







DAY 1: MONDAY 12 JUNE







Pre - Conference









16:00 - 18:00	<p>Delegate Optional Cultural City Tour of Lausanne</p> <p>Lunch under delegates own arrangements</p> <p>Pick up location Movenpick Hotel, Av. de Rhodanie 4, 1007 Lausanne, Switzerland</p>
18:00 - 20:30	<p>Drinks Reception - Hosted by World Baseball Softball Confederation (WBSC)</p> <p>Reserved for Sponsors</p> <p> Villa Le Châtaignier, Avenue Général-Guisan, 45, CH-1009 Pully, Switzerland</p>
18:00 - 20:30	<p>Drinks Reception - Hosted by Union Cycliste Internationale (UCI)</p> <p>Reserved for Sponsors</p> <p> Allée Ferdi Kübler 12, 1860 Aigle, Switzerland</p>
18:00 - 20:00	<p>Informal Networking Reception - Movenpick Hotel Lausanne</p> <p>Reserved for Sponsors</p> <p> Av. de Rhodanie 4, 1007 Lausanne, Switzerland</p>

DAY 2: TUESDAY 13 JUNE

Olympic Museum, Quai d'Ouchy 1, 1006 Lausanne, Switzerland

08:00 - 08:30	Formal registration for Enhanced Delegates		
08:30 - 09:20	<p>Rights Holder Networking Breakfast</p> <p><i>An additional opportunity to engage with Rights Holders informally while networking</i></p>		
09:00 - 09:30	Formal registration for all delegates		
	Main Auditorium - All attendees		
09:30 - 09:55	<p>Keynote Welcome & Opening Remarks</p> <p>Virginie Faivre, Executive President, Foundation Lausanne Olympic Capital</p> <p>Christophe Dubi, Olympic Games Executive Director, International Olympic Committee (IOC)</p>		
	Stream 1: Main Auditorium	Stream 2: Olympie Room	Stream 3: Coubertin Room
10:00 - 10:30	<p>Vision & Strategy on the Upcoming Olympic Games</p> <p>Marie Sallois Dembreville, Director of Corporate Development and Sustainability, International Olympic Committee (IOC)</p> <p>Marie Barsacq, Impact & Legacy Director, Paris 2024 Olympic & Paralympic Games</p>	<p>Cities Briefing</p> <p><i>Reserved for Rights Holders & Suppliers</i></p> <p>Chaired by Eamon Kerrigan, Business Development & Partnerships Manager, Iventis</p>	Reserved for 1-1 Meetings
10:35 - 10:50	<p>Game On! How TVU Networks' Remote Production is Changing Women's NBA Coverage</p> <p>Jean-Christophe Albou, Sales Director, Europe, TVU Networks</p> <p>Peter Wyrwich, Sales Director, DACH</p> <p>Sponsored by TVU Networks</p> 	<p>Per Olav Andersen, Chief Executive Officer, Lillehammer Olympic Park</p> <p>Joel Lavery, Strategic Lead Major Sporting Events, West Midlands Growth Company</p> <p>Birgitte Nestande, Sports and Cultural Events, Visit Norway</p> <p>Roberta Werner, Director, Visit Rio</p> <p>Sponsored by Iventis</p> 	
10:50 - 11:20	Coffee Break and Networking		
11:30 - 12:10	<p>Risky Business: Why is Running Sport Getting More Difficult</p> <p>Jonny Gray, Senior Managing Director, Sport, Ankura</p> <p>Karena Vleck, General Counsel at World Athletics</p> <p>Sarah Lewis OBE OLY, Managing Director, Global Sports Leader</p> <p>Shelby Mull, Marketing and Communications Director, International Ice Hockey Federation</p> <p>Sponsored by Ankura</p> 		Reserved for 1-1 Meetings

12:15 - 12:30	Volleyball World Presentation Finn Taylor, Chief Executive Officer, Volleyball World		
12:35 - 12:55	Association of International Olympic Winter Sports Federations (AIOWF) Presentation Colin Grahamslaw, Secretary General, & World Curling & AIOWF		
12:55 - 13:40 Lunch Break and Networking			
13:50 - 14:35	Not just Surviving but Thriving: The Rise of Women's Sport Chaired by Hannah Rosenberg, Head of Commercial Content, WebsEdge Janika Judeika, Commissions Director, FIM Women in Motorcycle Janelle Janis, Executive Director, Event and Business Development, Explore Edmonton Dr Lombe Mwambwa, Research Director, Global Observatory for Gender Equality & Sport	Power up your Fan Engagement and Grow your Sport with Cloud-Native Live Production Interactive Workshop Sponsored by Grabyo  	Reserved for 1-1 Meetings
14:40 - 14:55	Lahti - Sports Destination Created By Water Mikko Saarinen, Head of Sports Tourism, Visit Lahti Sponsored by Visit Lahti 		
15:00 - 15:15	How Connectivity Changed the Live Broadcast Landscape Paul Airey, Commercial Director, NEP Connect 		
15:20 - 15:35	Unlocking Potential: Partnering with Québec City for a Winning Combination Ariane Croteau, Account Executive, Québec City Business Destination 		
15:40 - 16:10 Coffee Break and Networking			
16:20 - 16:50	Milano Cortina 2026 Olympic and Paralympic Winter Games Nevio Devidè, Marketing, Licensing, & Events Director, Fondazione Milano Cortina 2026	Federation Briefings Chaired by, Sophia Awan, Strategic Partnerships Manager, MoneyCorp Julie Mantout, Head of FISE Brand Development, Hurricane Action Sports Andy Fuller, Managing Director, International Federation of American Football (IFAF) Manoela Penna, Communications and Marketing Director, Association of National Olympic Committees (ANOC) Lisa Worthmann, General Director, European Gymnastics	Reserved for 1-1 Meetings
16:55 - 17:25	Olympic Esports - The Path to Greater Global Reach & Participation Chaired by, Craig Lovett, Principal, Incognitus Gustavo Arellano, Head of Commercial Development, The International Basketball Federation (FIBA) Valerio Cianfoni, Head Of Special Projects, World Baseball Softball Confederation Nicolas Bianco, Responsable Développement Commercial – Sport & Esport & Gaming, Viparis Développement		
17:20 - 17:30	Close		
17:30 - 19:30 Informal Drinks & Networking - Sponsored by International Sports Travel Agencies Association (ISTAA) 			
DAY 3: WEDNESDAY 14 JUNE Olympic Museum, Quai d'Ouchy 1, 1006 Lausanne, Switzerland			
08:00 - 08:30 Formal registration for enhanced delegates			
08:30 - 09:20	Rights Holder Networking Breakfast <i>An additional opportunity to engage with Rights Holders informally while networking</i>		
09:00 - 09:30 Formal registration for all delegates			

Main Auditorium - All attendees			
09:30 - 09:55	Keynote Welcome & Opening Remarks Michele Uva, Director Football & Social Responsibility, UEFA		
Stream 1: Main Auditorium	Stream 2: Olympie Room		Stream 3: Coubertin Room
10:00 - 10:40	Lessons from Growing Sports Properties Richard Walmsley, Head of Sport Federations and former Chair Professional Tennis Events, Miller Insurance Guntur Dwiarmein, Strategic Lead, Host Venues, SailGP Alice Ronchetti, Head of Sport, FIS Freeride World Tour Alejandro Perez-Llabata, Founder, International Universities Drone Racing Organisations	Cities Briefings <i>Reserved for Rights Holders & Suppliers</i> Chaired by Eamon Kerrigan, Business Development & Partnerships Manager, Iventis Anette Larsen Bognø, Director of Events, Region Stavanger Visitors and Convention Bureau David Galbaugh, Vice President of Sports Sales & Marketing Greater Birmingham Convention & Visitors Bureau Carlee Savory, Director, Sport, Culture & Major Events, Tourism Calgary Alana Vought, 2032 Program Manager, City of Gold Coast Sponsored by Iventis	Reserved for 1-1 Meetings
10:45 - 11:00	Active Cities Index: Providing evidence to help cities to unlock their sporting potential Clayton D'Costa, Partner & Head of Global Events, Portas Consulting Sophie Spink, Manager, APAC Public Sector, Portas Consulting 		
11:00 - 11:30 Coffee Break and Networking			
11:40 - 12:00	From Transactional Sponsorship to Purpose Partnerships Mayi Cruz Blanco, Global Managing Director, Sports Practice & Partnerships Programmes, The Adecco Group	Role of Sustainability in Major Events Interactive Workshop Chaired by Benoit Girardin, CEO/Team Member, LBB Stratégies/Tourisme Montréal Pippa Ganderton, Product Director, APTI Halo, ATPi Ben Barrett, Sustainability Consultant, Union Cycliste Internationale (UCI) Sameer Janmohamed, FISU Sustainability Officer, International University Sports Federation (FISU) Sponsored by Montreal	Reserved for 1-1 Meetings
12:05 - 12:20	Drone Champions League Presentation Dr Manuel Urban, Director Business Development, Drone Champions League Anette Larsen Bognø Director of Events, Region Stavanger Visitors and Convention Bureau		
12:25 - 12:40	Lillehammer Olympic Park – from Large Venues to Professional Events Per Olav Andersen, Chief Executive Officer, Lillehammer Olympic Park, Confirmed 		
12:40 - 13:40 Lunch Break and Networking			
13:50 - 14:20	Winter Sports Chaired by Chris Thompson, Chief Executive Officer, YouSmartThing Alessandro Ciro Sciretti, Chief Executive Officer, Torino 2025 FISU World University Games Laurent Petrynka, President, International School Sport Federation (ISF) Katie Kennedy, Director of Event Development, Explore Edmonton	Technology Innovation Supporting Future Major Sports Events Interactive Workshop Chaired by, Steve Purkess, Head of Sport & Broadcast, Creative Technology Ltd NEP Ivan Khodabakhsh, Head of Innovation, Swiss Timing Luca Fasani, Digital Manager at World Aquatics Marc Gutierrez, Technology Leader, Sports & Major Events Deloitte Bernard Sinnaeve, Chief Operating Officer, Deloitte Sponsored Creative Technology NEP	Reserved for 1-1 Meetings
14:25 - 14:40	Sports Delivery Expertise Coming Out of the Netherlands Rick Slegers, Project Manager, Orange Sports Forum 		
14:45 - 15:00	Activating the Community Philippe Tuccelli, Competitions Director, Rugby Europe Laurent Petrynka, President, International School Sport Federation (ISF) Roberta Werner, Director, Visit Rio		
15:05 - 15:25			
15:25 - 15:55 Coffee Break and Networking			

16:05 - 16:20	Africa Untapped Potential Christian Mwanzi, MICE Sales Manager, Rwanda Convention Bureau	Federation Briefings Chaired by, Sophia Awan, Strategic Partnerships Manager, MoneyCorp Joe Rizzello, General Manager, Italy, ASM Global Damiano Zamana, Deputy CEO, International MotorSport Federation (FIM) Benjamin Gauthier, Chief Commercial Officer, Basketball Champions League François Vergnol, Marketing & Commercial Director at European Professional Clubs Rugby (EPCR)	Reserved for 1-1 Meetings
16:25 - 17:05	Urban & Emerging Sports Chaired by, Lee Dennison, Head of Marketing and Client Services, Creative Technology NEP Nicolas Widmer, 3x3 Competition Manager, The International Basketball Federation, FIBA Sergey Nifontov, General Secretary, World DanceSport Federation Santiago de la Morena, Deputy Director, Spanish Lacrosse Association		
17:10 - 17:15	Close		
17:15 - 18:00	Summit Drinks Reception		
18:00 - 21:00	Summit Gala Dinner		

DAY 4: THURSDAY 15 JUNE
Movenpick Hotel, Av. de Rhodanie 4, 1007 Lausanne, Switzerland

08:30 - 09:30	Formal registration	08:30 - 09:00	Formal registration
	Room 1: All Attendees		Room 2: Football Forum
09:30 - 09:40	Welcome Remarks Andy Rice, Chief Operating Officer, Major Events International	09:00 - 09:10	Welcome Remarks Dennis Mills, Chief Executive Officer, Major Events International
09:45 - 10:00	Rugby Europe Briefing Philippe Tuccelli, Competitions Director, Rugby Europe	09:15 - 09:45	Lessons from the Previous FIFA World Cup Luca Santaniello, Lead FWC Planning and Integration, FIFA Roberta Werner, Director, Visit Rio
10:05 - 10:20	World Obstacle Briefing Ian Adamson, President, World Obstacle	09:50 - 10:30	Safety and Security of Crowded places Workshop Steve Laws, Managing Director, TaylorBridges, David Mangan, Commercial Development and Special Projects Manager, FGH Security
10:25 - 10:40	World Dodgeball Association Briefing Tom Hickson, President, World Dodgeball Association		
10:45 - 11:00	World Table Tennis (WTT) Briefing Jonny Cowan, Europe General Manager, World Table Tennis (WTT)		
11:00 - 11:30	Break	10:30 - 11:00	Break
11:40 - 11:55	UTMB International Briefing Florian Lamblin, Executive Director, UTMB International	11:00 - 11:35	The Role of Technology in Supporting the Visitor Experience Angela McGuire, FWC World Cup Project Experience Manager, FIFA Lee Dennison, Head of Marketing and Client Services, Creative Technology NEP
12:00 - 12:15	European Leagues Briefing Chris Gerstle, Director, Strategy & Development, European Leagues	11:40 - 12:30	City Mobilisation & Planning Best Practice Chaired by Eamon Kerrigan, Business Development & Partnerships Manager, Iventis Sabine Horvath, Head of External Relations, City of Basel LOC UEFA 2025 Women's Neil Hudd, Business Development Manager at AP/ Associated Press
12:20 - 12:35	International Wayfinding & Wakeboarding Federation Colin Hart, Chairman of Sports Business, International Wayfinding & Wakeboard Federation (IWWF)		
12:40 - 12:55	Virtus Sport Briefing Nithi Suppiah, Advisor Marketing and Communications, Virtus Sport		
12:55 - 13:00	Summit Close & Next Steps	12:30 - 13:00	Open discussion for feedback and planning for 2024
13:00 - 14:00	Lunch & End of Summit		