

 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)

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

09:35 -
10:15

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, Founder, PR Consultant, Sport Business Connected



James Dobbs, Managing Director, SNTV|Story10



Adrien De Cheveigné, Head of Digital Transformation and Strategic Development, The Union Cycliste Internationale (UCI)



Melissa Soobratty, Head of Media & Marketing, Professional Squash Association



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

10:20 -
10:35

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, Founder and CEO, InBudget Event Software

5 SPORTS FAN INSIGHTS & HOW THEY INTERACT WITH MAJOR EVENTS

10:40 -
11:20

Ground Floor, Auditorium



In an era where fan behaviours are rapidly evolving, understanding what drives engagement is critical for organisers, rights holders, and host cities. In this data-led session, leading sports marketing agency Two Circles will unveil five key insights into today's sports fans—highlighting how expectations around digital interaction, live experience, content consumption, and values alignment are reshaping the major events landscape.



Jonathan Potts, Lead Consultant, Two Circles



Elena Luethi, Lead Consultant, Two Circles

11:20 -
11:50

NETWORKING BREAK - sponsored by PMY

Second Floor, Olympia Room



ENGAGING FANS BEYOND THE GAMES: THE TEAM NETHERLANDS HOUSE EXPERIENCE

Orange
SportsForum[©]

Ground Floor, Auditorium

11:50 -
12:10

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.



Rick Slettenhaar, Deputy Ambassador at the Embassy of the Kingdom of the Netherlands in Switzerland



Jochem Schellens, Director General at Olympic Training Center Papendal



Jurjen Engwerda, Senior Account Manager, CM.com

QIDDIYA UNVEILED: A NEW FRONTIER FOR GLOBAL SPORT AND EVENT HOSTING

Ground Floor, Auditorium

12:10 -
12:40

Discover how Qiddiya—Saudi Arabia's groundbreaking giga-project—aims to redefine the global sports landscape. This presentation will explore Qiddiya's vision, infrastructure plans, and opportunities for collaboration with international federations and host cities, positioning it as a future destination for world-class events and long-term sporting partnerships.



Marc Archer, Senior Director, Qiddiya



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

Ground Floor, Auditorium

12:45 -
13:00

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.



Simon Wright, Chairman, TGP International

NETWORKING LUNCH

Second Floor, Olympia Room

12:45 -
14:15

14:15 -
15:45

WORKSHOP: CREATING UNFORGETTABLE MOMENTS: ENHANCING GUEST EXPERIENCE AT MAJOR EVENTS

Ground Floor, Lausanne Room

This interactive session explores the critical role of guest experience in shaping the success and legacy of major events. Trivandi's experts will share practical strategies and global best practices for designing and delivering seamless, inclusive, and memorable experiences for client groups. From journey mapping to service delivery integration, the session will highlight how world-class guest experience planning can enhance reputation, drive engagement, and elevate hosts & federations standards of delivery.



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 front-lines of the sport, discussing everything from player development to visibility and investment in the women's game.



Anni Hofer, PR & Communication Manager, UEFA WEURO25

14:30 -
14:45

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



DELIVERING WORLD-CLASS RUGBY EVENTS

Second Floor, Coubertin Room

14:45 -
15:00

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.



Enda Connolly, Director of Events, Team Services & Rugby Operations, World Rugby



Moderator: Tim Goethals, COO, Wiz-Team

IN CONVERSATION WITH RWS GLOBAL

Second Floor, Coubertin Room

15:00 -
15:30

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



Moderator: Greg Bowman, Senior Advisor, RWS Global



Pere Miró Sports Director, World Aquatics

Orange
SportsForum®

WHAT DOES THE FUTURE LOOK LIKE FOR MAJOR SPORTING EVENT DESTINATIONS

Second Floor, Coubertin Room

15:30 -
15:45

This session explores the evolving priorities and innovations shaping future host destinations for major sporting events. From legacy planning and community impact to cutting-edge venue design and digital integration, the discussion will highlight how cities and nations can adapt to remain competitive, sustainable, and attractive on the global stage.



Bob Thomassen, Projectleider Business development, NOC*NSF



Arun Swami Persaud, Project Lead NextGen Sports Facilities

UNCONQUERED: THE SPIRIT OF THE INVICTUS GAMES

Second Floor, Coubertin Room

15:45 -
16:00



Helen Helliwell, CEO, Invictus Games Birmingham 2027

15:45 -
17:15

WORKSHOP: RIGHTS HOLDER CLOSED DOOR WORKSHOP

Ground Floor, Auditorium

This closed-door session provides a trusted space for open and candid dialogue among experienced event organisers. In this 90-minute, invitation-only forum, participants will exchange real-world insights, challenges, and solutions in a confidential, peer-to-peer environment. Whether managing a global multi-sport event or a recurring annual fixture, this session offers a rare opportunity to benchmark strategies, discover new approaches, and identify opportunities for collaboration. Attendees will leave with practical takeaways and a stronger network to support the successful delivery of future events.

16:00 -
17:00

WORKSHOP: DEFINING VALUE – EXPLORING ROI FROM HOSTING MAJOR EVENTS

Second Floor, Coubertin Room

This session offers a dedicated platform for non-Rights Holder delegates to openly explore the critical question: what is the true return on investment when hosting major sporting events? Through collaborative discussion, participants will share experiences, challenges, and strategies for assessing value—beyond economic impact alone. Insights from this session will feed into a joint forum with Rights Holders later in the programme, creating space for constructive exchange and long-term collaboration.

16:00 -
17:30

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

*clarke
willmott
solicitors

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

17:15 -
17:30

ALIGNING PERSPECTIVES – JOINT REPORT BACK AND OPEN DIALOGUE

Ground Floor, Auditorium

This reconvening session brings together delegates from both the non-Rights Holder and Rights Holder groups to share the outcomes of their earlier closed discussions. Key insights, contrasting viewpoints, and emerging themes will be presented to spark a broader conversation around the value, expectations, and evolving dynamics of hosting major events.

17:30 -
19:00

INFORMAL NETWORKING DRINKS

Second Floor, Coubertin Room and Outside Terrace

19:00 -
21:30

SUMMIT GALA DINNER - Sponsored by 360 Experience Group

Second Floor, Olympia Room



08:00 -
09:00

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MORNING NETWORKING & RIGHTS HOLDER FIRESIDE CHAT

2nd Floor, Coubertin Room

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



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

09:00 -
09:10

WELCOME & OPENING REMARKS

Ground Floor, Auditorium

The opening session sets the tone for the Summit, welcoming all delegates to three days of connection, insight, and collaboration. This introduction will outline the event's purpose, structure, and key themes—highlighting the unique opportunity to engage with global Rights Holders, host cities, and industry experts.

09:15 -
09:45

FINLAND IN FOCUS: HOSTING WORLD-CLASS SPORTING EXPERIENCES

Ground Floor, Auditorium

Finland has emerged as a leading destination for hosting world-class sporting events, combining a commitment to sustainability, innovation, and seamless event delivery. This session explores Finland's approach to sport event management—from national coordination and venue excellence to community engagement and legacy planning.



Jani Backman, Project Director, Sport Event Management Finland

09:50 -
10:05

MANAGING RISK IN GLOBAL EVENTS

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.



Arthur Fane, Account Executive, Miller Insurance



James Taylor, Chief Championship Officer, FIA Extreme H World Cup

10:10 -
10:50

SPORTS PRESENTATION

Ground Floor, Auditorium

KOJO

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)

THE POWER OF HOSTING: INTERNATIONAL HORTICULTURAL EXHIBITIONS AND CITY IMPACT



10:55 -
11:25

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)

11:25 -
11:50

NETWORKING BREAK

Second Floor, Olympia Room

12:00 -
12:30

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

12:35 -
13:05

HOSTING AT SCALE – MOTIVATIONS, LESSONS, AND LEGACY



Ground Floor, Auditorium

Delivering a large-scale multi-sport event is a complex and resource-intensive undertaking. This session explores the strategic motivations that drive nations and cities to pursue such opportunities, and the real-world lessons learned from hosting them. Speakers will reflect on key challenges—such as infrastructure demands, stakeholder coordination, and long-term planning—as well as what success looks like beyond the event itself. The session will also examine the true meaning of “legacy,” sharing examples of impactful outcomes and final reflections to guide future host destinations.



James Tibbets, Executive Director, Trivandi



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



Ana Paula González Horn, Games Director, Panam Sport

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

14:35 -
14:50

BEHIND THE SCENES: REAL PROBLEMS, REAL SOLUTIONS FROM MAJOR EVENTS

Second Floor, Coubertin Room

This session offers a practical look behind the scenes of two of France's most high-profile sporting events—Paris 2024 and Roland-Garros. With a focus on problem-solving, the presentation unpacks real-world challenges faced during planning and delivery, from complex stakeholder coordination to operational bottlenecks and last-minute disruptions.



Yoann Arzur, Directeur Général Playground

THE MARYLAND JOURNEY: EXPLORING OPPORTUNITIES IN SPORT AND EVENTS

14:55 -
15:10

2nd 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.



Terry Hasseltine, President, Maryland Sport Commission

15:15 -
15:30

CONNECTING COMMUNITIES – A NEW DIGITAL PLATFORM FOR IFS AND NOCS

2nd Floor, Coubertin Room

This session introduces a newly launched digital platform designed to enhance content exchange and collaboration between International Federations (IFs) and National Olympic Committees (NOCs). The presentation will walk through the platform's key features, its role in improving communication and knowledge-sharing, and a real-world use case that demonstrates its practical value.



Gustavo Harada, NOC Relations and AWBG Director, Association of National Olympic Committees (ANOC)

15:35 -
15:50

BEYOND THE GAME – SOCIAL IMPACT AND INCLUSION IN GLOBAL SPORT

2nd Floor, Coubertin Room

This session spotlights the powerful role sport can play in fostering inclusion, cultural exchange, and social cohesion. Using the work of CONIFA as a case study, the discussion will explore how football is used to unite underrepresented regions, stateless nations, minority peoples, and refugees—reaching an audience of over 700 million globally. With a focus on the social value of sport beyond commercial returns, the session will examine how alternative sporting organisations can deliver meaningful impact, promote fair play, and challenge exclusion.



Dr. Fabio Puntillo, General Manager, Confederation of Independent Football Associations (CONIFA)

15:55 -
16:10

FISE: URBAN SPORTS FESTIVAL - COMMUNITY & ENGAGEMENT

2nd Floor, Coubertin Room

Our festivals are all about getting the full urban sports community involved (Fans, Jr/am/pro athletes, multi-sport etc.) which is why I add the tagline. Finally, I'll follow your lead based on the questions you provide, but here's some useful context for you: FISE has just launched our clear strategic goal to have 15+ major events worldwide by 2032 as we see the massive opportunity with this global audience as the sports continue to grow.



Kendall Gooden, Global Partnerships Manager - FISE Events & Hurricane Group

16:10 -
16:15

SUMMIT CLOSE

2nd Floor, Coubertin Room

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.