

<p>07:00 – 08:00</p>	<p><b>Informal Run/Swim in the Lake</b></p> <p><b>Meeting Point: Movenpick Hotel, Av. de Rhodanie 4</b></p> <p><i>Start the day with an optional run or swim along the shores of Lake Geneva. A chance to clear the head, stretch the legs and network with fellow early risers before the day begins.</i></p>
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<p>08:15 – 08:55</p>	<p><b>Registration &amp; Networking</b></p> <p>SPONSORED BY </p> <p><b>Ground Floor, Foyer</b></p> <p><i>Collect your badge and settle in over coffee. Please be seated in the main Auditorium ready for a 09:00 start.</i></p>
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<p>09:00 – 09:05</p>	<p><b>Welcome Remarks</b></p> <p><b>Ground Floor, Auditorium</b></p> <p><i>The Summit officially opens with a brief welcome setting out the themes, ambitions and structure of the two days ahead.</i></p> <hr/> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"></div> <div> <p>Master of Ceremonies: Catie Friend, sports commentator and presenter</p> </div> </div> <div style="display: flex; align-items: flex-start; margin-top: 10px;"> <div style="margin-right: 10px;"></div> <div> <p>Dennis Mills, CEO, Major Events International</p> </div> </div>
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<p>09:10 – 09:50</p>	<p><b>Keynote Welcome</b></p> <p><b>Ground Floor, Auditorium</b></p> <p><i>A scene setting keynote framing the state of major event hosting in 2026 and the forces shaping the next decade for federations, destinations and suppliers.</i></p> <hr/> <div style="display: flex; align-items: flex-start;"> <div style="margin-right: 10px;"></div> <div> <p>Christophe Dubi, Olympic Games Executive Director, International Olympic Committee (IOC) <i>Invited</i></p> </div> </div> <div style="text-align: right; margin-top: 10px;">  </div>
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## Lessons Learned from Milan Cortina

Ground Floor, Auditorium

*An honest look back at Milan Cortina 2026. What worked, what proved harder than expected, and the lessons that future Winter Games hosts and their suppliers should take forward.*



Dragana Clarke, Operational Readiness and Main Operations Center Director, Fondazione Milano Cortina 2026



Sandro Volpato, Games Services Managing Director, Fondazione Milano Cortina 2026

09:55

–

10:25

## The Road to Brisbane 2032: A City's Perspective

Ground Floor, Auditorium

*Brisbane shares its journey from candidature to delivery, with a focus on long term planning, community engagement and the legacy ambitions shaping every decision on the road to 2032.*



Dyan Currie AM, Cities & Brisbane 2032 Lead, Torch Advisory

10:30

–

11:00

## SPOTLIGHT: A Rights Holder's Five Minutes

Ground Floor, Auditorium

*A focused five minute window for a rights holder to take the stage on their own terms. An opportunity to introduce their organisation, frame the events on their horizon and land the single message they most want the room to leave with. Short, sharp and built to spark conversation.*

- World Skate *Invited*

11:05

–

11:20

11:20

–

11:50

## Coffee Break

Second Floor, Olympia Room

### ONE TO ONE MEETINGS

*One to one meetings begin during the coffee break and continue throughout the day. Sponsors are welcome to use the Coubertin Room as a VIP lounge for ad hoc meetings and informal conversations between sessions.*

12:00  
–  
12:20

## Beyond the Grandstand: Using Fan Movement Data to Transform Event Experience

Ground Floor, Auditorium

*How granular fan movement data is being used to redesign venues, optimise commercial yield and deliver a smoother experience from gate to seat. A practical look at what is possible today and where the technology is heading.*



Matt Roberts, Business Consultant, Research & Insight, Aston Martin Aramco Formula One® Team

12:25  
–  
12:45

## From Screen to Stadium: How Esports is Redefining the Live Event Experience

Ground Floor, Auditorium

*Esports has rewritten the rulebook on live entertainment. This case study explores what traditional sport, and the suppliers who serve it, can learn from how esports stages, broadcasts and engages its audiences.*



Joe Lovelace, Director of Communications, BLAST



James Woollard, Vice President, Destinations & Market Development, BLAST

12:50  
–  
12:55

## SPOTLIGHT: A Rights Holder's Five Minutes

Ground Floor, Auditorium

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- International Jump Rope Union *Invited*

12:55  
–  
13:50

## Lunch

Second Floor, Olympia Room

14:00  
–  
14:30

## The F1 Effect: How Formula 1 and its Host Cities Build a Global Brand Together

Ground Floor, Auditorium

*Formula 1's relationship with its host cities is unlike any other in sport. This session unpacks how the championship and its destinations work together to deliver a global spectacle that is as much about the host as the racing.*



Louise Young, Chief Race Promotion Officer, Formula 1®

14:35  
–  
15:15

## Beyond the Pledge: Delivering Real Sustainability at Major Events

SPONSORED BY



Ground Floor, Auditorium

*Sustainability commitments are easy to make and harder to deliver. This panel cuts through the rhetoric to examine what genuine, measurable progress looks like at the world's biggest events, and where the gap between ambition and reality still sits.*



Chris Thompson, Chief Executive Officer, You.Smart.Thing

- Union Cycliste Internationale (UCI) *Invited*
- Explore Edmonton *Invited*
- Fédération Aéronautique Internationale *Invited*

## Beyond the Stadium: Building Digital Fan Communities

IN PARTNERSHIP WITH



### Ground Floor, Auditorium

15:20  
–  
15:50

*The most valuable fan relationships now live between events, in the digital communities federations and rights holders are racing to build, own and monetise. This panel brings UEFA together with leading technology partners to examine the business case, the platforms delivering real returns, and the strategies that separate lasting fan communities from short term follower counts.*



Rick Slegers, Orange Sports Forum Foundation

- UEFA *Invited*

## SPOTLIGHT: A Rights Holder's Five Minutes

### Ground Floor, Auditorium

15:55  
–  
16:00

*A focused five minute window for a rights holder to take the stage on their own terms. An opportunity to introduce their organisation, frame the events on their horizon and land the single message they most want the room to leave with. Short, sharp and built to spark conversation.*

- Confederation of Independent Football Associations *Invited*

16:00  
–  
16:30

## Coffee

### Second Floor, Olympia Room

## Punching Above Their Weight: How Birmingham Made The World Games Count

Ground Floor, Auditorium

16:40  
–  
17:10

*Birmingham, Alabama hosted The World Games in 2022 and used it as a springboard for long term economic, civic and sporting impact. This session looks at how a non capital city punched well above its weight, what it took to deliver, and the legacy that followed.*



David Galbaugh, Vice President of Sports Sales & Marketing, Greater Birmingham Convention & Visitors Bureau

- International World Games Association (IWGA) *Invited*

## View from the Top: The Decade Ahead for Major Event Hosting

Ground Floor, Auditorium

17:15  
–  
17:45

*A senior level conversation drawing the threads of the Summit together. Where is the major event ecosystem heading, what are the forces that will define the next decade, and what should hosts, federations and suppliers be preparing for now?*

- FIA Extreme H *Invited*
- Professional Squash Association (PSA) *Invited*

## Close

Ground Floor, Auditorium

17:45  
–  
17:50

*Closing remarks to wrap Day Two before delegates head into the evening's Drinks Reception and Gala Dinner.*

## Drinks Reception

Outside Courtyard

18:00  
–  
19:00

19:00

–

21:00

## Gala Dinner

SPONSORED BY



**Second Floor, Olympia Room**

*The Summit's flagship social occasion. A seated dinner in the Olympia Room, the setting for the conversations and connections that often prove the most valuable of the week.*

# Wednesday, 1 July 2026

09:30

–

10:00

## Delegate Registration & Networking

SPONSORED BY



Ground Floor, Foyer

*A relaxed start to the final day. Collect your badge and settle in over coffee before the morning sessions begin.*

10:15

–

12:15

## Closed Door Workshop: Rights Holders & Destinations

Second Floor, Coubertin Room

*A combined invitation only workshop bringing rights holders and destinations together to surface shared challenges, align on expectations and identify practical next steps for future bidding cycles.*

### FOR SUPPLIERS

*Whilst rights holders and destinations are in their closed door workshop, additional rights holder briefings are running in parallel, tailored to suppliers.*

10:15

–

12:15

## Rights Holder Briefings

Second Floor, Olympia Room

*A second round of rights holder briefings running alongside the closed door workshop, giving suppliers further opportunities to hear directly from federations about upcoming hosting opportunities and procurement priorities.*

12:20

–

12:50

## Summit Wrap Up

Second Floor, Olympia Room

*A final session bringing the Summit to a close, with reflections on the headline themes, key takeaways and the priorities delegates are leaving Lausanne with.*

12:50  
–  
13:50

## Lunch

Second Floor, Olympia Room

*A closing lunch and one final opportunity to firm up the connections made over the past three days before delegates depart or head out for the optional afternoon activities.*

15:00  
–  
late

## Optional Social Activities: Evian or Wine Tasting

ENHANCED & SPONSOR ONLY

Meeting Point: **Movenpick Hotel, Av. de Rhodanie 4**

*Round off the Summit with a choice of curated experiences. A trip to Evian, France, or a guided wine tasting in the Lavaux vineyards. Both offer a relaxed setting for senior delegates to keep the conversation going.*

## HOSTS & FEDERATIONS SUMMIT 2026

The Olympic Museum · Quai d'Ouchy 1, 1006 Lausanne, Switzerland · 29 June — 1 July 2026