

City Forum 2009

**Introduction to
Models for Event Appraisal**

Lars Haue-Pedersen
Managing Director, TSE Consulting

sportaccord
CITY FORUM

Why do we need a model?

Revenues:	Costs:
"Impacts" or "Benefits"	Promotion
Hospitality	Operations
Tickets	Administration
Sponsors / TV	Accommodation
	Rights fee
	Venues

sportaccord
CITY FORUM

What models can we use?

Cost-Benefit Analyses

Multiple Accounts Assessments

Economic Impact Studies

sportaccord
CITY FORUM

How do we use the models?

1

Work with more than one model

2

Focus on hard data and quantifications

3

Include a timing aspect (net present value)

sportaccord
CITY FORUM