

PROGRAMME

Novotel St Pancras, London
Tuesday 10th November 2009



09:30	<p>WELCOME - OPENING KEY NOTE - London 2012 Paul Deighton – Chief Executive - London 2012 Paul Deighton will reflect on the progress made by the London Organising Committee and look ahead to the challenges to be faced and milestones to achieve in the months ahead.</p>
09:50	<p>MEASURING UP - Establishing the real economic impact of hosting sports events Dan Jones – Partner, Sports Business Group - Deloitte LLP Lars Lundov – Chief Executive - Sport Event Denmark Sheikh Saoud Bin Abdulrahman Al Thani – Secretary General - Qatar Olympic Committee This panel examines ways of establishing the economic value of hosting major sports events and asks whether it is possible to put a figure on the less tangible but no less important benefits.</p>
10:40	<p>CASE STUDY - FIFA World Cup 2010 – Tourism and Travel Programme John Parker – Managing Director, Tour Operator Programme – Match Services AG John Parker discussed the strategies behind the vital travel and tourism programme developed for the FIFA World Cup 2010 in South Africa.</p>
11:00	Networking Break
11:45	<p>THE POWER OF TECHNOLOGY– How advances in technology are fundamentally changing the way events are planned and presented and adding to their financial value. Greg Bowman - Managing and Creative Director - Great Big Events Andrew Croker – Executive Chairman - Perform Tom Van Hemelrijck – Senior Manager – Procon Event Engineering This panel session will examine how advances in technology fundamentally change the way events are delivered and add to their financial value.</p>
12:20	<p>PREPARING FOR THE GAMES – The Last Lap Sandy Hollway AO – CEO of the Sydney Organising Committee for the 2000 Olympic Games and Principal Advisor to the Australian International Sporting Events Secretariat (AISES) In this session Sandy Holloway will share his vast experience identifying and analysing the top 10 areas and issues facing all major sports event organisers in the years leading up to their events.</p>
12:45	Networking Lunch
14:00	<p>AFTERNOON KEY NOTE – Host Broadcast Services – Looking into the future and how broadcasting enhances events Francis Tellier – Chief Executive - Host Broadcast Services One of the world's best respected event broadcast specialists examines the changing role of the Host Broadcasters and the areas in which they add value, with particular reference to the FIFA World Cup.</p>
14:30	<p>THE BUSINESS OF BIDDING Mike Lee OBE – Chairman – VERO Communications One of the world's most experienced and successful practitioners in the increasingly sophisticated field of campaign development and communications shares their experience in incisive presentations.</p>
15:00	Networking Break
15:40	<p>CASE STUDY - The Ryder Cup 2010 Roger Pride – Director of Marketing - Welsh Assembly Government Tim Shaw - European Sales Director - PGA European Tour and Ryder Cup Europe LLP A behind the scenes look at the event management issues facing the owners and event management team at next year's Ryder Cup at Celtic Manor, Wales.</p>
16:10	<p>MAJOR EVENT PROMOTION – In a challenging economic environment how do event owners ensure they maximise their revenues Steve Elworthy – Tournament Director – ICC World Twenty20 2009 Paul Williamson - Head of Ticketing – London 2012 In a challenging economic environment how do event owners ensure they maximise their revenues. This session will focus on how best to promote a sports event and draw in the crowds.</p>
16:40	<p>EVENTS + BRANDS: 2 + 2 = 5 Sean Jefferson - Chief Executive Officer (Europe) - Mind Share Paul Meulendijk - Head of Sponsorship - MasterCard Europe Ian Ritchie - Chief Executive - The All England Lawn Tennis & Croquet Club This session will examine the relationship between brands and sports events and ask how this relationship can be made more effective.</p>
17:10	<p>CLOSING KEY NOTE - An Olympic Perspective Sir Craig Reedie - Member of the International Olympic Committee (IOC) Executive Board Sir Craig Reedie will reflect on the vital and changing role played by the event management community and examine the impact of the processes and procedures introduced by the IOC to govern the selection of host cities.</p>