


 Social Events  
Before & During Summit

 Olympia Room  
Exhibiting & Sports Demos

 Coubertin Room  
Open Theatre

 Main Auditorium  
Panels & Presentations

 Art Gallery  
Workshops

## PRE CONFERENCE: MONDAY 16 JUNE

14:00 -  
17:00

### ONE-TO-ONE MEETINGS

**Reserved for sponsors & enhanced delegates**

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

*Scheduled one-to-one meetings for sponsors and enhanced ticket holders will take place at the Mövenpick Hotel. Meeting schedules will be sent ahead of the Summit.*

13:00 -  
15:00

### TOUR OF THE CITY OF LAUSANNE

**Reserved for sponsors & enhanced delegates**

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

*Designed for first-time visitors, this guided tour offers delegates the chance to explore Lausanne's rich history and stunning landmarks.*

18:00 -  
20:30

### ANOC & WORLD ATHLETICS DRINKS RECEPTION

**Reserved for sponsors & enhanced delegates**

ANOC Headquarters, Chemin des Charmettes 4 1003 Lausanne, Switzerland.

*Hosted at the ANOC headquarters, this informal gathering offers delegates the chance to meet and connect ahead of the Summit.*

18:00 -  
20:30

### INFORMAL DRINKS RECEPTION

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

*Standard delegate holders are invited to network with fellow attendees over informal drinks at the Mövenpick Hotel. A complimentary drinks token will be provided upon arrival.*

08:00 -  
09:00

## DELEGATION REGISTRATION OPEN

Ground Floor, Foyer

*Upon arrival, delegates are invited to check in, collect their event materials, and receive their accreditation. After registering, attendees will be asked to head to the Coubertin Room for a networking breakfast.*

08:00 -  
08:45

## MORNING NETWORKING & RIGHTS HOLDER FIRESIDE CHAT

2nd Floor, Coubertin Room

*Kickstart the Summit with a dedicated networking session for all delegates. The morning will feature a special Q&A with a leading Rights Holder, offering insights into their sport.*



Ian Adamson, President, World Obstacle



Giles Chater, COO, Spartan

09:00 -  
09:05

## WELCOME & OPENING REMARKS

Ground Floor, Auditorium

*The summit will begin with introductory remarks providing an overview of the schedule, key topics, and objectives. This session will set the tone for the discussions ahead, offering insights into the event's themes and what delegates can expect over the course of the summit.*



Dennis Mills, Chief Executive Officer, Major Events International

09:10 -  
09:30

## KEYNOTE WELCOME

Ground Floor, Auditorium

*This keynote will offer an in-depth exploration of the long-term strategies shaping the future of global sport. Using Paris 2024 as a backdrop, the session will examine how major international sporting events are evolving to meet modern challenges—from advancing sustainability initiatives and embracing digital transformation to redefining audience engagement in an ever-changing world. Attendees will gain valuable insights into the approaches driving growth, innovation, and global impact across the sporting landscape.*



Christophe Dubi, Olympic Games Executive Director, International Olympic Committee (IOC)

09:35 -  
10:15

## STORYTELLING FOR GROWTH: HOW EMERGING SPORTS CAN BUILD AUDIENCES AND SECURE THEIR FUTURE

Ground Floor, Auditorium

*This panel directly speaks to smaller and Olympic sports, host cities, and event organisers who need to build their fan base, prove engagement, and grow visibility to secure sponsorship, media rights, and long-term viability.*



Sarah Butler, Sport Business Connected



James Dobbs, Managing Director, SNTV | Story10

**STORY** 

10:20 -  
10:35

## THE BUSINESS OF SPORT EVENTS: USING DATA TO DRIVE REVENUE AND REDUCE COSTS

Ground Floor, Auditorium

*Smart use of data can transform the way sport events are delivered—moving teams beyond spreadsheets and into systems built for precision. With the right tools in place, it becomes possible to uncover hidden revenue opportunities, streamline operations, and sharpen cost control. When data is clean, connected, and customised, it doesn't just inform decisions—it drives performance where it matters most.*



David Berry, Director, InBudget Event Software

 **inbudget**

10:40 -  
11:20

## CREATING LONG TERM VALUE BETWEEN HOST CITIES AND RIGHTS HOLDER

Ground Floor, Auditorium

*This session explores how host cities and rights holders can create lasting, mutually beneficial partnerships. Focusing on aligned goals, shared value, and legacy outcomes, it highlights strategies for building long-term impact beyond individual events.*

**TWO  
CIRCLES**

11:20 -  
11:50

## NETWORKING BREAK - sponsored by PMY

Second Floor, Olympia Room

**PMY** 

11:50 -  
12:10

## ENGAGING FANS BEYOND THE GAMES: THE TEAM NETHERLANDS HOUSE EXPERIENCE

Orange  
SportsForum®

Ground Floor, Auditorium

*This session will present a case study on TeamNL House at the Paris Olympics, showcasing how they engaged Dutch fans six months ahead of the Games and continue to support this community today. This session will explore the strategies, digital innovations, and fan engagement initiatives that created a lasting connection between TeamNL and its supporters.*



Jochem Schellens, Director General at Olympic Training Center Papendal



Jurjen Engwerda, Senior Account Manager, CM.com

12:10 -  
12:25

## LILLEHAMMER: A LEGACY OF SPORT AND INNOVATION



Ground Floor, Auditorium

*This session explores Lillehammer's rich sporting heritage and its lasting impact as a host city. Discover how its Olympic legacy continues to shape sports development, sustainability initiatives, and future event hosting opportunities.*



Daniel Nordby, Communications Manager, Lillehammer Olympic Park

12:30 -  
12:45

## SMART F&B: SHAPING EXPERIENCE AND LEGACY AT MAJOR EVENTS



TGP INTERNATIONAL

Ground Floor, Auditorium

*F&B plays a vital role in shaping not just the guest and fan experience, but also the commercial viability and long-term reputation of major events. This session explores how smart, strategic food and beverage planning can drive interest, increase footfall and revenue, and support a lasting legacy for host cities. Framed through TGP International's 360° approach—from early-stage strategy and master planning to operations and post-event management—we highlight the full lifecycle value of getting F&B right.*

12:45 -  
14:15

## NETWORKING LUNCH

Second Floor, Olympia Room

14:15 -  
15:45

## WORKSHOP: BEST PRACTICE OPERATIONAL READINESS- COMMON MISTAKES, AND HOW TO AVOID THEM

Ground Floor, Lausanne Room

*This session explores best practices in operational readiness, highlighting common mistakes that can disrupt event execution. Experts will share insights on how to anticipate challenges, streamline processes, and implement strategies to ensure smooth and efficient operations.*

**trivandi**

14:15 -  
14:30

## HER GAME, HER GLORY: WOMEN'S EUROS 2025

Second Floor, Coubertin Room

*This session takes a closer look at the Women's Euros 2025 — what to expect from the tournament, how the game is evolving, and the challenges and opportunities ahead. We'll hear from those working behind the scenes and on the frontlines of the sport, discussing everything from player development to visibility and investment in the women's game.*



Anni Hofer, PR & Communication Manager, UEFA WEURO25

14:40 -  
14:55

## ENHANCED OVERLAY FOR AN IMPROVED FAN SERVICE

Second Floor, Coubertin Room

*This session will look at how overlay technology is being used to improve the fan experience across different platforms. CG-Tech will share practical examples of how real-time data, visuals, and interactive elements are being integrated into broadcasts and venue screens to deliver clearer, more engaging information to fans.*



Jason English, Chief Ecosystem Officer, CG-Tech



CG Tech

15:05 -  
15:20

## DELIVERING WORLD-CLASS RUGBY EVENTS

Second Floor, Coubertin Room

*The session will provide a behind-the-scenes look at the planning and execution of major rugby tournaments. It will explore the challenges of delivering world-class events, from logistics and operations to fan engagement and legacy planning, offering key insights into what it takes to stage rugby's biggest global competitions.*



Mick Wright, Chief of Events, World Rugby

15:30 -  
15:45

## IN CONVERSATION WITH RWS GLOBAL

Second Floor, Coubertin Room

*Fireside chat with RWS Global. Rights Holder to be confirmed.*



Greg Bowman, Senior Advisor, RWS Global

15:55 -  
16:15

## WHAT DOES THE FUTURE LOOK LIKE FOR MAJOR SPORTING EVENT DESTINATIONS

Second Floor, Coubertin Room



Bob Thomassen, Projectleider Business development, NOC\*NSF



Arun Swami Persaud, Project Lead NextGen Sports Facilities

16:00 -  
17:30

## WORKSHOP: DISPUTE PROOF EVENTS: WAYS TO REDUCE RISK BEFORE, DURING AND AFTER

Ground Floor, Lausanne Room

*This session explores strategies to minimise risks and prevent disputes before, during, and after events. Experts will share best practices in contract management, operational planning, and crisis response to ensure smoother event delivery. Learn how to identify potential risks early, implement effective safeguards, and handle challenges proactively to protect stakeholders and maintain event integrity*



Tim Williamson, Partner, Clarke Willmott



Stephen Green, Partner, Clarke Willmott



17:30 -  
19:00

## INFORMAL NETWORKING DRINKS

Second Floor, Coubertin Room and Outside Terrace

19:00 -  
21:30

## SUMMIT GALA DINNER

Second Floor, Olympia Room

16:25 -  
16:40

## UNCONQUERED: THE SPIRIT OF THE INVICTUS GAMES

Second Floor, Coubertin Room

*This conversation explores the heart of the Invictus Games — a space where recovery, sport, and service intersect. We'll hear from those involved in the Games, discussing its impact on the lives of wounded, injured, and sick service personnel and veterans, the role of sport in rehabilitation, and what the Invictus movement means today.*



Helen Helliwell, CEO, Invictus Games Birmingham 2027

## DAY 2: WEDNESDAY 18 JUNE

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08:00 -  
09:00

### DELEGATION REGISTRATION OPEN

Ground Floor, Foyer

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08:15 -  
08:45

### MORNING NETWORKING & RIGHTS HOLDER FIRESIDE CHAT

2nd Floor, Coubertin Room

*Kickstart the Summit with a dedicated networking session for all delegates. The morning will feature a special Q&A with a leading Rights Holder, offering insights into their sport.*



Shaun Hamilton, President, International Jump Rope Federation (IJU)



Densign White, CEO, International Mixed Martial Arts Federation (IMMAF), Invited

09:00 -  
09:10

### WELCOME & OPENING REMARKS

Ground Floor, Auditorium

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Dennis Mills, Chief Executive Officer, Major Events International

09:15 -  
09:40

### KEYNOTE WELCOME: SHAPING THE FUTURE OF WINTER SPORTS

Ground Floor, Auditorium

*This session explores the changing winter sports landscape, examining the impact of climate change, technological advancements, and shifting fan engagement trends. Experts will discuss the future of winter sports events, innovations in sustainability, and strategies for ensuring long-term growth and global participation.*

Ivo Ferriani, President, Association of International Olympic Winter Sports Federations (AIOWF), Invited TBC



09:45 -  
10:00

## CASE STUDY: STRATEGIES, CHALLENGES, AND KEY LEARNINGS

**Available**

Ground Floor, Auditorium

*This session explores best practices in operational readiness, highlighting common mistakes that can disrupt event execution. Experts will share insights on how to anticipate challenges, streamline processes, and implement strategies to ensure smooth and efficient operations.*

10:05 -  
10:45

## SPORTS PRESENTATION

Ground Floor, Auditorium

*Sports presentation plays a crucial role in shaping the in-venue and broadcast experience — turning a game into a show and a moment into a memory. In this session, we'll explore how creative direction, technology, and fan engagement strategies come together to elevate live sport.*



Oliver Guy Watkins, Head of Commercial Strategy EMEA, PMY



Stephen Lord, Group CEO, KOJO



Susanne Lenz, Media Production and Distribution Manager, Union Cycliste Internationale (UCI)

**KOJO** 

10:50 -  
11:20

## THE POWER OF HOSTING: INTERNATIONAL HORTICULTURAL EXHIBITIONS AND CITY IMPACT



Ground Floor, Auditorium

*This session will explore how hosting an international horticultural exhibition can deliver lasting benefits for cities—not only through promoting urban greening and environmental innovation, but also by enhancing sustainability strategies, educating communities, and boosting the visitor economy. This presentation will focus on the broader opportunity: how these global exhibitions can serve as powerful platforms for transformation, awareness, and growth.*



Tim Briercliffe, Secretary General, The International Association of Horticultural Producers (AIPH)

11:20 -  
11:50

## NETWORKING BREAK

**Available**

Second Floor, Olympia Room

11:50 -  
12:05

## CASE STUDY: STRATEGIES, CHALLENGES, AND KEY LEARNINGS

**Available**

Ground Floor, Auditorium

*This session explores best practices in operational readiness, highlighting common mistakes that can disrupt event execution. Experts will share insights on how to anticipate challenges, streamline processes, and implement strategies to ensure smooth and efficient operations.*

12:10 -  
12:50

## GAME CHANGERS: HOW THE WORLD'S BIGGEST SPORTING EVENTS ARE EVOLVING

Ground Floor, Auditorium

*This session explores best practices in operational readiness, highlighting common mistakes that can disrupt event execution. Experts will share insights on how to anticipate challenges, streamline processes, and implement strategies to ensure smooth and efficient operations.*



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

Rebecca Wardell, Games Delivery Manager for Los Angeles 2028, International Olympic Committee, Invited

Dragana Clarke, Operational Readiness and Main Operations Centre Directorm, Milan Cortina Invited

**BIRMINGHAM**  
Greater Birmingham Convention & Visitors Bureau

12:55 -  
13:10

## CASE STUDY: STRATEGIES, CHALLENGES, AND KEY LEARNINGS

**Available**

Ground Floor, Auditorium

*This session explores best practices in operational readiness, highlighting common mistakes that can disrupt event execution. Experts will share insights on how to anticipate challenges, streamline processes, and implement strategies to ensure smooth and efficient operations.*

13:15 -  
14:15

## NETWORKING LUNCH

Second Floor, Olympia Room

14:15 -  
15:15

## WORKSHOP: COMMERCIAL STRATEGIES MASTERCLASS

Ground Floor, Lausanne Room

*This session will explore the evolving landscape of digital marketing within the context of major sports events. Through global case studies—including a detailed look at the communications and ticketing approach for the upcoming UEFA Women's EURO—attendees will gain a practical understanding of how digital strategies are being used to drive audience engagement, ticket sales, and overall event impact.*

P·A·C·E

14:15 -  
14:30

## THE JOURNEY TO SPORT RECOGNITION

Second Floor, Coubertin Room

*Gaining official recognition is a critical milestone for emerging sports — opening the door to funding, governance structures, athlete development, and, ultimately, Olympic inclusion. This session explores what it takes for a sport to achieve national or international recognition, the hurdles faced along the way, and the key players who help shape that journey.*



Andy Fuller, Managing Director, International Federation of American Football

14:40 -  
14:55

## BREAKING IN: NEW SPORTS AT THE OLYMPICS

Second Floor, Coubertin Room

*As the Olympic Games evolve, so does the programme — with new sports breaking through to reflect changing global interests and engage younger audiences. This session explores the process behind Olympic inclusion, the impact on athletes and federations, and what it means for the future of the Games.*

The International Federation of Sport Climbing (IFSC),  
Invited

15:05 -  
15:20

## ESPORTS: THE FUTURE OF DIGITAL COMPETITION

Second Floor, Coubertin Room

*This session explores the growing influence of esports in the global event landscape, examining how organisers can adapt to the unique demands of hosting digital competitions. Industry experts will discuss venue selection, audience engagement, and the integration of cutting-edge technology to create immersive and successful esports events.*



**Boban Totovski, Secretary General,  
International e-Sports Federation**

17:30 -  
19:00

## OPTION OF VINEYARD/BOAT TO EVIAN, FRANCE - RESERVED FOR SPONSORS

Second Floor, Coubertin Room and Outside Terrace

*Reserved for sponsors, this experience offers a choice between a visit to a local vineyard or a scenic boat trip to Évian, France. The vineyard tour provides insight into regional winemaking, while the boat trip offers a relaxed journey across the water with picturesque views.*

## DAY 3: ADDITIONAL SOCIAL ACTIVITIES

**Under own arrangements**

## THE 77TH FEDERAL GYMNASTICS FESTIVAL

*The 77th Federal Gymnastics Festival celebrates a rich tradition of athleticism, community, and innovation in gymnastics. Bringing together gymnasts, coaches, and enthusiasts from across the country, this festival showcases both elite performances and grassroots participation.*

## TOUR OF THE FIFA MUSEUM

*This guided tour of the FIFA Museum provides an in-depth look at the history and development of global football. Explore key exhibits featuring memorabilia, interactive displays, and significant moments that have shaped the sport.*



## **TOUR OF THE OLYMPIC MUSEUM**

*This guided tour of the Olympic Museum offers a comprehensive look at the history and evolution of the Olympic Games. Explore exhibits showcasing iconic moments, athlete achievements, and the cultural significance of the Games over time*



## **PASSENGER FERRIES TO EVIAN OR THONON ON LAKE GENEVA**

*Passenger ferries provide a scenic and efficient connection across Lake Geneva, linking Switzerland with the French towns of Évian-les-Bains and Thonon-les-Bains. Operated by CGN, these ferry routes offer regular departures throughout the day, making travel between the two countries convenient and enjoyable*