

DAY 1
7 JUNE

MOVENPICK HOTEL
AV. DE RHODANIE 4, 1007 LAUSANNE, SWITZERLAND

TIME ROOM 1 - HOST CITY FORUM

TIME ROOM 2 - GENERAL ASSEMBLY

TIME ROOM 3 - TECHNICAL WORKSHOPS

12:00 ARRIVAL LUNCH & NETWORKING
12:45

12:45 WELCOME & OPENING REMARKS
13:00

13:00 FEDERATION SPONSORSHIP SUPPORT
13:20
Shoto Zhu, Founder, Sponsorforce
Max Rollinger, Sponsorship Director, Turing

13:30 CITY MOTIVATIONS FOR EVENT HOSTING
14:00
Stephen Joyce, Coordinator Business, Trade & Investment, Gold Coast City Council



14:05 HOST CITY BRIEFING
14:25
Tom Dielen
Secretary General
World Archery




14:05 SUSTAINABILITY
14:30
Moderator:
Rodrigo Bautista
CEO & Founder,
Ticketpass
Pippa Ganderton
Product Director,
APTI Halo
Geert Hendriks
Chief Engagement
Officer, The Shift
Ingrid Beutler, Sport & Sustainability International

13:00 MASTERCLASS
15:00 Maximising your digital platforms
Creating a digital live show has become simpler and easier than ever before with cloud video production technology. In fact, major broadcasters and publishers such as Arizona Cardinals, AELTC Wimbledon, The FA and more have leveraged cloud production tools to create bespoke live programming for their social and digital channels, driving engagement with fans across the globe. You might be thinking it takes a small army of people and a whole bunch of equipment to produce these shows - but it doesn't!

14:30 14:45	HOST CITY BRIEFING
	Damiano Zamana, Deputy CEO International Motorcycle Federation (FIM)

14:45 15:00	Boban Totovski General Secretary International e-sports Federation (virtual)
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14:35 15:00	MEDIA RELATIONSHIP AND HOW TO PERFECT THEM
	Moderator: Mark Cooper, Associate Director JTA,
	Guido Bouw Managing Director Gracenote Sports
	Mike Laflin Founder & CEO Global Sustainable Sport
	Techonomy

13:00 15:00	Join Grabyo, leading cloud video platform, and partners, Dejero and Dizplai, in a two-hour workshop to learn the simple steps you can take to create your own digital show in the cloud, and actually try it for yourself!
	 
	

15:00
15:30 BREAK

15:30 16:00	HOST CITY BRIEFING
	Lara Marich, Tour Planning and Partnership Manager, Volleyball World

15:40 15:55	OPPORTUNITIES IN THE CITY OF MONTREAL
	Véronique Riopel Manager, Sports Market, Sports Events Montreal
	

15:30 17:30	MASTERCLASS Media Best Practice
	How do you create a fan/viewer experience that works live both in the stadia/arena and at home?


16:00 16:15	HOST CITY BRIEFING
	Alberto Garriga Bugallo, Head of City Development, World Electric Powerboat Series (virtual)

16:15 16:30	HOST CITY BRIEFING
	Guntur Dwiarmein Strategic Lead Host Venues, SailGP

16:30 16:45	HOST CITY BRIEFING
	Sergey Nifontov General Secretary World Dance

16:45 17:00	HOST CITY BRIEFING
	Alessandro Di Cato International Events Officer Federation of Sport Climbing (IFSC)

17:00 17:30	IOC PERSPECTIVE ON LEGACY & PLANS
	Tania Braga, Head of Legacy, IOC

16:00 16:35	LOOKING FORWARD: BEST PRACTICE
	Moderator: Sarah Lewis OBE Global Sports Leader GmbH Managing Director,
	Lorelle Chittick General Manager, Brisbane Economic Development Agency
	Anette Larsen, Director of Events Region Stavanger Visitors & Convention Bureau
	

15:30 17:30	<p>departments, sports presentation, host broadcast and rights holders can whip up a storm both at home and in the venue. Ever wondered what remote production really means? Virtual reality? Augmented reality? How can your sport benefit from the connected world of today? What models of production coverage fit your sports and how do you choose?</p> <p>This masterclass will be a fascinating, interactive opportunity to look behind the scenes and understand how you can benefit from the experience of the number one Olympic sport.</p> <p></p> <p></p>
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17:30
19:30

DRINKS RECEPTION

DAY 2
8 JUNE

OLYMPIC MUSEUM
QUAI D'OUCHY 1, 1006 LAUSANNE, SWITZERLAND

MAIN AUDITORIUM

OLYMPIE ROOM (RESERVED FOR HOST CITIES)

08:00
08:45

REGISTRATION & NETWORKING

08:45
09:00

WELCOME & OPENING REMARKS

Dennis Mills, CEO, Major Events International

Viktor Huszár, Chairman, Fédération Internationale de Teqball (FITEQ)

09:00
09:15

KEYNOTE WELCOME

Jean-Jerôme Perrin-Mortier, Chief Executive Officer, Peace & Sport

09:20
10:00

COMMERCIAL REVITALISATION

Moderator: Bradley Smith, Managing Editor, Around the Rings

Mike Emery, CEO, Joymo

Dominic Grainger, CEO, WPP Specialist Communications & The Sports Practice, WPP

Jonny Cowan, Europe General Manager International Table Tennis Federation


Sponsored
by



09:30
09:40

OBJECTIVES & OUTPUTS FOR THE DAY

Dennis Mills
CEO
Major Events International

10:05 10:20	PRESENTATION CASE STUDY
	Laura Martin-Prud'homme, Partnership Lead, What3Words,
	Sponsored by 

10:25 11:05	DIVERSITY & INCLUSION
	Moderator: Andy Rice, COO, Major Events International
	Steven Mifsud MBE, Direct Access
	Artem Buerov, Project Manager International Committee of Sports for the Deaf
	Siobhan Fitzpatrick, Para-Olympian

09:40 10:00	HOST CITY BRIEFING
	Marko Petric, Head of Sport, International Boxing Association

10:05 10:25	HOST CITY BRIEFING
	Viktor Huszár, Chairman, Fédération Internationale de Teqball (FITEQ)

10:30 11:00	URBAN SPORTS
	Valerio Cianfoni, Head of Special Projects Baseball 5
	Olivier Pascal, International, Development Director, Hurricane Group (FISE Series Organisers)
	Chris Rob, CEO, Mass Participation World, (virtual)

11:05 11:45	BREAK
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11:45 12:00	TRACKING & GAMIFYING YOUR SUSTAINABILITY JOURNEY
	Peter Ward, Director, Wetrack
	Sponsored by 

11:45 12:05	Ian Adamson President World Obstacle
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12:05 12:20	<p>FAIRNESS, INCLUSION, SAFETY? THE TRANSGENDER QUESTION</p> <p>Mark Cooper, Associate Director, JTA</p>
	<p>Sponsored by</p> 

12:25 12:40	<p>HOW CAN FEDERATIONS BEST MONETIZE THEIR DIGITAL ASSETS?</p> <p>Fabio Gallo Head of product LaLiga Tech</p>
	<p>Sponsored by</p> 

12:45 13:00	<p>WEST MIDLANDS GROWTH COMPANY</p> <p>Joel Lavery, Strategic Lead Major Sporting Events, West Midlands Growth Company</p>
	<p>Sponsored by</p> 


13:05 13:20	<p>NAVIGATING THE WORLD OF NFT'S</p> <p>Santiago De la Morena Business and International Affairs Leverade</p>
	<p>Sponsored by</p> 

13:20
14:20 LUNCH

12:10 12:25	<p>HOST CITY BRIEFING</p> <p>Jens Holm Chief Executive Officer The International Masters Games Association (IMGA)</p>
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12:30 12:50	<p>HOST CITY BRIEFING</p> <p>Judith Rowan, International Project Director, ebike GP Series</p>
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12:55 13:15	<p>HOST CITY BRIEFING</p> <p>Beatriz Sierra, President, Squaball Sport Association</p>
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14:20 14:35	USING DATA TO DRIVE SOCIAL MEDIA SUCCESS
	Sanjit Atwal CEO Halfspace
	Sponsored by 



14:40 15:10	WHAT DO SPONSORS WANT?
	Moderator: Rodrigo Garza, Founder, Fund Sport Business
	Stuart Wareman SVP Experiences, Events & Sponsorships Accor
	Patrick Nally, International Federation of Match Poker

15:15 15:30	MAJOR EVENT IMPACT ANALYSIS WITH A FOCUS ON ENVIRONMENTAL/SOCIAL IMPACT
	Carlo Brocca International Sales Director Sports & Entertainment, Nielsen
	Jan Dreisbach, Director Consulting Nielsen
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14:20 14:40	HOST CITY BRIEFING
	Hrvoje Custonja General Secretary International Schools Federation (ISF)

14:45 15:05	HOST CITY CLOSED DISCUSSION
	An opportunity for cities to share their collective learning from the briefings from International Federations
	Facilitator: Joel Lavery, Senior Sporting Events Manager, West Midlands Growth Company 

15:10 15:30	HOST CITY CAPTURE LESSONS LEARNED
	To inform the post summit report, and to summarise the main recommendations in order to propose actions to help support the International Federations strategic plans.

15:35 16:00	OPERATIONAL DELIVERY
	Dennis Mills, CEO, Major Events International
	Alex Mendis, Special Risks, Miller Insurance,
	Anja Schweickert Regional, Manager Europe, DB Schenker,
	Peter Gill, Sports, Account Manager, ATPI
Sponsored by  SCHENKER sportsevents  	

16:05 16:40	MASTERPLANNING: HOW TO GET THINGS RIGHT FROM THE START
	Joe Custin, CEO, Iventis,
	Richard Dean, CEO, WOO Architects
	Peter Harrison, Managing Director, FGH Security
	Jack McGill, CEO, QTV

16:40 16:45	CLOSE
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17:00 18:00	DRINKS RECEPTION SPONSORED BY NEP GROUP 
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18:00 21:00	SUMMIT DINNER
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DAY 3
9 JUNE

MAISON DU SPORT
Av. de Rhodanie 54, 1007 Lausanne, Switzerland

TIME ROOM 1 - GREEN
& BLUE ROOM

TIME ROOM 2 -
CAPITALE
OLYMPIQUE

TIME ROOM 3 -
CARNOTZET

The third day of the Hosts & Federations Summit is hosted by the Maison Du Sport, home of to 25 International Sports Federations. These sessions are not broadcast but all content will be made available on catch up.

08:00
08:45 REGISTRATION AND NETWORKING

08:45
09:00 WELCOME
REMARKS
Tupo Mwajjumba
Major Events
International

08:45
09:15 HOST CITY
BRIEFING
Colin Grahamslaw
Secretary General,
World Curling

08:45
11:00 OTHER ACTIVITIES
Speed dating
small group
introductions

09:00
09:25 COMMERCIAL
BRIEFING
Benoit Girardin,
LBB Stratégies

09:15
09:55 HOST CITY
BRIEFING
Isobel Carnwath
Director of Brand
Commerce and
Communication,
IMMAF

09:30
09:55 COMMERCIAL
BRIEFING
Gabo Felegyi,
Commercial &
Event Director,
Fédération
Internationale de
Teqball (FITEQ)

09:55
10:25 HOST CITY
BRIEFING
Kimmo Bellmann,
Events Officer, FIDE
Chess

10:00
10:25 COMMERCIAL
BRIEFING
Patrick Nally
International
Federation of
Match Poker

10:25
10:55 HOST CITY
BRIEFING
Caroline Sainte-
Croix, Head of
Events, FIA

10:30 10:55	COMMERCIAL BRIEFING
	Lisa Worthmann, General Director, European Gymnastics

11:00 11:30	BREAK
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11:30 11:55	COMMERCIAL BRIEFING
	Colin Grahamslaw Secretary General, World Curling

11:30 12:00	HOST CITY BRIEFING
	Jason Ferguson, President, World Snooker

11:30 13:00	General discussions on lessons learned and recommendations on the way forward
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12:00 12:25	COMMERCIAL BRIEFING
	Fabio Muner, Marketing Director International Motorcycling Federation (FIM)

12:00 12:30	HOST CITY BRIEFING
	Patrick Nally International Federation of Match Poker

12:30 12:50	COMMERCIAL BRIEFING
	Isobel Carnwath Director of Brand Commerce and Communication, International Mixed Martial Arts Federation (IMMAF)

12:50 13:00	CLOSE
	Tupo Mwajjumba Major Events International