

# CITYevents

Where cities meet sport



**16-17-18**

November 2011  
**LAUSANNE**  
**SWITZERLAND**

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# City Events

## WHERE CITIES MEET SPORTS

The second edition of City Events will take place in Lausanne, Switzerland, from the 16th to the 18th of November 2011. In 2010, the first edition of City Events gathered 280 participants coming from 57 countries.

City Events is the annual conference and a networking platform that connects ambitious sports cities from around the world with international sports federations and private event owners.

City Events is for all city/region/country public officials who are responsible for attracting international and continental sports events to their area. It is for all those who wish to make valuable connections with the owners of these sports events, over two compact days, in one single place. City Events ensures that city officials will meet the sports that are important for their city.

Because the conference is held in Lausanne, Switzerland, the Olympic Capital, which is the home to more than 50 international sports organisations, City Events is the place to guarantee the right contacts. City Events also features a high profile conference programme showcasing the latest developments and case studies in how to maximise the impact of sports events for a host city.

Welcome to Lausanne!

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Wednesday, November 16	
All day	Arrivals & Accreditation
20:00	Welcome Reception, Mövenpick Hotel

Thursday, November 17	
09:00 - 10:30	<p><b>Welcome session</b> Incl. opening statements from the City of Lausanne, GL Events, FISU, and City Events' Ambassador Stéphane Diagana (FRA)</p> <p><b>Plenary Session 1: "Creating Economic Impact":</b></p> <p>The first key impact that host cities of sports events look to maximise is the direct economic one. What can an event bring to the city in terms of increased direct sales, room nights and other tangible and measurable effects? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> <li>1. A host city's view on the US way to create economically successful events and measure their impact on the local and regional economy. <i>By John Murray, Chairman, Chicago Sports Commission</i></li> <li>2. A sports promoter view on what can be done to help host cities be economically successful when organizing their event. <i>By Laurent Lachaux, Marketing Director, ASO/Tour de France</i></li> <li>3. Academia's view on what are the latest models/processes/systems used by host cities to measure the economic return of sports events. <i>By Claude Stricker, Director, International Academy for Sports Science and Technology</i></li> <li>4. How can the sponsor of a sports event help a host city to maximize the economic impact of the event? The case of major sports sponsor Samsung. <i>By Gye Hyun Kwon, Vice President, Samsung Electronics</i></li> </ol>
10:30	Coffee Break

## Thursday, November 17

<p><b>11:00</b> - <b>12:00</b></p>	<p><b>Parallel Break-out Sessions</b></p> <p><b><i>Creating partnerships for economic impact</i></b></p> <p>Based on the findings of the plenary session, this break out session will look into how a city can create the right partnerships (with commercial and/or sports partners) in order to guarantee economic success for their events.</p> <p>Case studies and discussions with:</p> <ul style="list-style-type: none"> <li>• <i>John Murray, Chairman, Chicago Sports Commission</i></li> <li>• <i>Christian Milz, General Secretary, European Athletics</i></li> <li>• <i>Luc Doublet, CEO, Doublet</i></li> <li>• <i>Jeff Keas, CEO, Populous</i></li> </ul> <p><b><i>Measuring economic impact</i></b></p> <p>Based on the findings of the plenary session, this break out session will look into how a host city can best measure the economic impact of a past event or of an event that the city envisions hosting. <i>Case studies and discussions with:</i></p> <ul style="list-style-type: none"> <li>• <i>Claude Stricker, Director, International Academy for Sports Science and Technology(AISTS)</i></li> <li>• <i>Laurent Lachaux, Marketing Director, ASO/Tour de France</i></li> <li>• <i>Peter Hall, Marketing Director, International Swimming Federation (FINA)</i></li> <li>• <i>Marco Kooiman, Director, City of Amsterdam, Olympic Ambition Dept</i></li> </ul>
<p><b>12:00</b></p>	<p>Cocktail Lunch</p>

## Thursday, November 17

<p><b>13:00</b> -</p>	<p><b>Plenary Session 2: "Creating Social Impact":</b></p>
<p><b>14:30</b></p>	<p>The second key impact that host cities of sports events look to maximise is the one on their own people. How can an event, or a series of event improve the life of the city's (or country's) citizens? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> <li>1. A host city's view on what social objectives can sports events fulfill for a city and how can programmes be best implemented <i>By Yoon-suk KIM, City of Gwangju, Secretary General of 2015 Summer Universiade</i></li> <li>2. Based on a case study from UEFA EURO 2008, what are the most common social and economic impacts of major sporting events? What influence can such an event have on the public opinion and general behavior? <i>By Heinz Rütter, CEO, Rütter and Partners, Socio-Economic impact analysts</i></li> <li>3. What is the role of sporting events in the activation of a host city's social programmes? A comparison of recent major events best practices and formulation of practical recommendations. <i>By Kenneth Quah, TSE Consulting, Public Sector sports consulting firm</i></li> <li>4. A sports promoter on how can a sports event maximize its impact on a host city social challenges. <i>By Christian Toetzke, CEO, Upsolut, Major events organiser and promoter (incl. London triathlon)</i></li> <li>5. Why does France want to organise the UEFA EURO 2016, what social objectives does it plan to achieve and how? A case study by the French Ministry of Sport <i>By Gilles Defeigneux, Delegate for Major Sports Events, French Ministry of Sport</i></li> </ol>
<p><b>14:30</b></p>	<p>Coffee Break</p>

## Thursday, November 17 (cont'd)

15:00 - 16:00	<p><b>Parallel Break-out Sessions</b></p> <p><b><i>Leveraging programmes for better social impact</i></b></p> <p><i>Based on the findings of the plenary session, this break out session will look into how a city can best integrate its current and/or new social programmes and policies, therefore potentially increasing an event's budget as a consequence.</i></p> <p><i>Case studies and discussions with :</i></p> <ul style="list-style-type: none"> <li>• Yoon-suk KIM, City of Gwangju, Secretary General of 2015 Summer Universiade</li> <li>• Heinz Rütter, CEO, Rütter and Partners, Socio-Economic impact analysts</li> <li>• Poul Hansen, Head of United Nation Office on Sport for Development and Peace</li> <li>• Yann Coelenbier, Peace &amp; Sport, Managing Director</li> <li>• Denis Bochatay, Sport and Sustainability, Quantis</li> </ul> <p><b><i>From online to offline</i></b></p> <p><i>Based on the findings of the plenary session, this break out session will look into practical new ways to link online based social media/sport games to offline, "real" practice of sport on the pitch, and how cities can benefit from this new mix. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> <li>• Christian Toetzke, CEO Upsolut, Major events organiser and promoter (incl. London triathlon)</li> <li>• Kenneth Quah, TSE Consulting, Public Sector sports consulting firm</li> <li>• Steffi Decker, Consultant, Chong + Koster, US based social media specialist</li> <li>• Kevin Bovet, Development, International Basketball Federation (FIBA)</li> </ul>
16:00 - 17:30	<b>Speed meetings with International Federations</b>
19:30	<b>FISU Cocktail, Maison du Sport International (MSI), Lausanne</b>



## Friday, November 18

<p><b>09:00</b> - <b>10:30</b></p>	<p><b>Plenary Session 3: "Creating Branding Impact":</b></p> <p>The third key impact that host cities of sports events look to maximise is on their national and international brand. What can an event do to a city so that its brand is changed and improved? This session will focus on understanding how to maximise this impact based on academic research and successful practical experiences.</p> <p>Presentations:</p> <ol style="list-style-type: none"> <li>1. Germany as host of major sporting events: How the FIFA World Cup 2006 and the FIFA Women's World Cup 2011 reshaped the image of a country - key success factors to ensure a long-term legacy <i>By David Noemi, International Affairs, German Football Federation (DFB)</i></li> <li>2. A sports promoter's view on how to work hand in hand with the local authorities to maximize the event's impact on the host's brand: the case of the Singapore Sports Hub. <i>By Stéphane Serediuk, Director World Sport Group Singapore</i></li> <li>3. Academia's latest research findings on place/city branding and national identity building and their potential application using sports events. <i>By Andrew Smith, Professor, University of Westminster (UK)</i></li> <li>4. A specialist sport supplier's view on how a sports and/or cultural venue can have a direct impact on the brand of a host city, depending on how it is designed, used and promoted. <i>By Ulrik Ruhnau, Managing Director, Lagardère Unlimited Stadium Solutions</i></li> </ol>
<p><b>10:30</b></p>	<p>Coffee Break</p>

## Friday, November 18

<p><b>11:00</b> - <b>12:00</b></p>	<p><b>Parallel Break-out Sessions</b></p> <p><b><i>Sports events as destination marketing tool</i></b></p> <p><i>Based on the findings of the plenary session, this break out session will look into how a city can use sports events to attract tourists, therefore turning the event into a destination branding tool. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> <li>• David Noemi, International Affairs, German Football Federation (DFB)</li> <li>• Ulrik Ruhnau, Managing Director, Lagardère Unlimited Stadium Solutions</li> <li>• Mark Turner, Director, OC Third Pole</li> <li>• Al Gosling, Director, The Extreme Sport Company</li> </ul> <p><b><i>Sports events as a nation branding tool</i></b></p> <p><i>Based on the findings of the plenary session, this break out session will look into how the political level of a city/country can best use a sports event to have a lasting impact on its international perception. Case studies and discussions with:</i></p> <ul style="list-style-type: none"> <li>• Andrew Smith, Professor, University of Westminster (UK),</li> <li>• Stéphane Serediuk, Director, World Sport Group Singapore</li> <li>• Walt Judas, Vice President, Tourism Vancouver</li> </ul>
<p><b>12:00</b></p>	<p>Cocktail Lunch and departure</p>



# LAUSANNE

Situated on the shores of Lake Geneva, Lausanne holds a unique title of Olympic Capital not only because it is the home of the Olympic Committee and more than 50 international sports organisations, but also for its devotion to the Olympic Movement and sport in general. Lausanne is also very well known as a rapidly developing city, with excellent educational, research and cultural offers and with its commitment to sustainable development.

From cross-country skiing to golf, skateboarding or curling, sport is an essential element in Lausanne's environment. Therefore, the City of Lausanne supports it at every level and in all forms. Important projects are under way to offer the residents and the visitors even more effective and modern sports facilities.

[www.lausanne.ch](http://www.lausanne.ch)



**Olympic Museum**



**Lausanne Cathedral**



**Beaulieu Congress Center**



**Maison du Sport Internationale (MSI)**