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CITY FORUM

City Forum 2009 The Economics of Hosting Events Tuesday 24th March 2009

13:00-13:15 **WELCOME and INTRODUCTION to Session One**

Lars Haue-Pedersen, *Managing Director*, TSE Consulting

SESSION ONE: Models for event appraisal

Choosing which sporting events to bid for is crucial to successful city planning and to successful event organisation. How can cities evaluate what specific sporting events are worth to them? What are some current successful models for determining the value of an event for your city?

13:15-13:30 **CASE STUDY I: Denver**

Rob Cohen, *Founder & Executive Chairman*, Metro Denver Sports Commission

13:30-13:45 **CASE STUDY II: EventScotland**

Paul Bush OBE, *COO*, EventScotland

13:45-14:00 **Q&A with Presenters and Audience**

Moderator: **Lars Haue-Pedersen**, *Managing Director*, TSE Consulting

14:00-14:30 **THE ECONOMICS OF LEGACY AND SOCIAL RESPONSIBILITY – Vancouver’s 2010 Legacies Now**

2010 Legacies Now is dedicated to strengthening arts, literacy, sport and recreation, physical activity and volunteerism in communities throughout BC leading up to and beyond the 2010 Olympic and Paralympic Winter Games. How can hosting sporting events be used as a springboard to meet specific social and economic needs in your community? Who makes the decision on what your ‘legacy’ to the city will be and which social needs will benefit? How do you fund some of the less tangible benefits a community can realise from hosting a major event? How can the various layers of government and sport – city, province, national, Olympic, regional, grassroots – all get involved in the process? An update from the next Olympic host city, Vancouver.

Presenter: **Bruce Dewar**, *CEO*, 2010 Legacies Now

14:30-15:00 **Coffee Break**

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15:00-15:15 **WELCOME BACK and INTRODUCTION to Session Two**

Don Schumacher, *Executive Director*, National Association of Sports Commissions

SESSION TWO: Event funding – the practicalities of finance

You've won your bid to host a sporting event. How do you finance the development and infrastructure that are required? How do you plan for and fund new building, transportation, environmental legacy and the technology required to host an event that will be successful for the sport and for your city?

15:15-15:30 **CASE STUDY III: Denmark**

Lars Lundov, *CEO*, Sportevent Denmark

15:30-15:45 **CASE STUDY IV: Dubai**

Dubai Sports Council

15:45-16:00 **Q&A with Presenters and Audience**

Moderator: Don Schumacher, *Executive Director*, National Association of Sports Commissions

16:00-16:30 **IF DISCUSSION: Working With Host Cities**

IF representatives from both summer and winter sports discuss their relationships with hosting and bidding cities, and answer questions on issues they face as they organise events. What is the state of play for federations seeking host partners from the federations' viewpoint? How can federations and cities work together to make events economically feasible? What can federations do to add value to events for their hosts?

Moderator: Rick Burton, *Founder*, Burton Marketing Group

Prof. Dr. Helmut Digel, *Member of IAAF Council*, International Association of Athletics Federations

Nicole Resch, *Secretary General*, International Biathlon Union

16:30-16:45 **Conclusions and Wrap-Up**

Rick Burton, *Founder*, Burton Marketing Group