

# 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

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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

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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:*



Ian Adamson, President, World Obstacle

Colin Hart, Chairman, Waterski & Wakeboarding, Invited

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.*

Tim Goethals, CCO, Wiz Team, Invited

Sports Events Montreal, Invited

Visit Lahti, Invited

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, Invited

World Athletics, Invited

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



11:50 -  
12:30

## 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.

International E-Sports Federation, Invited

Vincent Pereira, Head of Virtual Sport, IOC, Invited

Bobby Hare, Director, Host City Partnerships, ESL Faceit, Invited

Blast TV, Invited

## 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



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

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14:15 -  
14:55

## 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, Invited

Iventis, Invited

Global Payments, Invited

## Innovation Ways to Attract Fans

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

*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.*

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

## Supplier Case Study - Sponsored by Populous

### 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

**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

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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.*

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 also impacts on opening up new sports formats and properties and supporting the drive to more sustainably events. Younger audience demand high-levels of engagement and options and are increasingly aware of how the carbon footprint needs to be managed if events are continue to be supported. This session will show the diversity of what these property owners are delivering and what can be learned from their approach or thinking.*



Simone Hawkins, International Relations Manager, Air Race X

Guntur Dwiarmein - Strategic Lead Host Venues - Sail GP, Invited

Ben Pincus, Managing Director at ESkootr Championship, Invited

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 - Sponsored by the City of Lausanne TBC

### 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.*

## 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.*

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

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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:*

World Baseball Softball Federation, Invited

08:30 -  
09:00

## 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 be seated ready to start at 09:00 in the main Auditorium*

09:00 -  
09:30

## Welcome & Opening Remarks

Ground Floor, Auditorium

*A respected Rights Holder will deliver the keynote address to set the tone for the event and provide valuable insights into the day's topics.*

International Olympic Committee, Invited

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



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

## Enhancing the Fan Experience

### Ground Floor, Main Auditorium

*The fan experience is impacted by their in-venue and wider footprint support services ranging from catering to merchandising, availability of support technologies to support fan engagement, feeling safe and secure and limited queuing. What is the role of technology in delivering a great visitor experience? What does best practice look like and why areas are there still needing to improve?*

12:40 -  
13:00

## Slide into the Future - International Bobsleigh & Skeleton Federation (IBSF)

### Ground Floor, Auditorium

*Slide into the Future" will provide a detailed account of the history of IBSF over the past century. Additionally, it will highlight the organisation's recent efforts to modernise the sport. The presentation will delve into the technological advancements, changes in rules and regulations, and other significant developments that have helped in the growth and evolution of the sport.*

Ivo Ferriani President, International Bobsleigh & Skeleton Federation (IBSF), Invited

13:00 -  
14:10

## Lunch

### Second Floor, Olympia Room

## Women in Sport - Sponsored by Two Circles

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

*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: Bettina Baer, Lead Consultant, Two Circles



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

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.*

## 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, Invited

FISE, Invited

Extreme International, Invited

15:20 -  
15:35

## World Rugby - New ownership: New strategies

### Ground Floor, Auditorium

*Riding on the latest success of the Rugby World Cup, the growth in profile, participation and competition presentation is driving unprecedented interest in what has previously been seen as a traditional sport.*

World Rugby, Invited

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

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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?*

*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

09:30 -  
09:45

## Welcome

Second Floor, Olympia Room



Andy Rice, Chief Operating Officer, Major Events International

09:50 -  
10:05

## Rights Holder Presentation

Second Floor, Olympia Room

International University Sports Federation Invited

10:10 -  
10:25

## Rights Holder Presentation

Second Floor, Olympia Room

World Squash, Invited

10:30 -  
10:45

## Rights Holder Presentation

Second Floor, Olympia Room

Christophe Marchadier, Directeur de la Communication, International Cycling Union, Invited

10:50 -  
11:05

## Rights Holder Presentation

Second Floor, Olympia Room

Densign White, International Mixed Martial Arts Federation, Invited

11:05 -  
11:35

## Networking Break

Second Floor, Olympia Room

11:40 -  
11:55

## Rights Holder Presentation

Second Floor, Olympia Room

World Aquatics, Invited

12:00 -  
12:15

## Rights Holder Presentation

Second Floor, Olympia Room

Kelly Fairweather, CEO, International Tennis Federation, Invited

12:20 -  
12:35

## Rights Holder Presentation

Second Floor, Olympia Room

World Rowing, Invited

12:40 -  
12:55

## Rights Holder Presentation

Second Floor, Olympia Room

International Gymnastics Federation, Invited

12:55 -  
14:00

## Optional Lunch & Final Networking

Second Floor, Olympia Room

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.*