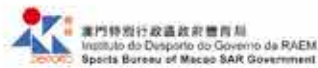


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WELCOME



RAFFAELE CHIULLI | GAISF and SportAccord

Dear GAISF Members
Dear friends in sport,

It is a great pleasure to welcome you all from around the globe to the 17th edition of SportAccord, this year taking place in the beautiful city of Gold Coast, Australia. We have an exciting programme of events unfolding throughout the week for our GAISF Members and stakeholders, as well as for all our delegates, exhibitors and partners.

SportAccord enables us to meet, establish and continue the collaborations that are at the core of the development of our sports, for the ultimate benefit of the athletes and the fans. This year there will be a strong conference focus on the role that big data and analytics provides for organisations that embrace its ability to support fan engagement, strategic marketing, athlete/team performance, artificial intelligence (AI) and blockchain technology.

One of the primary functions of GAISF is to support and promote its Members, and SportAccord presents an unrivalled opportunity for International Federations to learn and grow, not only from each other but from the world-leading experts in their respective fields. As well as panel discussions and case studies, SportAccord culminates in the GAISF General Assembly, where key updates and new initiatives are laid out for Members to have their say on the direction of the organisation.

As we come together, SportAccord also offers a chance to reflect on and celebrate the many important developments and achievements that have taken place in the world of sport.

This is the first time that SportAccord is being held in Australia and signifies the commitment to bring SportAccord to new cities, countries and regions, such as Oceania. Our hosts have made a substantial effort to welcome the SportAccord community and show us why "It's Live! In Queensland" captures the energy and embodies the spirit of our hosts.

May I encourage you to make the most of all the region has to offer in terms of the diverse and engaging cultural programme that embodies the spirit of this breathtaking location. There is no hiding the local – and national – passion for sport. This has been plain to see, following the overwhelming support of the SportAccord Sports Festival. Powered by GAISF and its Members, the festival promises to be a cultural and sporting celebration that aims to develop and further promote sport at all levels and through local educational providers.

The official schedule has been designed to provide a wealth of opportunities for individuals and organisations, where lasting relationships are started and ongoing partnerships are developed. These occasions range from the hosting of annual general meetings of governing bodies and the forward-thinking Summit conference, which, this year, focuses on The Future of Big Data and Analytics, to the exhibition, ceremonies and many networking opportunities throughout the week.

SportAccord continues to embrace the challenge and responsibility associated with being the leading global annual business sporting event in the calendar, by continuing to deliver an exceptional event that wholeheartedly supports International Federations and the wider sports community.

We extend our sincerest thanks to our hosts – Tourism and Events Queensland, Queensland Government and the City of Gold Coast – for their contribution and enthusiastic approach to this year's SportAccord. I would also like to thank our partners, exhibitors, speakers and delegates for their commitment to SportAccord – you are all vital to its success and play an integral part in making SportAccord the only place to meet.

The active support that SportAccord continues to receive from all GAISF Members and its various stakeholders, ASOIF, AIOWF, ARISF, AIMS and Associate Members, as well as from the International Olympic Committee, is very much appreciated and at the core of our continued success.

I wish you all an enjoyable and productive week in Gold Coast and encourage you to make the most of everything Queensland has to offer.



THOMAS BACH | President, International Olympic Committee

"The Future of Big Data and Analytics" – this theme of the SportAccord Summit 2019 is a timely topic which will be high on the agenda of sport in the years ahead.

Already today, technology is shaping the world of sport in profound ways. Just consider the following: half the world's population watched the Olympic Games Rio 2016, with more digital coverage than ever before. The Olympic Winter Games PyeongChang 2018 were the most digitally viewed Olympic Winter Games ever. And for the first time at Olympic Games, mobile phones were the most used device.

All this is showing us a powerful trend. People today are connecting with the Olympic Games in more ways than ever before and they are doing so digitally. As will be explored during this SportAccord Summit, digital technology offers us all the opportunity to dramatically change the way that people experience sport.

This has far-reaching implications for all aspects of sport, ranging from transforming the spectators' experience of major sporting events to improving athletes' training and performance, from fan engagement to the business of sport. This rapid development of digital technology will open so many new and better ways to spread the joy, the emotions and the values of sport to even more people.

Pierre de Coubertin, the founder of the International Olympic Committee, once said: "The Olympic Games are a pilgrimage to the past and an act of faith in the future." It is exactly this faith in the future that explains why the Olympic Games have always been at the forefront of putting the latest technology into practise.

In this spirit of optimism and progress, I wish all SportAccord participants a successful conference and fruitful discussions so that we can all look with confidence to the digital future of sport.

WELCOME



The Hon Annastacia Palaszczuk MP | Premier and Minister for Trade

Welcome to the Gold Coast for the 17th annual SportAccord: World Sport and Business Summit.

Queensland is home to Australia's best live events – from world-class sport to unique cultural festivals – and is the ideal destination to host SportAccord in Australia for the very first time.

While here, delegates will get to see world-class sporting infrastructure while discovering the very best of the Gold Coast's iconic beaches, beautiful hinterland and unbeatable experiences.

The Queensland Government is proud to support SportAccord through Tourism and Events Queensland. In 2019 our It's Live! in Queensland events calendar is worth \$800 million to the Queensland economy and continues to grow – underlining our international reputation as one of the world's best event destinations.

Congratulations to the event organisers, volunteers and all those involved in ensuring this event is a success and I encourage all visitors to take some time to explore the Gold Coast's iconic tourism experiences.



TOM TATE | Mayor of Gold Coast

City of Gold Coast adopted the Olympic values of friendship, respect and excellence during the lead-up to and staging of the 2018 Commonwealth Games. They underpinned the city's success then and remain a focus as we build our reputation for hosting global sporting events.

I am delighted to welcome those attending SportAccord 2019, being held in Australia for the first time. As we share our city to demonstrate our facilities, capabilities and potential, we hope the remarkable sporting leaders taking part will share your wisdom and experience with us.

We are all on a journey to foster the best of human achievement which, as we know, is not always about winning though it is usually the key objective. Since our first days as a nation, sport has been part of the Australian identity and our individual and team success on the global stage has been exceptional.

Our fascination with sport has helped bring the nation together, getting us through tough times and encouraging us to dream of even better futures. Sport today is a major economic driver. In Australia alone it accounts for 2% of GDP and generates well over \$13 billion annually in economic activity. And, of course, the physical benefits of active and healthy lifestyles are enormous and play a valuable role in building community cohesion.

There is much we can all still learn and the theme of Big Data and Analytics will deliver us many insights into how we grow sport generally and deliver enhanced returns to our communities.

My sincere wish is that delegates can enjoy their time in City of Gold Coast and sample some of our many attractions. I hope you will take home memories to last you a lifetime.

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WORLD CHAMPIONSHIPS

MISSION & VISION SPORTACCORD



Acting-President:
Francesco Ricci Bitti, ASOIF

Executive Committee Member:
Arkady Romanovich Rotenberg,
SportAccord

Executive Committee Member:
René Fasel, AIOWF

Executive Committee Member:
Raffaele Chiulli, GAISF and
SportAccord

Managing Director: Nis Hatt

SPORTACCORD
Maison du Sport International,
Avenue de Rhodanie 54,
1007 Lausanne, Switzerland
Tel: +41 (0) 612 3070
Fax: +41 (0)21 601 7569
Email: info@sportaccord.sport
Web: www.sportaccord.sport

WHAT IS SPORTACCORD?

SportAccord is the world's top tier annual event at the service of sport, focused on driving positive change within the world sports movement. SportAccord, now in its 17th year, provides a unique opportunity for key decision-makers in sport to engage with business leaders, whilst engaging rights holders, organising committees, cities, and other organisations in the development of sport.

SportAccord is the only global sports business event attended by all the international sports federations and their stakeholders, who host their Annual General Assemblies during SportAccord.

SportAccord is a not-for-profit organisation which annually brings together representatives from more than 100 International Sports Federations affiliated with the following umbrella organisations. They include ASOIF (Association of Summer Olympic International Federations), AIOWF (Association of International Olympic Winter Sports Federations), ARISF (Association of IOC Recognised International Sports Federations), AIMS (Alliance of Independent Recognised Members of Sport), GAISF (Global Association of International Sports Federations) and Associate Members. In addition, SportAccord receives the full support of the International Olympic Committee.

OPPORTUNITIES AT SPORTACCORD

SportAccord is the key event for members of the international sporting community and industry representatives, wanting to liaise with colleagues, meet potential new partners, as well as exchange ideas and knowledge from all areas of the sports world. Other facets of the SportAccord include:

- The popular networking area at the Star Gold Coast Hotel will be one of the week's key networking events and is open nightly from Sunday, 5 May to Thursday, 9 May.
- SportAccord hosts four days of diverse conference streams (Summit, CityAccord, LawAccord, MediaAccord, HealthAccord), workshops, and an extensive industry exhibition.
- The event publication, The Daily, keeps delegates up-to-date on all the latest SportAccord news. The Daily is distributed free of charge, every morning and is also available on the SportAccord mobile event app and website.
- The SportAccord Mobile Event App enabling attendees to easily identify and network and setup meetings with other delegates on their mobile devices or computers, prior to the event.
- The IF and City Directories, featured in the post-event SportAccord Annual, provide a useful guide for matching potential host cities with future international sporting events.

Since 2003, when the annual event first took place in Madrid, the SportAccord has been held in a variety of different cities with Gold Coast, Australia hosting this year for the first time.

In addition, SportAccord organises the annual International Federation (IF) Forum also takes place. Composed of a series of targeted thematic sessions designed by the International Sports Federations themselves, exclusively for their members, and takes place 28-30 October 2019 in Lausanne.

SportAccord will host the inaugural edition of the Regional SportAccord Pan America in Fort Lauderdale, USA from 10-12 December 2019. The Regional SportAccord gives international sports federations, cities and ministries, rights holders, subject matter experts, media and industry – the opportunity to exchange views and ideas with sport entities and businesses within the region.

HOSTING WINNERS

In 2015, the UN adopted the 17 Global Goals for Sustainable Development that aim to solve many of the world's biggest problems before 2030.

In 2017, the Danish government adopted a national action plan aiming to address the Global Goals.

Now, Sport Event Denmark would like to discuss the contribution we can make to the Goals when hosting sporting events.

**SPORT EVENT
DENMARK**



THE GLOBAL GOALS



**WORLD SPORT & BUSINESS SUMMIT
GOLD PARTNER 2019**

MISSION & VISION GAISF



GAISF COUNCIL

GAISF is administered by a Council of nine people, each coming from an IF belonging to one of the five stakeholders. GAISF's administration is located in the House of Sport in Lausanne.

The GAISF Council is currently composed as follows:

Senior Vice President:
Mr. Raffaele Chiulli

Vice President: Mr. Stephan Fox

Treasurer: Ms. Marisol Casado

Members:

Mr. Gian Franco Kasper
Mr. Riccardo Fraccari
Ms. Kate Caithness
Mr. Nenad Lalovic
Mr. Jose Perurena
Mr. Ingmar De Vos

GAISF

Maison du Sport International,
Avenue de Rhodanie 54,
1007 Lausanne, Switzerland

Tel: + 41 (0)21 612 3070

Fax: + 41 (0)21 612 3071

Email: gaisf@gaisf.sport

Web: www.gaisf.sport

WHAT IS GAISF?

GAISF is the Global Association of International Sports Federations, an umbrella body composed of autonomous and independent International Sports Federations and other international sport and event related organisations.

Founded in 1967, GAISF is a key pillar of the greater sports movement and acts as the voice for its 95 Members, which include both Olympic and non-Olympic sports bodies.

GAISF VISION

GAISF's vision is clear: The united voice of sport, protecting the interests of International Federations.

The above vision encapsulates GAISF's multi-faceted role; to support its Member federations climb the 'pyramid' of Olympic sport, from the Alliance of Independent recognised Members of Sport (AIMS), to being recognised by the IOC (ARISF), to joining the Olympic Programme (ASOIF/AIOWF).

GAISF is as equally committed to helping its Members promote sport at every level and in every corner of the world, from grassroots to elite level competition, wherever its members have national organisations and events.

GAISF MISSION

The Mission of GAISF has remained the same since its inception:

To serve and represent the common interests of all International Federations, to coordinate the efforts of all those that aspire to become IOC recognised and, eventually, enter the Olympic Programme.

In particular, the objectives of GAISF are:

- To facilitate and promote knowledge-sharing and exchange of information between its members
- To support the organisation of the annual SportAccord and IF Forum
- To develop specific services for its Members
- To organise and coordinate multi-sports events and support the organisation of multi-sports games by its Members.

The GAISF members are divided into 5 groups: The Association of Summer Olympic International Federations (ASOIF) and the Association of International Olympic Winter Sports Federations (AIOWF), for those IFs that are on the Olympic Summer and Winter Programmes respectively. The Association of Recognised International Sports Federations (ARISF) include IFs that are recognised by the IOC but not on the Olympic Programme, and the Alliance of Independent recognized Members of Sport (AIMS) is for those sports within GAISF that are not yet in any of the three previous groupings. Finally, the 5th group – Associate Members – brings together all associated members which are sport-related organisations that organise events or support sport in various capacities.

More information on our Members and Associate Members can be found here: <https://gaisf.sport/members/>



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Instituto do Desporto do Governo da RAEM
Sports Bureau of Macao SAR Government

澳門體育 MACAO SPORT DESPORTO DE MACAU



Asia League
(Basketball)
亞洲聯賽 (籃球)



Wushu Masters
Challenge
武術群英會



Macao Cup
International
Regatta
澳門盃國際帆船賽

FIVB Women's
Volleyball Nations
League-Macao
澳門國際排聯
世界女子排球聯賽



Macao International
Dragon Boat Races
澳門國際龍舟賽



Macao
International
Marathon
澳門國際馬拉松



Macao
Grand Prix
澳門格蘭披治大賽車



MISSION & VISION ASOIF & AIOWF



ASOIF COUNCIL

President: Francesco Ricci Bitti

Vice Presidents:

Ugur Erdener (WA President)
José Perurena (ICF President)
Sebastian Coe (IAAF President)
Marisol Casado (ITU President)
Nenad Lalovic (UWW President)

Executive Director: Andrew Ryan

ASOIF

Maison du Sport International,
Avenue de Rhodanie 54,
1007 Lausanne, Switzerland

Tel: +41 021 601 4888

Fax: +41 21 601 4889

Email: info@asoif.com

Web: www.asoif.com

ASOIF

The Association of Summer Olympic International Federations (ASOIF) was founded in 1983 by the International Federations (IFs) governing the sports included on the 1984 Summer Olympic Games programme. ASOIF acts as a unifying organisation which represents the interests of the Summer Olympic IFs towards the IOC, the OCOGs, the YOGOCs, governments, intergovernmental organisations and any entities whose actions may impact their roles as the governing bodies of their respective sports worldwide. Today, ASOIF has 28 Full Member IFs and five Associate Members which govern and manage the events on the programme for the Tokyo 2020 Olympic Games. The additional five new sports of the Associate Members were added for the 2020 Games.

ASOIF's mission is to unite, promote and support its members; preserve their autonomy, while defending and co-ordinating their common positions, interests and goals.

Accordingly, the mandate of ASOIF covers representation at the Summer Olympic Games, the Summer Youth Olympic Games and all affairs within the Olympic and Sports Movement including representation at WADA and CAS, on areas such as the role of IFs, governance, sports integrity, autonomy, and all other matters that may affect its Member IFs.

ASOIF is led by an executive body, its Council, which consists of the President and five individual members from different IFs. The ASOIF administration is headed by its Executive Director and coordinates the work of ASOIF's seven advisory groups, made up of experts from its members, covering the fields of Olympic and Multi-sport Games, Medical and Science, Development, Commercial, Technology and Innovation, Legal and Parasport activities. In addition, ASOIF has a Governance Task Force, mandated with helping international federations to promote and ensure a culture of good governance within their structures.

AIOWF

Association of International Olympic Winter Sports Federations

AIOWF COUNCIL

President: Gian Franco Kasper
(FIS President)

Members:

Jan Dijkema (ISU President)
René Fasel (IIHF President)
Olle Dahlin (IBU President)
Josef Fendt (FIL President)
Kate Caithness (WCF President)
Ivo Ferriani (FIBT President)

Secretary General:

Sarah Lewis (FIS Secretary General)

Treasurer:

Fredi Schmid (ISU Secretary General)

AIOWF

Blochstrasse 2, CH-3653 Oberhofen/
Thunersee, Switzerland

Tel: + 41 (0) 33 244 61 21

Fax: + 41 (0) 33 244 61 71

Email: lewis@fisski.com

AIOWF

The Association of International Olympic Winter Sports Federations (AIOWF) was founded in 1976 during the Olympic Winter Games in Innsbruck. Its membership consists of the seven International Federations on the Games Programme: International Biathlon Union (IBU), International Bobsleigh and Tobogganing Federation (FIBT), World Curling Federation (WCF) International Ice Hockey Federation (IIHF), International Luge Federation (FIL), International Skating Union (ISU), International Ski Federation (FIS).

MISSION

The main purpose of AIOWF is in principle to represent matters on behalf of its Members in relation to the Olympic Movement with a key focus on the Olympic Winter Games, as well as international institutions involved with the IFs, other major international events, and all other items of common interest. These include anti-doping, safeguarding the welfare of athletes, corruption free sport and its integrity, alongside further aspects of good governance. AIOWF supports and encourages co-operation amongst its Members as well as the exchange of information and experiences. The AIOWF acts jointly with its members as spokesperson on specific questions regarding winter sports in general, and with the Olympic Winter Games in particular.

OBJECTIVES

- The AIOWF is responsible for deciding on joint delegations and/or nomination of winter sports representatives on the commissions of the International Olympic Committee (IOC) and other international organisations where requested.
- The AIOWF promotes and develops the respective sport of each IF jointly as Olympic Winter sports.
- The AIOWF coordinates the competition calendars in particular the dates of the major Championships as far as possible.

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Catriona Matthew - 2019 European Solheim Cup Captain
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Scotland The Perfect Stage

Scotland, The Perfect Stage for Sporting Events.

This year, Scotland will play host to many sporting spectacles including The 2019 Solheim Cup, TISSOT UCI Track Cycling World Cup, IFSC European Climbing Championships Lead and Speed, LEN European Short Course Swimming Championships, and in 2020 we will host the World Men's Curling Championship, Women's British Open and UEFA EURO 2020 amongst a number of other world-class sporting events.

MISSION & VISION ARISF & AIMS



ARISF COUNCIL

President: Raffaele Chiulli
(UIM President)

Secretary General: Riccardo Fraccari
(WBCS President)

Vice President: Anna Arzhanova
(CMAS President)

Members:
Molly Rhone (INF President)
John Liljelund (IFF Secretary General)
Tom Hollowell (IOF Secretary General)

ARISF

Maison du Sport International,
Avenue de Rhodanie 54,
1007 Lausanne, Switzerland

Tel: +41 21 614 75 68

Email: arisf@arisf.sport

Web: www.arisf.sport

ARISF

Founded in 1984 ARISF is currently made up of 42 International Federations. ARISF intends to:

- Support and serve the IOC Recognised International Sport Federations, co-ordinate their common interests and goals while preserving their autonomy and promoting the value of diversity in sports.
- Expand the scope, reach and awareness of ARISF and its Members in the Olympic Movement and other organisations, in order to ensure that millions of athletes across the world benefit from the recognition which the IOC grants to their sports.
- Establish and promote global best practices for good governance and sustainable growth of ARISF and its Members.

ARISF acts to:

- Raise the influence and develop constructive relationships of ARISF and its Members: in the IOC and its Commissions; in the ANOC, its Continental branches and in the NOC's; in GAISF and related organisations; in the United Nations and its organisations.
- Become the sole collective representative voice of IOC Recognised International Sport Federations.
- Strengthen the role of the ARISF as a service organisation, whilst increasing transparency and accountability of ARISF management.
- Become the true link among all IOC Recognised International Sport Federations, pursuing its Members collective direction through a democratically inspired decision-making process.
- Provide assistance to its Members on sport development.
- Help its Members in their quest for inclusion in the Olympic Programme.
- Create a sustainable business and governance model.
- Promote the features and values of each sport discipline.



AIMS

"The man who has no imagination, has no wings" these are the words spoken by one of the most inspiring athletes and a unique human being, the late Mohammed Ali.

The world is a fractured place, where there is conflict between and within countries, people are affected by poverty, by terror, hunger and disease. We can all agree that sport holds an exclusive and inclusive power that is an essential agent of social change beyond borders.

There is over 100 sporting federations and organisations unified within the Olympic, GAISF and SportAccord family. This unifying potential is and must be nurtured and manifested to shape the world for the better. We speak through sport a universal language understood in every corner of the globe. We all understand the importance of an active lifestyle and through sport a healthy development for our children. At the same time, we all understand how many of them are in a desperate need for support, our support.

The Olympic values denote friendship, respect and excellence and include the paralympic values of determination, inspiration, courage and equality.

These elements are fundamental and universal principles whereby it is our duty and responsibility to impart and foster these values.

SportAccord is the hub where we all come together to discuss and harness pathways for the future focusing on the challenges and opportunities in relation to the sports world and including those in need.

AIMS is a proud member of the Olympic family since recognition was granted by the IOC and GAISF as the umbrella group for non-IOC recognised sports. Recognition was granted by the IOC in 2015 and we are proud that since then, six of our members have been individually recognised, with four of them in 2018. We would like to congratulate sambo, lacrosse, kickboxing and iceshock. We will continue to work with the IOC to develop and support other international federations towards gaining IOC recognition.

As we have all heard the words "It is not the destination but the journey", the journey of AIMS is a unique one within the Olympic family. Three years ago we started our unique forum and at the SportAccord in 2018 the United Through Sports initiative was born when history was made under the full patronage of the IOC with the inauguration of the first sports festival in the Kingdom of Thailand. The initiative contributed towards youth refugees and disadvantaged children who were also able to

participate in the festival along with 60 other sports. Through this initiative AIMS was able to give back, and together we built a recreational facility, travelled to the camps to distribute sporting equipment and organise urban youth events which have and still bring joy and smiles to so many in the region.

We have been privileged and many of us will recall fond memories of our council meeting held during the Olympism in Action Forum in Buenos Aires at the Youth Olympics. Our dearly departed GAISF President spent the morning in our company, giving us all inspiration and poignantly sharing our visions. The best way to remember him is to share in his dream. We will do what we can within the Olympic family for the prosperity of sport and for each of our members, but most importantly for our athletes, our youth and our children. Now we are headed to the Gold Coast where you will all enjoy a beautiful event "United through Youth".

AIMS COUNCIL: **President:** Stephan Fox (General Secretary, IFMA); **Vice President:** Panagiotis Theodoropoulos (President, JJIF); **General Secretary:** Dr. Gerhard Zimmermann (President, WMF); **Treasurer:** Kei Izawa (Chairman, IAF); **Directors:** Michal Buchel (CEO, FIAS), Dr. Julie Gabriel (President, FISav), Mike MacKeddie-Haslam (Honourary President, IDBF), Robert Keller (General Secretary, IPF), Karl Weiss (President, IFA); **Associate Directors:** Helen Lundberg (President, IFSS), Sabine Shanahan (Financial Director, WDF)

AIMS: Maison du Sport International, Avenue de Rhodanie 54, 1007 Lausanne, Switzerland; **Tel:** +41 (0) 21 612 30 70

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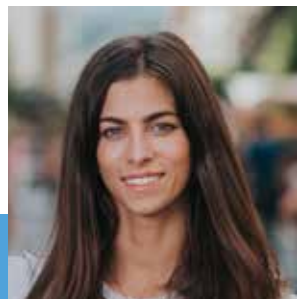
We're a high performance destination like no other, a training ground for elite athletes, a growing hub for international events and we hosted the 2018 Commonwealth Games. We're home to global suppliers, cutting edge sports science and world-class venues. We're one of Australia's favourite sporting playgrounds.

We are Australia's Gold Coast.

wearegc.com.au/sportcity

CITY OF
GOLDCOAST™

GOLD PARTNER BUDAPEST



BUDAPEST

Budapest is a new force among Host Cities. Among the TOP 3 European Sport Capitals (Global Sport Cities Index, GSI 2018) host of a hugely successful FINA Aquatics World Championship and the World Judo Championship in 2017 and European Capital of Sport for 2019, Budapest has taken its place on the stage among the world's greats.

We have venues such as the new Duna Arena Aquatics Centre built in a record time, and the new Puskás National Stadium that will host four Euro 2020 games. And we are pressing on with the development of Budapest's infrastructure as we create a modern, interconnected city at the heart of one of Europe's most stunning natural urban environments. Just this year Budapest will welcome five world championships and the inaugural World Urban Games.

Our ambitions do not rest here. The IAAF World Championships 2023 will be hosted in our brand-new athletics venue, planned for excellence and performance.

Address: H-1027 Budapest, Hungary, Horvát Str. 12-26.

Web: www.budapest.hu

Dear delegates and friends,

We are truly delighted to be here.

With a unique passion for sport, we look forward to sharing with you the combination of experience and forward-looking vision that has already made Budapest a TOP3 European Sport Capital – along with our rich culture and history and tradition of hospitality. And genuine zest for life.

Half a million people jammed the venues at the FINA World Championships in 2017, and almost that many Hungarians flocked to the fan zones to share in the fun. The judo championships that year and the wrestling championships in 2018 emphasized the point: we are a tried, true and trusted world-class host.

The first World Urban Games are coming to Budapest in 2019. So, too, championships in table tennis, fencing and modern pentathlon, and not far away in Szeged, sprint canoe.

Sport is in our DNA. We are preparing even now for 2020's array of championships and, of course, the UEFA 2020 in our brand-new national stadium. And for 2023, when the IAAF World Championships will be in Budapest.

We have much to be proud of. All the same, with humility, we have much to learn. And so, on behalf of the city of Budapest, I wish you a productive and enjoyable SportAccord 2019.

Sincerely,

ALEXANDRA SZALAY-BOBROVNICZKY

Deputy Mayor of Budapest

GOLD PARTNER SPORT EVENT DENMARK



SPORT EVENT DENMARK

Sport Event Denmark is the national Danish sports event organisation. Established and supported by the Danish Government. Our objective is bidding for and hosting world class sporting events in Denmark, for example World and European Championships in different sports as well as major sports congresses. Sport Event Denmark is working in close collaboration with the Danish host cities and the national governing bodies. Today Denmark is one of the leading countries in terms of hosting world class sporting events (in top-15 globally according to SportCal).

Address: Brøndby Stadion 20, 2605, Denmark

Tel: +45 43 26 21 00

Web: www.sporteventdenmark.com

Email: info@sporteventdenmark.com

Dear colleagues, delegates and friends,

Welcome to SportAccord 2019 on the glittering Gold Coast in Queensland. Sport Event Denmark is pleased to – once again – be a Gold Partner of this unique and very important event. SportAccord is definitely the world's premier and most exclusive annual convention within the World of Sport.

Last year, we had the pleasure to look into the future together with you at our stand in Bangkok. The fruitful discussions led to a valuable knowledge bank that we in Sport Event Denmark have used for our work in terms of bidding for and hosting world-class sporting events. It added value to the more than 10 years of our hosting experience through more than 350 international sporting events.

Sporting events can do so much more, and this year we will challenge our guests at our stand by inviting for a discussion on how the World of Sport can assist in reaching for the UN Global Goals.

We know that hosting events is important to you as it is to us, and together we can reach a better understanding of the many aspects in hosting. Meeting with delegates from all over the world at SportAccord gives us valuable input.

Therefore, we invite all SportAccord delegates to drop by the Danish stand and let's discuss.

Sincerely,

LARS LUNDOV

CEO, Sport Event Denmark

GOLD PARTNER SPORTS BUREAU OF MACAU SAR GOVERNMENT



Sports Bureau of Macao SAR Government is the organisation responsible for implementation of sport policies of the Macau Special Administrative Region's Government.

With a remit to instruct, encourage, assist and promote physical education and sport development, the Board is dedicated to creating essential conditions for sport development and acts as the coordinator between sport associations and relevant personnel.

To provide the athletes and residents an opportunity to take part in sports events, each year the Board coordinates the sustainable sport development in Macau by funding competitive sport and sports for all activities. Simultaneously we host major sport events designed to increase quality of life, drive tourism impact and boost international exposure of Macau's international sport facilities.

Address: Av. Dr. Rodrigo Rodrigues, n° 818, Macau

Tel: +853 2858 0762

Web: www.sport.gov.mo

Welcome to SportAccord 2019!

This is the 12th consecutive year for us to be the Gold Sponsor of this annual event. It is a great pleasure for us to be here in Australia, meeting a lot of old friends as well as making new ones, exchanging innovative training methods and the latest information in the sports industry.

Macao is not only a place full of unique historical and cultural landscape but also a city of sports. There are several major sporting events in Macao every year, welcoming all the sport fans in the world. Meet us at stand 84 and you will get to know more about our energetic and joyful Macao.

I am delighted to welcome all the distinguished participants, and hope the convention will be of professional and personal benefit to all of us.

I wish the 2019 SportAccord World Sport and Business Summit a great success!

PUN WENG KUN

President, Sports Bureau of Macao SAR Government

TIME OUT

6:09AM, TALLEBUDGERA CREEK

Extend your stay and enjoy endless sun kissed beaches, unforgettable wildlife encounters and the friendliest local hospitality. Whether you yearn for adventure or you're simply overdue for a restorative getaway, our sun-drenched coastal city awaits.

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OFFICIAL SCHEDULE

OFFICIAL MEETINGS
CONFERENCE PROGRAMME

WORKSHOP
PRESS CONFERENCE

SOCIAL NETWORKING
ACTIVITIES / CULTURAL
PROGRAMME

EXHIBITION
EVENT OVERLAPPING

SUNDAY 5 MAY

- 11:00 - 18:30 2,3 **1**
Local Extension Program: After the Games – Legacy and Lessons Learned
- 14:30 - 18:30 1,3 **2**
ASOIF - Council Meeting
Meeting Room 6 - 1 Flr.
- 17:00 - 19:30 1,2,4 **3**
ARISF - Council Meeting
Meeting Room 5 - 1 Flr.
- 19:00 - 23:30 3 **4**
SportAccord - Afterhours bar
Garden Bar at the Star Gold Coast

MONDAY 6 MAY

- 06:30 - 07:30 2 **1**
Morning Activity - Sea Sand and Sweat Session
- 07:00 - 08:30 1 **2**
Workshop - TBC
Conference Room 4 - Gr. Flr.
- 08:30 - 10:30 4 **3**
IMGGA - Board of Governors
Meeting Room 6 - 1 Flr.
- 09:00 - 12:30 3,5 **4**
LawAccord
Conference Room 3 - Gr. Flr.
- 10:30 - 12:00 4 **5**
IMGGA - General Assembly
Conference Room 1 - Gr. Flr.
- 13:30 - 17:30 7,8,9 **6**
ARISF - General Assembly
Conference Room 1 - Gr. Flr.
- 13:30 - 17:30 6,8,9 **7**
LawAccord
Conference Room 3 - Gr. Flr.
- 14:00 - 16:00 6,7,9 **8**
ASOIF - Working Meeting
Conference Room 2 - Gr. Flr.
- 14:00 - 16:00 6,7,8 **9**
AIMS - Council Meeting
Meeting Room 6 - 1 Flr.
- 19:00 - 23:30 11,12 **10**
SportAccord - After Hours Bar
Garden Bar at the Star Gold Coast
- 20:00 - 22:30 (Drinks as of 19:00) 10,12 **11**
ASOIF - Dinner (by invitation only)
- 19:00 - 21:30 10,11 **12**
AIMS / ARISF - Welcome Dinner (by invitation only)

TUESDAY 7 MAY

EXHIBITION:
08:30 - 18:30

- 06:30 - 07:30 2 **1**
Morning Activity - 5km Fun Run and Walk
- 07:30 - 08:30 1,3 **2**
Workshop - iSportconnect
Conference Room 4 - Gr. Flr.
- 08:00 - 10:00 2,4,5,6,7 **3**
United Through Sports - Opening
Conference Room 2 - Gr. Flr.
- 08:30 - 13:00 3,5,6,7,8 **4**
AIOWF - General Assembly
Meeting Room 5 - 1 Flr.
- 09:00 - 13:00 3,4,6,7,8,9 **5**
ASOIF - General Assembly
Conference Room 1 - Gr. Flr.
- 09:30 - 12:00 3,4,5,7,8 **6**
City-to-City - Meeting (Regions/Cities Only)
Conference Room 4 - Gr. Flr.
- 09:00 - 12:30 3,4,5,6,8 **7**
HealthAccord
Conference Room 3 - Gr. Flr.
- 10:30 - 12:30 4,5,6,7 **8**
AIMS - General Assembly
Conference Room 2 - Gr. Flr.
- 12:30 - 14:00 5 **9**
Lunch
Exhibition Area - Gr. Flr.
- 14:00 - 15:45 11,12 **10**
AIOWF - General Assembly
Meeting Room 5 - 1 Flr.
- 13:30 - 17:30 10,12,13,14 **11**
CityAccord
Conference Room 3 - Gr. Flr.
- 14:00 - 17:00 10,11,15 **12**
ASOIF - General Assembly
Conference Room 1 - Gr. Flr.
- 15:45 - 16:45 11,12 **13**
IOC/AIOWF - Joint Meeting
Meeting Room 5 - 1 Flr.
- 17:00 - 17:50 15,16 **14**
AIOWF - General Assembly
Meeting Room 5 - 1 Flr.
- 17:00 - 18:30 14,16 **15**
Exhibition Showcase - Cocktail
Exhibition Area - Gr. Flr.
- 17:30 - 18:00 14,15 **16**
ASOIF - Media Briefing
Conference Room 1 - Gr. Flr.
- 19:00 - 22:00 **17**
SportAccord - Opening Ceremony
The Star Gold Coast Theater
- 22:00 - 23:30 **18**
SportAccord - After Hours Bar
Garden Bar at the Star Gold Coast

WEDNESDAY 8 MAY

EXHIBITION:
08:30 - 18:30

- 06:30 - 07:30 2 **1**
Morning Activity - Muaythai
- 07:30 - 08:30 1,3 **2**
Workshop - Yutang Sports
Conference Room 4 - Gr. Flr.
- 08:00 - 12:00 2,4,5,6 **3**
IMSA - General Assembly
Meeting Room 6 - 1 Flr.
- 09:00 - 10:30 3 **4**
IOC/ASOIF - Joint Meeting
Conference Room 1 - Gr. Flr.
- 11:00 - 12:00 3,6 **5**
GAISF - Council Meeting / IOC
Meeting Room 5 - 1 Flr.
- 10:50 - 12:30 3,5 **6**
SportAccord Summit
Conference Room 3 - Gr. Flr.
- 12:10 - 13:10 8 **7**
IOC/ARISF - Joint Meeting
Meeting Room 5 - 1 Flr.
- 12:30 - 14:00 7,9 **8**
Lunch
Exhibition Area - Gr. Flr.
- 13:30 - 18:00 8,10,11,12,13,14,15 **9**
SportAccord Summit
Conference Room 3 - Gr. Flr.
- 14:00 - 16:00 9,11 **10**
IOC/ARISF - Workshop
Conference Room 2 - Gr. Flr.
- 14:30 - 16:00 9,10 **11**
AIOWF/ASOIF - Council Meeting
Meeting Room 5 - 1 Flr.
- 16:00 - 16:45 9 **12**
SportAccord - Executive Comm. Meeting
Meeting Room 6 - 1 Flr.
- 16:45 - 17:30 14 **13**
SportAccord - General Assembly
Meeting Room 6 - 1 Flr.
- 17:00 - 20:00 13,15,16,17 **14**
IWGA - Council Meeting
Meeting Room 5 - 1 Flr.
- 17:00 - 18:30 13,14 **15**
Exhibition Showcase Cocktail
Exhibition Area - Gr. Flr.
- 18:30 - 19:30 14,17 **16**
Sport Festival - Opening
Kurrawa Park @ Broadbeach
- 19:00 - 23:30 14,16,18 **17**
SportAccord - After Hours Bar
Garden Bar at the Star Gold Coast
- 20:00 17 **18**
Host City VIP Function
(by invitation only)
- 21:00 - 24:00 **19**
Hats off party
(by invitation only)

THURSDAY 9 MAY

EXHIBITION:
08:30 - 18:30

- 06:30 - 07:30 2 **1**
Morning Activity - ZUU Bootcamp
- 07:00 - 08:30 1 **2**
Workshop - TBC
Conference Room 4 - Gr. Flr.
- 08:30 - 12:30 4 **3**
IWGA - General Assembly
Conference Room 1 - Gr. Flr.
- 10:00 - 12:15 3 **4**
SportAccord Summit Hubs
Conference Room 5 - Gr. Flr.
- 12:30 - 14:00 6,7 **5**
Lunch
Exhibition Area - Gr. Flr.
- 13:00 - 13:30 5 **6**
SportAccord Press Briefing
Meeting Room 11 - 1 Flr.
- 13:30 - 17:00 5,8 **7**
MediaAccord
Conference Room 3 - Gr. Flr.
- 14:00 - 17:30 7,9 **8**
GAISF - Council Meeting
Meeting Room 6 - 1 Flr.
- 17:00 - 18:30 8 **9**
Exhibition Showcase Cocktail
Exhibition Area - Gr. Flr.
- 19:00 - 22:00 **10**
SportAccord - Closing Event
Gold Cost Convention Centre
- 22:00 - 24:00 **11**
SportAccord - After Hours Bar
Garden Bar at the Star Gold Coast

FRIDAY 10 MAY

- 06:30 - 07:30 **1**
Morning Activity - Beachside Boxing
- 09:00 - 13:30 **2**
GAISF - General Assembly
Conference Room 1 - Gr. Flr.
- 13:30 - 15:00 4 **3**
Lunch
- 14:00 - 16:00 3 **4**
United Through Sports - Closing
Conference Room 1 - Gr. Flr.

KEY OPPORTUNITIES, CHALLENGES AND THREATS TO INSTITUTIONAL SPORT – FROM WITHIN AND WITHOUT

Monday, 6 May 2019 – 09:00-17:30 | Conference Room 3

08:30-09:00 REGISTRATION AND NETWORKING

09:00-09:10 WELCOME/INTRODUCTION

Presented by **Francesco Ricci Bitti**, Acting-President, SportAccord, President, ASOIF

09:10-09:40 MORNING KEYNOTE:

GOOD GOVERNANCE is crucial to the success of sport organisations - but is GREAT GOVERNANCE possible?

What does it look like, has it been achieved, does it yield on-field results, is it worth the effort, how is it different and is it achievable? Can we go from good to great? Why good governance is crucial to sport organisations.

Malcolm Speed AO, former CEO of Cricket Australia and the International Cricket Council, Adjunct Professor in the Faculty of Business and Law, Deakin University, Senior Fellow in the Faculty of Law at Melbourne University

09:40-11:00 GOOD GOVERNANCE PANEL SESSION:

Getting and Keeping our House in Order – Starting with the Person in the Mirror

A focus on the key aspects of Good Governance (Structural, Personnel, Processes, Autonomy) and practical lessons from the front line.

Moderator: Michael Lenard, Vice President, ICAS, Court of Arbitration for Sport (CAS)

John Boulton, High Performance Director, Volleyball Australia

Francois Carrard, Attorney-at-law, Partner, Kellerhals Carrard (Chairman of FIFA Reform Committee)

Maria Clarke, Principal, Maria Clarke Lawyers (IAAF Governance Structure Reform Working Group)

James Kitching, Founder and Managing Director, Kitching Sports

11:00-11:30 NETWORKING BREAK

11:30-11:50 ANNUAL CAS UPDATE: Hot Topics and Recent Case Impacts

The essential annual update to ensure lawyers and sports administrators are aware of recent CAS cases and the impact on their planning and decisions.

Matthieu Reeb, Secretary General, Court of Arbitration for Sport (CAS)

11:50-12:10 INTRODUCTION TO THE CAS ANTI-DOPING DIVISION: Everything you need to know

Brent J. Nowicki, Managing Counsel and Head of Anti-Doping Division, Court of Arbitration for Sport (CAS)

12:10-12:30 COURT OF ARBITRATION FOR SPORT (CAS) Q&A SESSION

Moderator: David Casserly, Barrister, Attorney at law, Head of Sports Law Group, Kellerhals Carrard

Brent J. Nowicki, Managing Counsel and Head of Anti-Doping Division, Court of Arbitration for Sport (CAS)

Matthieu Reeb, Secretary General, Court of Arbitration for Sport (CAS)

12:30-13:30 LUNCH AND NETWORKING
Brought to you by the University of Canberra

13:30-13:50 FIRESIDE CHAT WITH SIR CRAIG REEDIE

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Sir Craig Reedie CBE, President, World Anti-Doping Agency (WADA)

13:50-14:50 ANTI-DOPING PANEL SESSION: Keeping the Playing Field Level

How successful is the fight against doping and what does the future hold? What is required for tackling doping in sport, compliance

standards and looking at the increased importance of investigations/ whistle-blowers.

Moderator: Elizabeth M Brimer S.C., BA LLB DiplCarb FCI Arb Barrister & Arbitrator, Senior Counselor, Victorian Bar

Benjamin Cohen, Director General, International Testing Agency (ITA)

Jacob Holmes, General Secretary, Australian Athletes' Alliance & CEO, Australian Basketballers Association

The Hon Dr Tricia Kavanagh, Arbitrator, Mediator & Barrister, Court of Arbitration for Sport

Ross Wenzel, Partner, Solicitor of Senior Courts of England & Wales, Kellerhals Carrard

14:50-15:20 1-ON-1 DISCUSSION: THE FIGHT AGAINST MATCH-FIXING

Catherine Ordway, Assistant Professor and Course Convenor in Sports Management, University of Canberra, Senior Consultant (Sports Law), Snedden Hall & Gallop Lawyers

Iain Roy, Managing Director, Royglo Pty Ltd. and Founding Head of Integrity, Cricket Australia

15:20-15:35 MATCH-FIXING Q&A: Quick wins and reaching compliance in the prevention against match-fixing from within the Olympic Movement

Friedrich Martens, Head of Olympic Movement Unit on the Prevention of the Manipulation of Competitions, Ethics and Compliance Office, International Olympic Committee

15:35-15:45 NETWORKING BREAK

15:45-16:05 RIVAL LEAGUES/ COMPETITIONS SCENE SETTER:

What can sport bodies do to protect their structure and events from rival structures. How has the US Franchise model addressed this?

Matthew J. Mitten, Professor of Law Executive Director of the National Sports Law Institute and LL.M., Marquette University Law School, CAS Arbitrator

16:05-17:30 RIVAL LEAGUES/ COMPETITIONS PANEL SESSION:

How to Manage the Emergence of Rival Leagues and other Legal Considerations

In depth look at managing the emergence of rival leagues via

early contact, recognition/ authorisation criteria, cooperation and rival league solidarity payments, establishing the event calendar, protecting athlete participation rights, creating legitimate and attractive incentives for staying within the institutional framework, and the new challenges with the emergence of the e-version of your sport.

Euroleague (Basketball)

Ice Derby (Speed Skating)

Rugby Union

Football break-away and Super Leagues

Moderator: Stephen Townley, Solicitor, FCI Arb, CAS and Jams Arbitrator/Mediator, Active Rights Management Limited

Professor Jack Anderson, Director of Sports Law, University of Melbourne

Eugenie Buckley, Managing Director, Suiko Consulting

Moya Dodd, Partner, Gilbert + Tobin Partner

Rich Hawkins, Partner, Bird & Bird

Paul Marsh, CEO, AFL Players Association

Andreas Zagklis, Secretary General, FIBA

LawAccord Steering Committee:

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John Hewitt, Event Operations Manager, Communications, SportAccord

Michael Lenard, Vice President, ICAS, Court of Arbitration for Sport (CAS)

Stephen Townley, Solicitor, FCI Arb, CAS and Jams Arbitrator/Mediator, Founder, Active Rights Management Limited

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LawAccord Enlarged Steering Committee:

Hayden Opie AM, Senior Fellow (Melbourne Law Masters), University of Melbourne

Catherine Ordway, Assistant Professor (Sports Management), University of Canberra, Senior Consultant (Sports Law), Snedden Hall & Gallop Lawyers

Malcolm Speed AO, former CEO of Cricket Australia and the International Cricket Council, Adjunct Professor in the Faculty of Business and Law, Deakin University, Senior Fellow in the Faculty of Law at Melbourne University

PROGRAMME HEALTHACCORD



THE POWER OF SPORT – THE POWER TO CHANGE Tuesday, 7 May 2019 – 09:00-12:45 | Conference Room 3

09:00-09:10 WELCOME AND OPENING REMARKS

Dr. Margo Mountjoy, Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau

Prof. Fabio Pigozzi, President, FIMS (International Federation of Sports Medicine) & Member of the IOC Medical and Scientific Commission – Medical and Scientific Group

09:10-09:40 SCENE SETTER AND FIRESIDE CHAT: Mental Health

Natalie Cook OAM OLY, 5 x Olympian, Gold Medallist Beach Volleyball (AUS)

09:40-10:25 PANEL SESSION: Mental Health

Looking at Mental Health (athlete and societal) and innovations in treatment/diagnosis, link to activity levels, effect on performance, effect on quality of life, tools to help IFs tackle the issue, and breaking down barriers to treatment.

Moderator: James Pearce, Sports Broadcaster, BBC

Natalie Cook OAM OLY, 5 x Olympian, Gold Medallist Beach Volleyball (AUS)

Daniel Kowalski OAM OLY, Olympian Services Manager, Australian Olympic Committee

Dr. Margo Mountjoy, Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau

Graziella Thake, CEO and Co-Founder, The Optimisation Hub

Gearoid Towey, Founder, Crossing the Line Sport; Managing Director, The Athlete Advantage

10:25-10:55 TECH SESSION: Short-Mid Long-Term Monitoring of Athlete Injuries

Technology allowing for easy injury surveillance for both elite and recreational athletes.

Erwin R. (Ray) Bender, DPh, PMP, Director, Product Development, Global Sports Medicine, GE Healthcare Technology & Medical Innovation

10:55-11:35 PANEL SESSION: Supplements and their effect on elite and recreational athletes

Education around possible negative impact of nutritional supplements on athletes, what are the issues e.g. inadvertent doping, health effects, performance effects?

Moderator: James Pearce, Sports Broadcaster, BBC

Louise Burke OAM Phd APD, Chief of Nutrition Strategy, Australian Institute of Sport (AIS)

Dr. Jane Moran, Medical Commission Chair, International Skating Union (ISU)

Prof Yannis Pitsiladis BSc., MMEDSci., PhD, FACSM, Member of the IOC Medical and Scientific Commission and Professor of Sport and Exercise Science, University of Brighton

11:35-11:50 SCENE SETTER: Wearable Sensors

Christian Stammel, Founder and CEO, Wearable Technologies

11:50-12:30 PANEL SESSION: Wearable Sensors: Pros and Cons for Athletes, IFs, and Manufacturers

Pros and cons for sport science, the training process, healthcare providers, competition organisers, athlete safety.

Moderator: James Pearce, Sports Broadcaster, BBC

Jürg Capol, Marketing Director, International Ski Federation (FIS)

Emma Mason, Vice President for Strategic and External Affairs, The World Federation of the Sporting Goods Industry (WFSGI)

Laszlo Szakadati, Head of Client Services, Swiss Timing Ltd.

Christian Stammel, Founder and CEO, Wearable Technologies

12:30-12:45 CLOSING REMARKS

Dr. Margo Mountjoy, Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau

Co-Chair: Dr. Margo Mountjoy, Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau

Co-Chair: Prof. Fabio Pigozzi, President, FIMS (International Federation of Sports Medicine) & Member of the IOC Medical and Scientific Commission - Medical and Scientific Group

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30 August – 6 September 2019

Chungju City, Chungcheongbuk-do Province, Republic of Korea

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Bridge the World*

International Martial Arts Mega Event (Hosted for the 2nd Time)

Martial Arts | 22 Martial Arts
(Taekwondo, Judo, Kendo, Muaythai, Sambo, Wushu, Ju-Jitsu, Savate, Kickboxing, Belt Wrestling, Aikido, Kabaddi, Kurash, Pencak Silat, Ssireum, Yongmudo, Taekkyeon, Tong-Il Moo-Do, Korean Hapkido, Horseback Archery, Martial Arts Record Contest, Martial Arts Show)

Participation | 100 countries / 4,000 peoples (Athletes and Officials)

Main Contents | Competition Events, WMC Convention & Cultural Events
(International Martial Arts Action Film Festival, Martial Arts Experience & Fringe Festival etc)

Patronage | WMC, CHUNGCHONGBUK-DO, Chungju City, Hosted by 2019 Chungju World Martial Arts Masterships Organizing Committee

Sponsor | AISEF, Ministry of Culture, Sports and Tourism, Ministry of Foreign Affairs, Korean Sports & Olympic Committee, KSPOT, Korea Sports Promotion Foundation, Korea Olympic Committee, and others.

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PROGRAMME CITYACCORD



MINDFUL EVENT HOSTING | Respecting the Past with a View to the Future Tuesday, 7 May 2019 – 13:30-17:10 | Conference Room 3

13:30-13:35 OPENING REMARKS

Mélanie Duparc, Secretary General, World Union of Olympic Cities
David Simon, Senior Advisor, Los Angeles Sports Council

13:35-13:45 HOST CITY WELCOME

Honourable Kate Jones MP, Queensland Tourism Industry Development Minister

13:45-14:10 KEYNOTE ADDRESS: Rise of the Smart Stadium

The digital and technology transformation and how stadia and public venues can leverage these to drive better commercial outcomes.

Paul Yeomans, Founder and Managing Director, PMY Group

14:10-15:10 TOOL BOX SESSIONS: Innovative City/Event Ticketing Approaches

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Session 1: Case Study/Presentation with Q&A (10 min):
Brian Nourse, Former Deputy Chief Executive Officer, Gold Coast 2018 Commonwealth Games

Session 2 Case Study/Presentation with Q&A (10 min):
Essar Gabriel, World Urban Games 2019 – Budapest, Consultant, GAISF

Session 3 Case Study/Presentation with Q&A (10 min):
Olivier Pascal, International Development Director, Hurricane Group

Session 4 Case Study/Presentation with Q&A (10 min):
Marne Fechner, CEO, Netball Australia

Session 5 Case Study/Presentation with Q&A (10 min):
Maria O'Connor, Managing Director, Ticketmaster Australia and New Zealand

15:10-15:50 PANEL SESSION:

Major event fan safety in arenas, cities, fan zones – what cities and event organisers are doing to protect their fans and their reputation

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

David Desmarchelier, Olympic Games Security Adviser & Program Director, Boartes

Steve Gollschewski, APM Deputy Commissioner (Crime Counter-Terrorism and Specialist Operations), Queensland Police Service

Susanne Schödel, Secretary General, World Air Sports Federation (FAI)

Craig Sheridan APM, Managing Director, Sheridan Consulting Group

15:50-16:00 AUDIENCE Q&A

16:00-16:20 SCENE SETTER: Nitro Circus and Sport Destination Cities Branding

Andy Edwards, President, Nitro Circus

16:20-17:00 PANEL SESSION: Sport Destination Cities Branding – What Works?!

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Paul Bush OBE, Director of Events, EventScotland

Damien de Bohun, General Manager, Major Events, Visit Victoria

Andy Edwards, President, Nitro Circus

Carol Hudson, VP Sports Development, Greater Fort Lauderdale Convention & Visitors Bureau

James Paterson, Principal, MI Associates

17:00-17:10 AUDIENCE Q&A

Co-Chair: Mélanie Duparc, Secretary General, World Union of Olympic Cities

Co-Chair: David Simon, Senior Advisor, Los Angeles Sports Council

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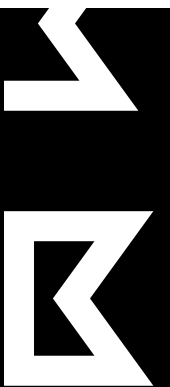
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PROGRAMME

SPORTACCORD SUMMIT



THE FUTURE OF BIG DATA AND ANALYTICS

Wednesday, 8 May 2019 – 10:50-17:45 | Conference Room 3

Thursday, 9 May 2019 – 10:00-12:00 | Conference Room 5

Wednesday, 8 May 2019

Conference Room 3

10:50-11:00 INTRODUCTION

David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC
James Pearce, Sports Broadcaster, BBC

11:00-11:10 WELCOME ADDRESS

H.E. Ban Ki-moon, Honorary President of 2019 Chungju World Martial Arts Masterships, Chairman of IOC Ethics Commission, The 8th Secretary General of the United Nations

11:10-11:45 KEYNOTE ADDRESS: Why Big Data and Analytics Matter to Sport

Analytics and big data are poised for a major breakthrough in sports. From coaches and players to front offices and businesses, analytics can make a difference in scoring, signing contracts or preventing injuries. Simply put – data analytics can improve efficiency, accuracy and profitability in sports. Focus on the following:

- Customer Behaviour and Strategic Marketing
- Athlete and Team Performance
- Fan Engagement
- Applications of Artificial Intelligence (AI) for human performance
- Blockchain Technology

Deon Newman, Head of Strategy and Chief Marketing Officer, IBM Asia Pacific

11:45-12:30 PANEL SESSION: Next level fan engagement for sport via big data and analytics

Analytics can advance the sports fans' experience as teams and ticket vendors compete with the at-home experience – the better they know their fans, the better they can cater to them. Today's sports fans are coming into stadiums with smartphones that are changing the in-person experience. Fans expect technology to enhance game days.

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Darren Birch, General Manager for Growth, Digital and Audiences, Australian Football League (AFL)

Jochen Färber, Chief of Lausanne Office, Olympic Channel Services

Nick Hockley, Chief Executive, International Cricket Council (ICC) T20 World Cup 2020 Local Organising Committee

David Melia, Director, Head of Sports, GlobalWebIndex

Matt Rogan, Chairman, Two Circles

12:30-13:30 LUNCH BREAK

13:30-13:50 TECHNOLOGY IN SPORT AND ATHLETE ENTREPRENEURSHIP

The ever-growing role of technology in sport and the entrepreneurship opportunities for athletes and how the athlete "DNA" thrives in the start-up ecosystem.

Leanne Kemp, Chief Entrepreneur, Queensland

13:50-14:20 CASE STUDY: Future Sports + Entertainment and Football Federation Australia

How they are collaborating to tackle the existential challenge of shifting fan behaviour and its impact on rights value.

Chris Nunn, Managing Director APAC, Futures Sports + Entertainment

Luke Bould, CCO and CMO, Federation Football Australia

14:20-15:00 PANEL SESSION: Marketing and Customer Behaviour

Moderator: James Pearce, Sports Broadcaster, BBC

Abdul Halim Bin Kader BBM, Secretary General, International Sepaktakraw Federation (ISTAF)

Sally Hancock, Managing Partner, Y Sport

Matt Kamienski, Vice President and The Presidents Cup Executive Director, PGA Tour

Andrew Reid, General Manager, TEG Analytics & TEG Insights

15:00-15:40 PANEL SESSION:

The relationship between athlete, organisation, manufacturer, legal and wearable technology and the data it captures

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Scott Hallenbeck, Chief Executive Officer, USA Football

Barbara Kendall, CNZM, MBE, Vice President, International Surfing Association (ISA)

Paula Robinson, Partner, MinterEllison

Christian Stammel, Founder & CEO, Wearable Technologies

15:40-16:10 CASE STUDY: Blockchain Technology in Sport

In depth look at the partnership of BVV and IF to help harness the power of blockchain and create new revenue opportunities.

Heinrich Zetlmayer, General Partner, Blockchain Valley Ventures (BVV)

16:10-16:50 PANEL SESSION: Application of Artificial Intelligence (AI) within Sport

Moderator: James Pearce, Sports Broadcaster, BBC

Ian K. Partilla, Head of Global Revenues, Vice President, GumGum Sports

Stephen Smith, CEO and Founder, Kitman Labs

16:50-17:30 PANEL SESSION: Is technology threatening the spirit of sport

Is sport becoming too clinical and does this jeopardise the heart and soul of sport?!

Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC

Natalie Cook OAM OLY, 5 x Olympian, Gold Medallist Beach Volleyball (AUS)

Tom Hollowell, Secretary General/CEO, International Orienteering Federation (IOF)

Dr. Machar Reid, Head of Innovation, Tennis Australia

Jörn Verleger, Secretary General, International Fistball Association (IFA)

17:30-17:45 WHAT IT ALL MEANS AND WHERE ARE WE GOING

Andrew Ryan, Executive Director, ASOIF (Association of Summer Olympic International Federations)

Thursday, 9 May 2019

Conference Room 5

THE SUMMIT HUB

Held adjacent to the Exhibition space and hosted in 20-person pop-up style rooms to encourage round table deep dive conversations between delegates and expert speakers on the session topics discussed on Day 1 of the Summit.

Hub Breakout Session Timings:

- 10:00-10:30
- 10:45-11:15
- 11:30-12:00

HUB BREAKOUTS

Hub 1: Big Data and Fan Engagement

Hosted by Jochen Färber, Chief of Lausanne Office, Olympic Channel Services

Hub 2: Marketing and Customer Behaviour

Hosted by Sally Hancock, Managing Partner, Y Sport

Hub 3: Wearable Technology and Big Data in Sport

Hosted by Emma Mason, Vice President for Strategic and External Affairs, The World Federation of the Sporting Goods Industry (WFSGI)

Hub 4: Application of Artificial Intelligence (AI) within Sport

Hosted by Ian Partilla, Head of Global Revenues, Vice President, GumGum Sports

Hub 5: Blockchain Technology in Sport

Hosted by Heinrich Zetlmayer, General Partner, Blockchain Valley Ventures (BVV)

PROGRAMME MEDIA ACCORD



TAKING THE LEAD | MEDIA'S EVER IMPORTANT ROLE AND CONTRIBUTION TO SPORT AND SOCIETY

Thursday, 9 May 2019 – 13:30-16:30 | Conference Room 3

13:30-13:35 Welcome and Introduction

James Pearce, Sports Broadcaster, BBC

13:35-14:05 MEDIA WATCH: The big picture with an Australian point of view

Neil Robinson, Managing Director – Digital, News Corp Australia

14:05-14:35 CASE STUDY: New Zealand and Women in Sport

Women in sport. A huge focus for New Zealand with the Minister for Sport & Recreation noting this as his number one priority. A government strategy quickly followed, together with Sport New Zealand's response to it, and now collective action is underway to address the underrepresentation of women and girls in three key areas of sport and active recreation: leadership, participation and value and visibility.

This presentation will explore the challenges New Zealand is facing, the way the Government and sport and recreation sector are responding, the current media landscape and what more media are being challenged to do.

Jannah Wootten, General Manager of Partnerships and Communications, Sport NZ

14:35-15:25 PANEL SESSION: Women in Sport Media

While coverage of female athletes and women's sport have increased considerably, there are still challenges for women working, or hoping to work, in sports media. What can be done to help create positive media guidelines with regard to gender equality in competition schedules and coverage? What are some pro-active steps for ensuring better female representation within both written, tv and photographer media circles? What is the media's role in how female athletes are/should be portrayed? And, how can sports media best engage the public to promote a healthier, more active society?

Moderator: James Pearce, Sports Broadcaster, BBC

Clare Briegal, Chief Executive Officer, International Netball Federation (INF)

Belinda Clark, AO, Interim Executive General Manager Team Performance Cricket Australia

Joanna Lester, Journalist, Filmmaker and Communications Specialist

Jannah Wootten, General Manager of Partnerships and Communications, Sport NZ

15:25-16:10 DEBATE: Major Event Bidding and Media

How can cities get the public onboard for major event bidding?

Moderator: James Pearce, Sports Broadcaster, BBC

David Grevenberg CBE, Chief Executive, Commonwealth Games Federation (CGF)

Mike Laffin, CEO, Global Sports Strategies

Alain Mercier, Founder and Editor in Chief, FrancsJeux

Philip Pope, General Manager Communications, Queensland Rugby Union (former Head of Communications, BOA and Public Affairs Manager, Cricket Australia)

Wayne Smith, Chief Olympic Correspondent, The Australian

16:10-16:30 CASE STUDY:

Brand architecture and social media monetisation for Federations and athletes

Sport organisations (federations, athletes, managers) have the opportunity to increase their commercial revenues via athlete's social media. Globally social media makes up \$37 billion in revenue opportunities and sport doesn't take its rightful share of it.

The presentation will unlock digital revenues for federations by providing navigation on how to engage athletes, grow their social media audiences and commercial it. We will also detail how sports federations can overcome the key challenges that brands face when seeking digital influence through the medium of sport face when seeking digital influence through the medium of sport will be addressed.

Ben Parsons, Founder, Ministry of Sport & Iconoclastic Entertainment



Let's Meet in Beijing Again! SportAccord 2020

Beijing | China

19-24 April 2020

China National Convention Center

PROGRAMME WORKSHOPS



iSPORTCONNECT WORKSHOP | USING VIDEO TO REACH NEW HOSTS AND PARTNERS

Date: Tuesday, 7 May

Time: 07:30am-08:30am

Location: SportAccord 2019, Conference Room 4, Ground Floor,
Gold Coast Convention and Exhibition Center

We live in a video-driven industry. Television and digital platforms bring sports to audiences everywhere. Media companies and sponsors, like host cities, are essential partners for federations and other rights owners.

In a competitive and fragmented market, where fast and effective b2b communication is crucial to success, it makes sense to use video to showcase what you have to offer, whether it's your event calendar, new technology or the latest marketing programme.

How are federations, events and cities telling the rest of the sports business what they're doing and how they're changing and innovating? What's getting results?

iSportconnect TV is a new and independent sports business platform created in partnership with Sportradar, providing news and expert views and opinions on industry trends and timely topics.

In addition, iSportconnect TV will provide an editorially managed platform for third-party business content from rights owners and cities enabling them to get their b2b video in front of potential broadcasters, sponsors and other partners around the world.



YUTANG SPORTS WORKSHOP | COMMUNICATING SPORTS EVENTS AND ENGAGING FANS IN CHINA

Date: Wednesday, 8 May

Time: 07:30am-08:30am

Location: SportAccord 2019, Conference Room 4, Ground Floor,
Gold Coast Convention and Exhibition Center

As more and more International Federations and sports properties host their events in China and the Chinese market continues to grow, creating larger influences in China and improving more effective communication and engagement with Chinese people have become some of the most important issues sports organisations are interested in.

The workshop covers the following topics:

- How to reach a wider audience in China by working with Chinese media?
- How to achieve the best effects on Chinese social media that are not so familiar to overseas sports rights holders?
- How to produce exposures and activation for sponsors through Chinese media and social media?

The workshop will feature Chinese media and agencies who are familiar with the market to present their expertise and best practices.

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PROGRAMME

CITY-TO-CITY

HOSTING NON-CONVENTIONAL EVENTS: WHAT'S IN IT FOR A CITY? WHY HOST NON-CONVENTIONAL EVENTS? Tuesday, 7 May 2019 – 09:30-12:00 | Conference Room 4

Hosting a “non-conventional” event may not be the first thing that comes to mind, but the non-conventional or non-traditional tag is also synonymous with novelty and promise. Non-conventional events encompass a broad range of events full of potentialities that cities/bidders do not necessarily perceive at first sight.

Hosting non-conventional events is a way for a city to promote itself as non-conventional: open-minded city, innovative and risk-taker, with broad perspectives and a willingness to explore new horizons. It also may be a way for a city to be ahead and become a trend-maker.

During this session, experiences of hosting non-traditional events will be presented, and the cities will have the possibility to discuss openly the benefits of selecting these kinds of events such as to connect a new audience, to brand the city in an innovative way, to promote values, or to support specific public projects.

Hosted by:

Mélanie Duparc, Secretary General, World Union of Olympic Cities

David Simon, Senior Advisor, Los Angeles Sports Council



09:40-10:40 PART 1 : Hosting non-conventional events

Representatives from three different cities will present their strategy of developing emerging sport and hosting non-conventional events such as skateboard, BMX, climbing, slackline, freestyle soccer, base-jump, parkour or break dance.

The presentations will be followed by a 15-minute Q&A session.



10:40-11:00 NETWORKING BREAK

11:00-12:00 PART 2 : E-sport & break-out session

E-sport is becoming increasingly attractive for cities and some of them are developing a strategic approach to host e-sport events. One case study will be presented followed by a break-out session and closed with a restitution in plenary.

IMPORTANT NOTE:

To encourage open and frank discussion, attendance is restricted to cities/regions only.



SPEAKER PROFILES

JACK ANDERSON

Professor and Director of Sports Law, University of Melbourne



Jack Anderson is Professor and Director of Sports Law at the University of Melbourne. Melbourne Law School is the No 1 law school in Australia and ranked in the top 10 law schools globally in 2019. Editor in Chief of the International Sports Law Journal from 2013 to 2016, Jack has published widely in the area of sports law most recently editing EU Sports Law (Edward Elgar 2018), to be followed this year by a text on sports law for Oxford University Press. An accredited mediator and a Chartered Arbitrator (CArb), Jack is a member of a number of sports dispute resolution tribunals and including: the Football Federation of Victoria, the inaugural IAAF Disciplinary Tribunal and the inaugural FiH Integrity Tribunal. In 2016, he was appointed to the Court of Arbitration for Sport. He was the sole CAS arbitrator at the 2018 Commonwealth Games. In 2019, he was appointed to the first Ethics Commission for the International Tennis Federation.

ERWIN (RAY) BENDER

DPh, PMP, Director, Product Development Global Sports Medicine, GE Healthcare Technology & Medical Innovation



Ray Bender is the Director of Product Development for the Research Circle Technologies group of General Electric Company. Ray has worked in various electronic medical technologies for over 30 years, including Military, Inpatient, Outpatient, Pharmacy, and Blood Bank with extensive experience in all aspects of the software lifecycle. His formal education includes Pharmacy, Information Systems, and Project Management. Ray's current flagship project is the Athlete Injury and Illness Surveillance system that supported the PyeongChang Games last year, building on information gathered during the support of the Rio Games. The system is currently being localised to support the Tokyo Games in 2020.

H.E. BAN KI-MOON

Honorary President of 2019 Chungju World Martial Arts Masterships; Chairman of IOC Ethics Commission; The 8th Secretary General of the United Nations



In April 2019, Mr. Ban has been elected as the Chairman of Presidential National Council to deal with Particulate Matter. In April 2018, Mr. Ban has been elected as the Chairman of Boao Forum for Asia. Since January 2018, Mr. Ban, along with former President of Austria Mr. Heinz Fischer, has been inducted as Co-Chairs of the Ban Ki-moon Centre for Global Citizens in Vienna, Austria. Mr. Ban Ki-moon has also been elected as Chairman of IOC Ethics Commission in September 2017. Currently, he is the Distinguished Chair Professor and Honorary Chairman at the Institute of Global Engagement & Empowerment at Yonsei University in Seoul, Korea. Since February 2018, he has been elected as the President of the Assembly & Chair of the Council of Global Green Growth Institute (GGGI). Prior to such appointments, Mr. Ban has served two consecutive terms as the Secretary General of the United Nations (2007-2016). Throughout his tenure at the UN, Mr. Ban strove to be a bridge builder, to give voice to the world's poorest and the most vulnerable people, and to make the Organisation more transparent and effective. He has pressed successfully for action to combat climate change - an effort that culminated in the adoption and rapid entry into force of the landmark Paris Agreement in 2016.

DARREN BIRCH

General Manager – Growth, Digital and Audiences, Australian Football League (AFL)



With over 20 years' experience working in the AFL industry, General Manager of Growth, Digital and Audiences Darren Birch is responsible for the Corporate Revenue, Marketing, Brand, Technology and Product divisions of the Australian Football League. Darren is accountable for generating the AFL's new revenues streams, including the new commercial opportunities associated with the AFL purchase of Etihad Stadium, continuing to grow the brand equity of the code and acquiring new audiences for the game.

DAMIEN DE BOHUN

General Manager Major Events, Visit Victoria



Damien de Bohun is the General Manager Major Events at Visit Victoria. He was announced as spearheading Victoria's work to continue claiming the biggest and best major events on 25 October 2016. Before joining Visit Victoria, he was the Head of the Hyundai A-League where he led the transformation of the competition, charged with securing its place in the mainstream of Australian sport. He remains the A-League's longest serving and most successful chief, and was a key proponent of the successful Westfield Women's League (W-League), FFA Cup and the National Youth League competitions. In 2005 he was appointed Executive General Manager, Game and Market Development at Cricket Australia where he was responsible for increasing participation in cricket by more than 70%. Earlier in his career, Damien was CEO of the Leukaemia Foundation of Victoria, establishing The World's Greatest Shave for a Cure and other significant initiatives. Damien has a double degree in Economics and Marketing at Swinburne University of Technology and a MBA (Exec) RMIT University.

JOHN BOULTBEE, A.M.

High Performance Director, Volleyball Australia



A former Barrister from Sydney, John Boultee is currently High Performance Director of Volleyball Australia and was Team Leader of Australia's Volleyball Teams for the Rio Olympics 2016. Prior to that he was Head of High Performance, National Teams and Football Development, and Head of International Relations with Football Federation Australia from 2004-2013, Director of Sport Business Solutions, Australia 2002-2004, Director of the Australian Institute of Sport 1995-2001, and Secretary General of FISA (International Rowing Federation) 1989-1995. He has carried out consultancy projects with Rugby Australia, Cricket Australia, and the Australian Rugby League Commission, and is currently engaged by BCG as an external expert in developing a whole of sport strategy for the Government Sports Authority of the Kingdom of Saudi Arabia. He has filled various board and other honorary positions for the AOC, CGA, the International Rowing Federation, the Asian Football Confederation, Rowing Australia, Baseball Australia, Sailing Australia and Modern Pentathlon Australia and is an arbitrator with the Court of Arbitration for Sport. John is also currently a Board Member of Australia for UNHCR, and a Board Member of Crossing the Line Sport Ltd, a not for profit company dedicated to athlete well-being and transition of athletes from sport to a life after sport.

LUKE BOULD

Chief Commercial Officer & Chief Marketing Officer, Football Federation Australia



Luke has worked in the sport and entertainment industry for the past 20 years, across five continents. Chief Commercial Officer and Chief Marketing Officer of Football Federation Australia, he joined FFA in February 2014 after 7 years as Cricket Australia's Head of Commercial Marketing. In his current role, he oversees football's domestic and international broadcast and digital rights, the code's commercial business including sponsorship and licensing, marketing of the game across all levels including the national football leagues and teams, as well as FFA's digital network. Luke's role in the transformation of FFA's business is displayed by his leadership of the development of a new digital platform for the game, FFA's largest ever non-football investment. The new Football Network will deliver enhanced experiences for over 2 million participants and 7 million fans across Australia. During his time in sport, Luke has had unique experience in creating new properties, including developing the commercial model for the KFC T20 Big Bash League, the establishment of football's FFA Cup and ongoing evolution of the Hyundai A-League and Westfield W-League. Most recently he has led the development of FFA's eSports program and the inaugural E-League, FFA's eSports competition launched in early 2018. He has also worked as a consultant with a range of sports and entertainment organisations in China, India, South Africa and the UK.

CLARE BRIEGAL

Chief Executive Officer, International Netball Federation (INF)



Clare Briegal is Chief Executive Officer of the International Netball Federation (INF). She was appointed permanently in April 2014 but worked at the INF as Interim CEO during 2012 and 2013. Clare has a commercial background working for international companies such as ICI Acrylics and Twyford Bathrooms in senior sales and marketing roles. She moved into general management and was Managing Director of a privately owned bedding manufacturer before establishing her own Marketing and Interim Consultancy. She holds an MBA from Manchester Business School, an MA in Natural Sciences from the University of Cambridge and an MA in Biochemistry from Bryn Mawr College, USA. With a real passion for sport, Clare has been an active oarswoman since rowing for Cambridge in 1984. She is a qualified Multi-Lane Umpire and rowing coach. She is a Director of Rowing Club, Chair of the North West Regional Rowing Council, a Member of the British Rowing Governance Working Group and the International Safeguarding Children in Sport Initiative Advisory Board. Clare was Non-Executive Director and Deputy Chair of Warrington and Halton Hospitals NHS Foundation Trust from 2008-2014 and is a school governor. Clare was awarded the Institute of Directors North West Non-Executive of the Year 2013.

SPEAKER PROFILES

ELIZABETH BRIMER, SC

BA LLB DipICarb FCI Arb
Barrister & Arbitrator, Senior
Counselor, Victorian Bar



Elizabeth's practice as Senior Counsel at the Victorian Bar covers a broad range of areas including commercial law, administrative law, common law, criminal law and royal commissions. Elizabeth appears in regulatory/enforcement matters with a particular focus on sports law. She has appeared in the Court of Arbitration for Sport and the Administrative Appeals Tribunal on behalf of ASADA. Elizabeth appears on behalf of Racing Victoria, Harness Racing Victoria and Greyhound Racing Victoria. Elizabeth is an arbitrator and a Fellow of the Chartered Institute of Arbitrators. She is a Code of Conduct Commissioner for Cricket Australia, a member of the National Basketball League Tribunal, Netball Australia and Basketball Victoria Tribunals. She is a Board Member of the Victoria Law Foundation, a former member of the Victorian Bar Council and former chair the Sports Law section of the Victorian Bar Commercial Bar Association.

LOUISE BURKE, OAM PHD APD

Chief of Nutrition Strategy,
Australian Institute of Sport



Louise is a sports dietitian with nearly 40 years of experience in the education and counselling of elite athletes. She was Head of Sports Nutrition at the Australian Institute of Sport during its existence from 1990-2018 and continues at the AIS as Chief of Nutrition Strategy. She was the team dietitian for the Australian Olympic Teams for the 1996-2012 Summer Olympic Games. Her publications include over 300 papers in peer-reviewed journals and book chapters, and the authorship or editorship of several textbooks on sports nutrition. She is an editor of the International Journal of Sport Nutrition and Exercise Metabolism. Louise was a founding member of the Executive of Sports Dietitians Australia and is a Director of the IOC Diploma in Sports Nutrition. She was awarded a Medal of the Order of Australia in 2009 for her contribution to sports nutrition. In 2014 she was appointed as Chair in Sports Nutrition in the Mary MacKillop Institute of Health Research at Australian Catholic University in Melbourne.

EUGÉNIE BUCKLEY

Managing Director, Suiko Consulting



Eugénie Buckley is Managing Director of Suiko Consulting, a boutique agency providing specialist advice to the sports, major events and tourism industries. Eugénie's expertise lies in the design and implementation of innovative governance structures, new formats for competition and participation product and cultural change. Her work on inaugural or start-up leagues, includes World Series Rugby, ICC World Twenty20, A-League and W-League professional football leagues and Bowls Premier League. She has previously held CEO roles at Brisbane Roar FC, ICC Women's World Cup 2009 and the Professional Footballers' Association. Eugénie's background is as a sports lawyer and she has held General Manager of Legal & Business Affairs roles for the International Cricket Council and Football Federation Australia and was Head of Legal & Commercial, Rugby World Cup 2003. Eugénie is an AFC Club Licensing Consultant and Match Commissioner and was a member of the international Court of Arbitration for Sport (2000-08) and a Senior Fellow of the University of Melbourne where she lectured in Event Management Law and Sports Marketing Law.

PAUL BUSH, OBE

Director of Events, EventScotland



Paul Bush OBE is VisitScotland's Director of Events, leading the EventScotland Team, Business Events and Industry Development. EventScotland takes a strategic lead in the Scottish events industry and is responsible for working with partners to attract, bid for and secure major sporting, cultural and business events. Over the past decade this has brought some of the world's biggest event properties to the country, including The Ryder Cup and Commonwealth Games in 2014, World Gymnastics Championships 2015, World Orienteering Championships 2015 the MTV Music Awards on two occasions, European Championships 2018 and future events such as Solheim Cup 2019, Euro 2020 Football and the Cycling World Championships in 2023. Having been on the Commonwealth Games Scotland Board for four years as an independent non-executive Director, he was appointed Chairman in May 2015. Paul was Chef De Mission for The 2006 Scottish Commonwealth Games team of 245 athletes and officials who secured a total of 29 medals. He was awarded an OBE in the 2007 Queen's New Year Honours List for Services to Commonwealth Sport.

JÜRIG CAPOL

Marketing Director, International Ski
Federation (FIS)



Jürg has more than 25 years' experience in the marketing and management of international events and tourism. He has been involved as director of tourism board in Silvaplana for five years, as Chief Marketing Officer for the FIS Alpine Ski World Championships 2003 in St. Moritz, as Race Director for FIS Cross-Country during the period 2003-12, leading the FIS Cross-Country World Cup events during the whole period, FIS Nordic World Championships in Oberstdorf 2005, Sapporo 2007, Liberec 2009, Oslo 2011, Olympic Winter Games in Torino 2006 and Vancouver 2010. From 2012 until 2016 he was Nordic Director FIS Marketing AG in regards the sales of FIS Marketing rights at the FIS Ski Jumping World Cup, FIS Cross-Country World Cup, FIS Nordic Combined World Cup and FIS Ski Flying Championships in Harrachov in 2014 and Kulm 2016. Since 2016 Jürg is the Marketing Director at the FIS and responsible for all FIS disciplines, six Disciplines are integrated at the Winter Olympic Games with 52 gold medals. Jürg is also involved in the new FIS digital strategy, through FIS strategy the objective to create an ecosystem to truly serve skiing viewers and fans which will open up new commercial opportunities for the stakeholders. Presently future partnerships are under discussion with several partners. Fundamentally the two goals are to increase viewer and fan engagement and open new commercial opportunities. The commercial opportunities are data driven sponsorships and direct consumer monetisation in connection with engagement through the connected skiing ecosystem and new digital opportunities as a result of the owned and known data.

DAVID CASSERLY

Barrister, Attorney at law, Head of
Sports Law Group, Kellerhals Carrard



David Casserly is a barrister and attorney (Bar of Ireland; Bar of England & Wales; Bar of New York) specialised in the areas of sports law and international arbitration. He is the head of Kellerhals Carrard's Sports Law Group. Mr Casserly acts for a wide range of clients, including prominent football clubs (English Premier League, La Liga, Serie A, Ligue 1, Chinese Super League, Brasileirão etc.) and some of the world's largest sporting organisations. He is particularly recognised for his expertise as an advocate before the Court of Arbitration for Sport and his experience and knowledge of the football industry. In addition to his role as counsel, he is an Arbitration Fellow (CI Arb) and an accredited mediator and regularly sits as arbitrator or mediator in commercial and sports-related disputes. He also lectures on sports law and international arbitration in several universities and has leadership roles within a number of international arbitration and sports law organisations.

FRANÇOIS CARRARD

Attorney at Law and Partner,
Kellerhals Carrard



A Doctor of Law from University of Lausanne, François Carrard spent two years at a law firm in Stockholm before being admitted to the Bar 1967. He currently practices bar as a senior partner with Kellerhals Carrard, a leading Swiss law firm with offices in Lausanne, Bern, Basel, Binningen, Geneva, Lugano, Zürich, Sion and counsel offices in Shanghai and Tokyo. He specialised in sports law and acted as Director General of the International Olympic Committee (IOC) from 1989 to 2003 and is currently regularly involved in international arbitration proceedings, among others before the Court of Arbitration for Sport (CAS) and various chambers of commerce. François Carrard is a member of the board of directors and chairman of several companies in Switzerland and abroad including in particular Beau-Rivage Palace SA and Lausanne-Palace SA (Chairman), Compagnie Financière Tradition – CFT (Vice Chairman), Olympic Broadcasting Services – OBS, IOC Television and Marketing Services – ITMS, Tupperware Suisse S.A and Fondation Montreux Jazz Festival (Chairman). He is also a member of the International Bar Association (IBA), the Union Internationale des Avocats (UIA) and the Swiss Arbitration Association (ASA).

BELINDA CLARK, AO

Interim Executive General Manager,
Team Performance, Cricket Australia



Belinda Clark, AO, was appointed Interim Executive General Manager of Team Performance in November 2018. Belinda joined Cricket Australia in 2001 as Women's Cricket Operations Manager, before occupying the role of Senior Manager of Team Performance in 2005 for more than 11 years. Tasked with overseeing the construction, implementation and management of the Bupa National Cricket Centre and the programs that are coordinated from the Brisbane base. Belinda was responsible for delivering strategies for Australian cricket to thrive at the elite level. Previously, Belinda held the role of Executive General Manager Community Cricket, a role she'll return to post her duties in Team Performance. A leader in the Australian sports industry, Belinda was an elite cricketer who captained the Australian Women's Cricket Team from 1994-2005. Within that time, she was also CEO of Women's Cricket Australia and steered the organisation through an integration with Cricket Australia. Belinda's contribution to cricket has been recognised globally, holding a place in the Hall of Fame of the International Cricket Council (ICC), Sport Australia and Australian Cricket, along with sitting on the ICC Cricket Committee. Belinda received further recognition last year when she became an Officer of the Order of Australia (AO) for her services to cricket. Outside of cricket, Belinda has completed a Bachelor of Applied Science (Physiotherapy) at the University of Sydney and spent time at Harvard Business School completing an Advanced Management Program.

SPEAKER PROFILES

MARIA CLARKE

Principal, Maria Clarke Lawyers



Maria Clarke, is the owner of specialist sports law firm, Maria Clarke Lawyers, in Auckland, New Zealand. Over her 30 years in the law she has acted for national sports organisations and elite athletes in New Zealand and Australia from nearly every sport on the programmes of the Olympic Games, the Commonwealth Games and beyond. She is also legal counsel for High Performance Sport New Zealand, which is the government's agency for high performance sport. Maria is recognised as a leading sports lawyer and has received several awards for her work in sports law including in the latest 2019 Chambers Asia Pacific ranking. Over the last 10 years she has specialised in sports governance for national and international sports federations. Since 2015, she has been leading the reform of the IAAF as Chair of the IAAF Working Group for Governance and Integrity Reform. She is also advising the International Paralympic Committee as Vice Chair of its Governance Review Working Group. At the same time, she is chairing the Governance Commission of World Sailing which is currently undertaking a major governance review. In addition, Maria is an independent expert on the Taskforce on Good Governance on IPACS (International Partnership Against Corruption in Sport). She has been Chair of the IAAF's Legal Commission for 10 years and has been a long standing member of the Australian and New Zealand Sports Law Association. In the Olympic movement, she has been a Board member of the NZ Olympic Committee and is a member of its Integrity Commission. She has also been a member of the Legal Commission of ANOC and member of the IOC's Marketing Commission and Sport and the Law Commission.

NATALIE COOK, OAM OLY

President, QLD Olympic Council



Natalie Cook is one of Australia's most decorated Olympic athletes – a five time Olympian, Gold and Bronze medallist. Nat spent 23 years dedicated to the sport of Beach Volleyball and still loves getting the sand between her toes. The next chapter of her life has seen Nat take on the role of President for the QLD Olympic Council, and later as a board member of the World Olympians Association. Nat finds the best in every situation: whether it is helping businesses with leadership, motivation, inspiration or teamwork; assisting athletes with opportunities and possibilities for their future; or skiing in blizzard conditions during her year of adventure.

BENJAMIN COHEN

Director General, International Testing Agency (ITA)



Born in 1983 in Lausanne (Switzerland), Benjamin has dedicated his entire professional career to sport. Before being unanimously appointed as Director General of the International Testing Agency (ITA) by the Board of ITA in February 2018, Benjamin held the position of Director of the European Office & International Federation Relations at the World Anti-Doping Agency (WADA). Prior to joining WADA, Benjamin held various roles in the International Basketball Federation (FIBA), in the United Nations Office of Sport for Development and Peace in New York, the Council of Europe and within the Union of European Football Associations (UEFA). He is regularly appointed as guest speaker and legal and governance expert in task forces and commissions at the United Nations, the European Commission, the Council of Europe, the IOC and International Federations. Benjamin teaches dispute resolution and international sport governance in various universities worldwide and is also President of the Legal Commission for the International League against Racism in Switzerland. Benjamin holds a Bachelor and a Masters of Law with a specialisation in arbitration and sports law as well as a Master of Advanced Studies in Sport Administration & Technology.

DAVID DESMARCHELIER

Olympic Games Security Advisor / Program Director



- IOC Security Advisor – Olympic Games (current role)
- Los Angeles 2028, Paris 2024, Beijing 2022, Tokyo 2020, PyeongChang 2018, Rio 2016, Lillehammer 2016
- Candidate Cities 2026
- ICC Cricket World Cup 2015
- Head of Security (Tournament held in Australia & New Zealand)
- Working closely with security agencies and executives across 2 countries and 14 Host Cities, I was responsible for developing Master Security Plans for a safe and secure Tournament.
- Boartes Consulting (www.boartes.com.au) (Ongoing since 2001)
- Program Director: Security, Major Events, Contracts Management
- Games Security and national 'procurement' projects from their inception through to operational delivery, including venue and infrastructure design, major event operations, command centres and C4i systems.
- Torino 2006 Winter Olympics
- CEO Boartes: Team responsible for Games Security Policies, Plans and Procedures for the Organising Committee.
- Athens 2004 Summer Olympics
- Program Director Olympic Security: Lead 21 experts responsible for Games Security Policies, Plans, Procedures, Budgets & Logistics.

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SPEAKER PROFILES

MOYA DODD

Partner, Gilbert + Tobin



Moya Dodd is a Partner at Gilbert + Tobin Lawyers, and a former vice-captain of the Matildas. She has served on the football governing bodies of Australia and Asia. She was also one of the first few women on FIFA's Executive Committee where she chaired FIFA's Women's Football Task Force, becoming "the driving force in the recent push for women within FIFA" (New York Times). Moya also promoted integrity reforms in FIFA and was one of only 3 FIFA ExCo members to return a \$25,000 watch. She is a member of the ICAS, FIFA's Player Status Committee, and the IOC's Athlete Entourage Commission. Moya gained an Honours degree in Law at Adelaide University, worked as a Judge's Associate at the Supreme Court then spent her early career in private practice and in-house legal roles while completing her MBA. She has worked in commercial, consulting and legal roles in the media and telecommunications industries. She is active in the non-profit sector as Honorary President of Women in Sports Law, Chair of Common Goal, and a board member of Barefoot to Boots. Moya was listed in World Soccer magazine's People of the Year in 2013, and in 2016 was named as the overall winner of the AFR Westpac Women of Influence awards. She also received the IOC Women and Sport Award 2016 for Oceania. In March 2018, she was named the 7th most powerful woman in international sport (outside the US) by Forbes magazine.

DAVID EADES

Chief Presenter, BBC; Conference Host, Master of Ceremonies and Moderator



For the last 25 years, David has worked as a frontline presenter and broadcaster for the BBC. He has been Europe Correspondent, Ireland Correspondent and Senior Sports News Correspondent. He has covered the Olympic Games and FIFA World Cups since 2002, along with countless other sporting events from golf to cricket to rugby and athletics. He has a long-standing pedigree in live television, fronting election coverage and flagship news shows, interviewing global figures from politics, sport and entertainment. As an MC, David is attending his ninth SportAccord, having previously also organised the programme. He has a track record of working on sport-related conferences, including the inaugural Sport at the Service of Humanity Conference opened by Pope Francis at the Vatican. He has chaired events for the Council of Europe and the EU, seminars and conferences for the IOC, FC Barcelona and UNICEF, the UN, the English Football League and many other major organisations. David is a fluent French speaker, a good German speaker, a keen golfer and cyclist. He is a founder member of Sport at the Service of Humanity, a Board Member of the International Masters Games Association and serves on the steering committee of Football for Peace.

MÉLANIE DUPARC

Secretary General, World Union of Olympic Cities



Mélanie Duparc is the Secretary General of the World Union of Olympic Cities, an association which brings together former and future Olympic cities. She is in charge of collecting good practices from and facilitating dialogue between Olympic Cities. In 2014, Mélanie launched a new initiative dedicated to all cities interested in using sport as a tool for urban development. This initiative consists of an annual event called the Smart Cities & Sport Summit, which will organise its 6th edition in Tokyo, Japan in 2019. In order to increase the exchanges between the cities and the international sport world, an online platform called the Smart Cities & Sport platform is available where Mélanie publishes articles on important topics for cities such as sports facilities, event hosting, health, social integration through sport and sustainable development. Through this platform, Mélanie Duparc has given cities the possibility of exchanging knowledge and best practices in order to better connect sport and cities. Mélanie Duparc is also member of the IOC Sustainability and Legacy Commission.

ANDY EDWARDS

Chief Executive Officer, Nitro Circus



Andy is the CEO of Nitro Circus and a co-founder of Nitro Circus Live ten years ago. Previously Andy was COO of Global Action Sports in Australia where he was instrumental in building the Crusty Demons live touring business and Australasian Super X supercross series to a level which saw them respectively dominate the Australasian live entertainment and motorsport markets. Prior to that, Andy was an entertainment lawyer, first at Warner Music in London and then at a boutique entertainment practice in Sydney where he represented celebrities and international music artists. Andy began his career as an IP attorney at the Norton Rose Group in London after graduating with honours from Oxford University.

JOCHEN FÄRBER

Chief of the Lausanne Office, Olympic Channel Services



Responsible for the coordination between the Swiss and Spanish entities of the Olympic Channel, as well as with the various IOC departments. Before joining OCS, Jochen was the Head of the IOC President's Executive Office since 2013. Previously, Jochen had been the Managing Director of the Olympic Training Centre for fencing in Germany, and head of the Centre's marketing arm. He was involved in the organisation of four Olympic Games, four Paralympic Games and more than 20 Fencing World Championships, and was head of broadcasting at the International Fencing Federation. He also worked for over 20 years with Eurosport, founded and ran his own PR and communications agency for over 10 years, and was responsible for the communications side of the Munich 2018 candidature.

DAVID GREVEMBERG, CBE

Chief Executive, Commonwealth Games Federation (CGF)



David is Chief Executive of the Commonwealth Games Federation (CGF), the organisation responsible for the Commonwealth Games, Commonwealth Youth Games and many other initiatives that inspire Commonwealth athletes to drive the ambition and impact of all Commonwealth citizens through sport. Previously, David was Chief Executive of the Glasgow 2014 Commonwealth Games Organising Committee (Glasgow 2014 Limited), with ultimate managerial responsibility for the organisation's successful preparation and staging of the Glasgow 2014 Commonwealth Games. David was in charge of the day-to-day operations of the company, overseeing recruitment of a workforce of around 1,400 paid staff, up to 15,000 volunteers and around 30,000 contractor roles as well as the procurement of over £300m-worth of contracts to support the delivery of the hugely successful Games on time and, as recently announced, under budget. He was the chief liaison with national and local government and many other stakeholders, and played a leadership role developing and innovating a variety of sport, commercial, cultural, community engagement, corporate social responsibility and legacy programmes. Before that, David was the Executive Director of Sport and International Federation Relations at the International Paralympic Committee (IPC) headquartered in Bonn, Germany. A former competitive wrestler, during his career he has also served as a coach, athlete agent, team administrator, consultant and Board member.

STEVE GOLLSCHESKI

APM Deputy Commissioner (Crime, Counter-Terrorism and Specialist Operations), Queensland Police Service



Steve Gollschewski has over 39 years' experience in policing and has responsibility for major and organised crime investigations, counter-terrorism, intelligence, road safety, communications, cultural liaison, forensics and specialist tactics and capabilities within the QPS. Additionally, he is the Domestic and Family Violence Champion for the QPS and on the QLD Domestic and Family Violence Implementation Council, the Queensland representative on the Australia New Zealand Counter-Terrorism Committee and the QPS champion for Inclusion and Diversity. Steve was the overall Commander for the 2018 Commonwealth Games Security Operation, Operation Sentinel, the largest security operation in Australia this decade. He has extensive experience in disaster management having been in operational command of the response to the Toowoomba and Lockyer Valley floods in 2011, the flood evacuation of St George in 2012 and Cyclone Oswald in Bundaberg in early 2013. He was State Disaster Coordinator from 2013 to 2018 and has coordinated the overall disaster responses to Cyclones Ita, Marcia, Nathan and Cyclone Debbie in 2017. Steve led the review and major restructure of the QPS which was implemented on 1 July 2013 and led the QPS Mobile Services Program which has delivered over 7,000 smart devices to frontline police, a program recognised as global leader for law enforcement.

SCOTT HALLENBECK

CEO, USA Football



Scott Hallenbeck has led USA Football, the sport's national governing body and a member of the U.S. Olympic Committee, since 2005. He oversees all aspects of the organisation, including football development, digital media, communications, corporate partnerships and membership programs. Under Hallenbeck's leadership, USA Football has established itself as the leader in high school and youth football coach education and player skill advancement, collaborating with experts spanning medicine, child advocacy and sport. USA Football also commissions independent national-scope research to advance best practices and player safety. Hallenbeck directed the creation and implementation of USA Football's Heads Up Football program in 2012, which establishes important standards rooted in the best available science across high school and youth levels. USA Football trains more high school and youth coaches combined than any organisation in the United States in an effort to advance and grow the game of football. To further that mission, Hallenbeck is leading USA Football in its adoption of the American Development Model (ADM), a player pathway concept created by the United States Olympic Committee. In alignment with USA Football, the goals of the ADM are to promote skill development, physical activity, healthy lifestyles and deliver a positive experience in sports that allow athletes to maximise their full potential and remain active in sports for life. Hallenbeck has led the independent nonprofit in forging dynamic and significant partnerships with dozens of organisations.

SPEAKER PROFILES

SALLY HANCOCK Managing Partner, Y Sport



Sally Hancock is the Managing Partner of sport strategy and sponsorship consultancy, Y Sport, advising international business and sports on maximising the true value of partnerships, leading to enhanced performance, greater engagement and lasting impact on brands, businesses and communities everywhere. She is passionate about driving greater accountability in sponsorship, through effective strategy, planning and delivery. Previously Sally was the Director of Lloyds Banking Group's London 2012 Partnership. She was responsible for securing the Partnership agreement with the London 2012 Organising Committee, and, subsequently, for the development of the strategy, plan, delivery and execution of the entire Partnership, from 2007-2012. The sponsorship was transformational for Lloyds Banking Group and was voted the Most Successful UK Sponsorship of the Last 20 Years in 2013. Sally was named as one of the 50 Most Influential Women in Sport in 2015, and is a traveller, lover of live music and the sea.

NICK HOCKLEY CEO, ICC T20 World Cup 2020 Local Organising Committee



Nick has over 12 years' major event experience having held senior roles with the organising committees of ICC Cricket World Cup 2015 and the London 2012 Olympic and Paralympic Games (LOCOG). At LOCOG, Nick was Head of Commercial Negotiations, where he and his team spent six years developing and delivering the London 2012 commercial program, comprising 44 sponsors and contributing approximately \$1.2 billion or one-third of the Games budget. At ICC Cricket World Cup 2015, Nick's role was General Manager, Commercial & Marketing, where he was primarily responsible for marketing, ticketing and hospitality, helping drive total attendance at the tournament of over one million fans. In his current role as CEO of the ICC T20 World Cup 2020, Nick oversees a dedicated local organising committee responsible for coordinating all aspects of standalone Women's and Men's T20 World Cups, including marketing, ticketing, hospitality, logistics, cricket operations, volunteering and security. Before his work in major events, Nick held senior corporate finance roles at PwC, where he also qualified as a Chartered Accountant.

RICH HAWKINS Partner, Bird & Bird



Rich is a partner in Bird & Bird's international sports group, based in Sydney. He has been advising clients in the sports industry for over 15 years, and has a unique combination of private practice and in-house experience having spent seven years as the General Counsel of Rugby Australia. Rich is in the early stages of building an Asia-Pacific sports practice to replicate what Bird & Bird's market-leading international sports group has achieved in other markets, and is excited about the opportunities and the momentum Bird & Bird is building in the region. Rich advises on a wide array of commercial, regulatory and contentious matters in the sports sector. He has particular expertise in sports media and marketing rights, and advising on high-value and strategically important transactions and partnerships between sports and their stakeholders. He has a passion for sports governance and has assisted a number of sports achieve major governance reform and implement new governance structures which set a platform for transformational change. Having worked as an in-house lawyer in sport for seven years, Rich has a genuine understanding of the opportunities and challenges which are virtually unique to the industry. Over the years, he has developed this sector expertise working on some major sports events (including the Olympics in London 2012) and other cutting-edge projects including sales and acquisitions of sports teams, joint ventures, collective bargaining and other stakeholder arrangements, and the implementation and enforcement of sports integrity policies and programmes.

TOM HOLLOWELL Secretary General/CEO, International Orienteering Federation (IOF)



Tom Hollowell joined the International Orienteering Federation (IOF) as Secretary General/CEO in early 2015. He has an engineering and global management background from the first part of his career in the industrial world. In 2007 he switched career paths to work in sports management and particularly with the sport of orienteering. He has been the Professional Event Director of O-Ringen, the largest orienteering event in the world, which annually gathers 20 000 participants for the week-long event, as well as Secretary General of the Swedish Orienteering Federation, prior to joining the IOF. Tom is also a member of the ARISF Council and the GAISF Membership Committee. Tom is himself an avid orienteer since first experiencing the sport as a teenager, and has represented the USA as an athlete, coach and team manager at the World Orienteering Championships and World Ski Orienteering Championships. He continues to compete as a Masters competitor in this lifestyle sport. Tom resides in Karlstad, Sweden where the IOF office also is located.

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SPEAKER PROFILES

JACOB HOLMES

General Secretary, Australian Athletes' Alliance; CEO, Australian Basketballers Association



Jacob Holmes played 14 years in the National Basketball League (NBL), retiring in 2015, winning a Championship with the Adelaide 36ers in 2001/02. He also represented Australia internationally, winning a Gold Medal at the 2006 Commonwealth Games in Melbourne with the Australian Boomers. Jacob was President of the National Basketball League Players' Association for three years before founding the Australian Basketballers' Association (ABA) in 2015 becoming its inaugural Chief Executive Officer. The ABA represents all Australian basketballers from the Opals, Boomers and in the WNBL and NBL. Jacob joined the Board of the Australian Athletes Alliance (AAA), peak body of professional players' association in Australia, in 2013 and in January 2016 was appointed as General Secretary. The AAA member associations include the AFL Players' Association, Rugby League Players' Association, Rugby Union Players' Association, Australian Cricketers' Association, Professional Footballers' Australia (soccer), Australian Netball Players' Association, Australian Jockey's Association and ABA.

HON. KATE JONES MP

Minister for Innovation, Tourism Industry Development and the Commonwealth Games, Queensland Government



Kate Jones is the Minister for Innovation, Tourism Industry Development and the Commonwealth Games in the Queensland Government. Kate is committed to building innovation in Queensland by attracting new investment, growing entrepreneurialism across the state and supporting local starts up to scale up and think global. She is also a proud champion for Queensland's tourism industry and oversaw the successful delivery of the Gold Coast 2018 Commonwealth Games, Queensland's largest ever event. She has previously served as the Minister for Education, Minister for Environment, Minister for Climate Change and Natural Resource Management and Minister for Small Business in previous Queensland Governments. When Kate was first sworn-in in 2009, she was the youngest ever Queensland Government Minister. Kate is a graduate of the Queensland University of Technology and holds a Masters in Environmental Law from Australian National University.

CAROL HUDSON

Vice President of Sports Development, Greater Fort Lauderdale Convention & Visitor's Bureau



Carol Hudson is the VP of Sports Development for the Greater Fort Lauderdale Convention & Visitor's Bureau, located in Fort Lauderdale, Florida, USA. With over 25 years in the Hospitality Industry, 20 of these years, she has spent in the sports vertical market. Carol moved to Fort Lauderdale in August of 1992, where she began her career in South Florida with Marriott Corporation and worked for ten years. Since June of 2002, she has been working with her current organisation where she and her team promote and develop Amateur and Professional sporting events to Broward County, driving significant economic impact to the destination. We are pleased to be one of 30 industry partners of the Florida Sports Foundation, which assists in promoting the Florida's sports industry.

ABDUL HALIM BIN KADER, BBM

Secretary General of the International Sepaktakraw Federation (ISTAF)



Dato Abdul Halim Bin Kader, BBM was born in Singapore on 28 January 1951. He is currently the Secretary General of the International Sepaktakraw Federation (ISTAF) and the President of the Asian Sepaktakraw Federation (ASTAF). Mr Abdul Halim was elected in 2002 as President of the Singapore Sepaktakraw Federation (PERSES), a position he held until 2013. He was re-elected as PERSES President on 7 October 2015. Under his leadership, the game of Sepaktakraw has gained popularity locally, regionally and at international level as well. He plays a prominent role in the continued development of the sport with the organisation of the ISTAF SuperSeries an elite Sepaktakraw tournament spread across four legs in various countries across the globe. Abdul Halim was awarded a number of the highest honours bestowed to an individual for exemplary service to humanity in Singapore by the President of the Republic of Singapore during the National Day celebration such as the Public Service Star (BBM) in 1997, Public Service Medal (PBM) in 1987 and the Long Service Medal (PBS) in 1994. He was also awarded the International Sepaktakraw Federation (ISTAF) Distinguished Award in 2004 and Meritorious Service Award by Ministry of Home Affairs, Singapore in 2005. Abdul Halim was elected Singapore National Olympic Council (SNOC) Executive Board in June 2017 until today.

MATT KAMIENSKI

Vice President and Executive Director, The Presidents Cup, PGA Tour



Matt Kamienski, 43, is a Vice President with the PGA TOUR and Executive Director of The Presidents Cup. Kamienski is responsible for the strategic development, revenue generation/management, operational management and overall leadership of the Presidents Cup event when staged internationally. Held every two years, The Presidents Cup is a team match play competition featuring 24 of the world's top golfers – 12 from the United States and 12 from around the world, excluding Europe. The 2019 event will be held at The Royal Melbourne Golf Club in Melbourne, Victoria, Australia. This will mark the third time that the event has been held in Australia, all at The Royal Melbourne Golf Club, making it the only course and country outside the United States to host it more than once. Kamienski's 20-plus year career with the PGA TOUR has seen him hold oversight roles of nine previous Presidents Cup events, serving as Executive Director since 2011. He has also been an integral part of some of golf's most prestigious tournaments, with leadership roles across the World Golf Championships events and with the World Cup of Golf. Kamienski, an Ohio native, graduated from Miami University in 1997 with a Bachelor of Science in health and sport studies and a minor in marketing. He and his wife Stacey live in Beaumaris, Victoria, Australia with their two daughters – Sydney age 15 and Tyler age 13.

BARBARA KENDALL CNZM, MBE

Vice President, International Surfing Association



Barbara Kendall competed in five Olympic Games from 1992 to 2008 in the sport of Windsurfing. She won Gold 1992, silver in 1996 and bronze in 2000. She has won 11 world championship medals and 25 national championships during her athletic career in International Windsurfing. In 2005 to 2016 Barbara was a member of the International Olympic Committee Athletes Commission advocating for the rights of athletes and woman on International commissions for the betterment of Global Sport. Her roles included chairing the Oceania Athletes Commission for 12 years, chairing the Association of National Olympic Committees Athletes Commission for five years and an active member on the IOC Woman in sport and sustainability and legacy commission. In 2018 she led a successful New Zealand Youth Olympic Team to the Youth Olympic Games in Buenos Aires as the 'chef de mission' and will be leading New Zealand's team to the first ANOC World Beach Games. Barbara is currently a Non-Executive director on ARRIA an Artificial Intelligence technology company that specialises in complex data sets and generating natural language reports. She is also consulting and developing key talent within organisations, focusing on laying down the foundation for their success. Since 2014 Barbara has been a Vice President of the International Surfing Association and when Barbara isn't travelling the world she relaxes in Whangaparaoa, New Zealand with her husband and their two teenage daughters who all surf at every opportunity.

LEANNE KEMP

Chief Entrepreneur, Queensland



Leanne is a serial entrepreneur. A self-starter. A risk-taker. A change-maker. A thinker and dreamer who believes in her own ability to impact the world and transform industries. She has forged new paths for people from Queensland and for women on the world stage. She has challenged herself to learn new fields and to employ new technologies all in an effort to improve herself, improve her business and create value and change for the betterment of all. Leanne is a leading voice on emergent technologies, specifically Blockchain, and is acknowledged as a visionary in employing this technology in tracking the provenance of high value goods. As CEO of Everledger, she sits among the world's leading technologists, with membership in the World Economic Forum and chair positions for some of its most important global technology initiatives.

JAMES KITCHING

Founder and Managing Director, Kitching Sports



James Kitching is the Founder and Managing Director of Kitching Sports, the first specialist sports regulation and business firm in the Asia-Pacific region. James is the former Head of Sports Legal Services, Disciplinary and Governance at the Asian Football Confederation, where he led a team responsible for all disciplinary, regulatory, and governance issues. James is a recognised expert on the regulation of international sport, with specialised knowledge in football. He regularly lectures at conferences and postgraduate degree programmes and has published extensively on matters relating to sporting rules and their enforcement. Kitching Sports' clients include international federations, regional federations, national federations, clubs, athletes, officials, coaches and support staff, intermediaries, law firms, and professional associations. Kitching Sports and its staff have acted as advocate, judge, or expert witness before the bodies of various international, regional and national sporting federations, including FIFA, the AFC, Badminton World Federation, Football Federation Australia, Hong Kong Football Association, and the Saudi Arabian Football Federation, as well as both the ordinary and appeal arbitration divisions of the Court of Arbitration for Sport.

SPEAKER PROFILES

DANIEL KOWALSKI, OAM OLY Olympian Services Manager, Australian Olympic Committee



Daniel Kowalski is a two-time Olympian, who competed at the 1996 Atlanta and 2000 Sydney Olympic Games where he won a total of four Olympic Medals – gold, silver and two bronze medals. After eight years as the Head of the Australian Swimmers' Association, Daniel recently commenced in the role as Olympian Services Manager at the Australian Olympic Committee (AOC). In this capacity, he is responsible for the development and rollout of the AOC Opportunities program that will have a focus on transition and mental health support for Australian Olympians as well as career readiness, mentoring and work placement opportunities. Previously Daniel worked for the Victorian Institute of Sport and the Professional Footballers Association in the athlete wellbeing and development space and was educated at Bond University on the Gold Coast.

JOANNA LESTER Journalist, filmmaker and communications specialist



Joanna Lester is a journalist, filmmaker and communications specialist who focuses on the social impact of sport. She has worked in the UK and Australia, and covered multiple Olympic and Commonwealth Games and other global and regional sporting events. Joanna is now based in Sydney and works on the Pacific Sports Partnerships on stories and programs across the Pacific islands that harness the power of sport to shape social norms. Last year, Joanna directed an internationally released documentary film, *Power Meri (Powerful Women)*, which follows the journey of Papua New Guinea's first national women's rugby league team, the Orchids, to the world cup and explores how women playing the country's male-dominated, national sport is changing lives and attitudes. The film is screening in cinemas, community and educational settings in Papua New Guinea, Australia and the UK and is being used by a range of organisations as a tool to promote women's sport, female participation in physical activity, and discussion about the treatment and status of women. Previously, Joanna worked for the Australian Broadcasting Corporation (ABC) in various roles in broadcasting, production and international development. From 2016 to 2017 she led an Asia-Pacific regional training and mentoring program for women in sports media, focused on amplifying women's voices in sport and increasing coverage of women's sport.

MICHAEL LENARD Vice President ICAS, Court of Arbitration for Sport



Michael Lenard OLY has served, representing the interests of athletes, on the governing board of the Court of Arbitration for Sport (CAS) since its founding in 1994 and as its Vice President since 2010. He has served as President of CAS Ad hoc Divisions at numerous major international sports events, including the Olympic Games, Asian Games, and FIFA World Cup. Mr. Lenard previously has held numerous positions in sport, including as a member and then Vice Chairman of the athletes' commission of the United States Olympic Committee (USOC) and then as USOC Vice President. He was a member of or has testified to numerous commissions empaneled to investigate or study and recommend structural and cultural changes to the USOC. He has provided the USOC's lead testimony in US congressional hearings and has served as special counsel to the USOC Ethics Committee. He was a member of the board of directors of the 1996 Atlanta Olympic Games organising committee and its Audit and Ethics Committee. Mr. Lenard serves and has served in senior business positions in international private equity firms (including as Chief Compliance Officer implementing regulatory compliance programs and leading foreign corrupt practices investigations) and on numerous boards of directors (including as Chairman) of international and domestic public and private companies. He previously was a partner in the international law firm of Latham & Watkins. Mr. Lenard earned numerous scholastic honours in conjunction with his undergraduate business school degree in both accounting and finance and his juris doctor degree.

PAUL MARSH CEO, AFL Players' Association



Paul Marsh is the CEO of the AFL Players' Association, the official representative body for male and female AFL players as well as more than 4000 alumni members. After commencing in September 2014, Paul led negotiations with the AFL towards a new six-year Collective Bargaining Agreement (CBA) for the male AFL footballers. Delivering players a package of \$1.84 billion, inclusive of player wages, investments in player development, the Player Retirement Scheme, injury and hardship support, marketing activities and past players. At the end of 2016, he secured a landmark agreement with the league on payment and conditions for female footballers ahead of the inaugural AFLW season which has since led to the first CBA for AFLW footballers in 2019. Paul was previously the CEO of the Australian Cricketers' Association (ACA), where he successfully negotiated numerous Memorandum of Understanding (MOU) with Cricket Australia (2005-2009, 2009-2011, 2011-12 and 2012-17) and introduced standard contracts for Australia's professional female cricketers. He also developed the ACA's first and subsequent strategic plans and expanded of the ACA's commercial and professional development programs. Paul was also the Executive Chairman of the Federation of International Cricketers' Association (FICA), the international representative body of all professional cricketers and their associations, and has been on the Board of the Athletes Alliance Australia (AAA) since 2007, including five years as Chairman. Paul comes from a family with a fine Australian cricket pedigree, and with this background and experience, possesses invaluable insight into the life of professional sportspeople and the pressures they face.

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SPEAKER PROFILES

FRIEDRICH MARTENS

Head of Olympic Movement Unit on the Prevention of the Manipulation of Competitions International Olympic Committee, Ethics and Compliance Office



Following various initiatives by the IOC tackling illegal and irregular betting, Friedrich Martens was appointed to the position of Head of the newly created 'Integrity Betting Intelligence System' in 2013. IBIS established a link between the Olympic Movement, actors in the sports betting world, and various law enforcement entities. Through its pragmatic approach, it enables communication between all stakeholders in a lean and direct way, aiming at identifying and therefore safeguarding sports events from match manipulation connected to sports betting. Mr Martens has been appointed as Head of the 'Olympic Movement Unit on the Prevention of the Manipulation of Competitions' in early 2017, strengthening and streamlining all IOC initiatives under the '3 Pillar Strategy' (Regulations and Legislation, Education and Awareness Raising, Intelligence and Investigations) including IBIS – and further engaging all Olympic Movement stakeholders, including International Federations, National Olympic Committees, athletes and their entourage. Prior to joining the International Olympic Committee, Mr Martens was already drawn to the field of sports and betting, working for both: sports organisations and within the sports betting industry. Mr Martens worked two years as manager of competition analysis at FIFA's Early Warning System, which aimed to spot patterns suggesting match fixing, and two years for a sports betting company in the German speaking region.

DAVID MELIA

Director, Head of Sports, GlobalWebIndex



Passionate about all things sport on and off the pitch, having worked across the commercial side of sports for the last seven years including broadcast media rights, marketing and sponsorship, David has developed a great depth of knowledge on how sport organisations can put together a smart commercial framework that delivers great returns. Currently Head of Sport for GlobalWebIndex, which provides the world's leading sport organisations with the consumer and fan insight to make better commercial decisions and provide consultative services across strategic commercial projects which are driven by data and insight. David is determined to improve the way all sports connect with their fans through broadcast, social and through partnerships. One of the best places to start is with data and insight to set you off on the right path. When not working you can find David on the turbo trainer and in the pool, training for triathlons having retired gracefully from football a few years ago, as he needed something to maintain the competitive edge!

EMMA MASON

Vice President for Strategic and External Affairs, The World Federation of the Sporting Goods Industry (WFSGI)



Emma is the Vice President for Strategic and External Affairs at the World Federation of the Sporting Goods Industry (WFSGI). A qualified solicitor whose previous work had a specific focus on sports regulatory and governance issues, Emma joined WFSGI in June 2018. As part of her role, Emma manages WFSGI relations on behalf of the industry with international organisations of relevance including the International Olympic Committee, the international sports federations and the United Nations agencies. Emma also works with the industry on their commitments to raise the awareness of the benefits of physical activity and sport and to increase levels of physical activity and sports participation, especially among young children. Away from WFSGI, Emma is a former international badminton player who represented Scotland at European, Commonwealth and World Championship level. Emma remains passionate about her sport and is committed to giving back to it having been re-elected as a Badminton Europe Board Member in 2016 and a Badminton World Federation Council Member in 2017 where she currently holds the positions of Chair of Member Structures Commission and Deputy Chair of Communications respectively. More generally, Emma also has an interest in helping athletes transition from their sporting careers to life after sport and is the Director of Switch the Play, a UK based community interest company supporting athletes prepare for the transition.

ALAIN MERCIER

Founder and Editor in Chief, FrانسJeux



Founder and editor-in-chief of the website FrانسJeux, Alain Mercier has been covering Olympic news and sports for some 30 years. He has covered 16 editions of the Games, winter and summer, since Calgary 1988. Long based in Paris, now in Southeast Asia, he was a correspondent in the United States at the time of the 1996 Atlanta Games and in Australia for the 2000 Sydney Games.

MATTHEW J. MITTEN

Professor of Law Executive Director of the National Sports Law Institute and LL.M., Marquette University Law School, CAS Arbitrator



Matthew J. Mitten is a Professor of Law and the Executive Director of the National Sports Law Institute and the LL.M. in Sports Law program for foreign lawyers at Marquette University Law School in Milwaukee, Wisconsin, USA, where he currently teaches Amateur Sports Law, Professional Sports Law, Antitrust Law, and a Sports Sponsorship Legal and Business Issues Workshop. He has authored Sports Law in the United States (Wolters Kluwer 2011, 2d. ed. 2014, 3d. ed. 2017) and co-authored two sports law texts. He is an arbitrator for the Court of Arbitration for Sport (serving on the ad hoc Division for the XXI Winter Olympic Games in Sochi, Russia) and the American Arbitration Association's National Sports Arbitration Panel. Matt is a member of the Sports Lawyers Association's Board of Directors (serving as SLA president from May 2015-May 2017) and formerly chaired the American Association of Law Schools' Section on Law and Sports. He has taught US Sports Law as a Senior Fellow at the University of Melbourne Law School, International Sports Law at the University of Barcelona, and Comparative Sports Law at the University of Queensland. He has discussed a wide variety of sports law, business, and ethics topics at more than 175 conferences and seminars throughout the US as well as in Australia, Canada, China, England, the Republic of Korea, and Turkey.

MARGO MOUNTJOY

MD, PhD, CCFP (SEM), FCFP, FACSM, Dip Sport Med Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau



Margo is a former international level synchronised swimmer, and is now a member of the FINA Bureau, with the portfolio of sport medicine. Her area of research is in injury & illness prevention in aquatic athletes; as well as health promotion through physical activity. She is also the Chair of the ASOIF Medical and Scientific Group and is a member of the IOC Medical Commission Games Group and the WADA Health Medicine and Research Committee. Margo is an Associate Professor at McMaster University where she teaches sports medicine. She is also the Clinical and Academic Lead of the Health & Performance Centre at the University of Guelph where she has focussed her clinical practice on elite athlete health care and promoting physical activity in the community. In addition, Margo has acted as the national team physician for Synchro Canada for 20 years and is currently the team physician for Athletics Canada and the National Triathlon & Wrestling team training centres.

DR. JANE MORAN

IOC Medical Commission Games Group Member, ASOIF Medical and Scientific Consultative Group Member, and Medical Commission Chair, International Skating Union (ISU)



Dr. Moran is a specialist in Emergency Medicine and Sport Medicine. She is an Associate Clinical Professor at the University of British Columbia, Faculty of Medicine. She has worked in Emergency Medicine and Sport Medicine in Victoria, British Columbia. She is Chair of the ISU Medical Commission, Member of the IOC Medical Commission Games Group as the Winter IF Representative and Member ASOIF Medical and Scientific Consultative Group. She has been involved in Doping Control since 1987 at the national and international level. She was a member of the Board of the Canadian Centre for Ethics in Sport from 2005-2010, worked as an Independent Observer for WADA, and monitors TUE's, Athlete Biological Passports, Adverse Analytical Findings and an Educational program, through the ISU Anti-doping program.

DEON NEWMAN

Head of Strategy and Chief Marketing Officer, IBM Asia Pacific



Deon Newman is the Chief Marketing Officer responsible for IBM Asia Pacific marketing, and head of IBM Strategy for the AP region. Prior to his appointment in July 2018, Deon served as the Global Chief Marketing Officer of Watson IoT, where he was responsible for brand strategy, digital transformation, digital marketing, and demand generation for IBM's Internet of Things business unit. Deon grew up and began his career in Melbourne, Australia, and during his more than 25 year technology industry career has held executive leadership positions in New York, London, Paris, and throughout Asia Pacific. He is currently based in Singapore, where he is indulging in his love for chilli crab, and developing proficient 'Singlish' skills.

SPEAKER PROFILES

BRIAN NOURSE

Former Deputy CEO, Gold Coast 2018 Commonwealth Games



Brian has more than 20 years' experience in the delivery and management of international events. He has been involved in the last four Commonwealth Games – as Group Technology Manager for the Melbourne 2006 Commonwealth Games, as Technology Consultant and Advisor for the Delhi 2010 Commonwealth Games, as Chief Information Officer for the Glasgow 2014 Commonwealth Games, and most recently as Deputy Chief Executive Officer for the Gold Coast 2018 Commonwealth Games (GC2018). In his most recent role with the GC2018 organising committee, Brian had a broad responsibility at both a strategic and operational level in driving overall integrated planning and operational delivery across all areas of the organisation, ultimately contributing to the successful delivery of the event. Brian has also worked for the Australian Grand Prix Corporation in the role of Engineering and IT Manager where he was responsible for the management and establishment of venue infrastructure, facilities and services for the staging of numerous Australian Formula One Grand Prix and Australian Motorcycle Grand Prix events. Through his consulting work, Brian has also been involved in a number of other single sport events and projects, such as the 2010 UCI Road Cycling World Championships.

CHRIS NUNN

Managing Director APAC, Futures Sport + Entertainment



Futures delight in helping the world of sport and entertainment make better decisions through evidence. For 17 years they have provided trusted advisory research to the world's pre-eminent broadcasters, leagues, venues, teams and sponsors; working with those that are seeking or making investments in sport by using data analytics and research to help them grow their commercial returns. Chris has been Futures' Managing Director, APAC since Nov 2016. With a Masters in Sports Management from Deakin University and having spent 15 years in various commercial roles within rights holders, including Cricket Australia and across the Australian Football League, Chris brings a commercial rights holder lens to Futures research to help clients answer the 'So what?' in the numbers.

BRENT J. NOWICKI

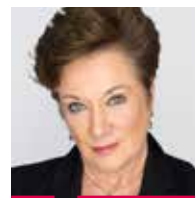
Managing Counsel and Head of Anti-Doping Division, Court of Arbitration for Sport (CAS)



Brent John Nowicki is currently Managing Counsel at the Court of Arbitration for Sport (CAS) in Lausanne, Switzerland. He joined the CAS in 2013 after seven years as an attorney with the law firm of Hodgson Russ in Buffalo, New York. Mr. Nowicki has extensive and unique experience in the field of international sports law. He has represented various parties while in the private practice of law, and served as a consultant for a number of clients in the sports industry. While in private practice, Mr. Nowicki represented various parties in contract negotiations, rights of publicity, as well as legal representations of grievances, hearings, and appeals. On an international level, Mr. Nowicki is active in the anti-doping movement in Olympic sports, handling several major doping cases in his role as counsel to the CAS. His current work at the CAS exposes him to virtually every sporting dispute between the IOC, international and national federations, associations (FIFA and UEFA), leagues, teams, and players. Notably, Mr. Nowicki was the head of the CAS Anti-Doping Division for the Olympic Games in Rio de Janeiro (2016) and PyeongChang (2018). He now manages the permanent CAS Anti-Doping Division (CAS ADD). Mr. Nowicki serves on the International Committee of the Sports Lawyers Association, the Board of Directors for the Police Athletic League and is currently a member of Switzerland's National Lacrosse Team.

MARIA O'CONNOR

Managing Director, Ticketmaster Australia & New Zealand



Maria O'Connor is a pioneer of Australasian ticketing and a true leader of the industry. As Managing Director of Ticketmaster in Australia and New Zealand, Maria has played an integral part in establishing ticketing as a viable industry in the region. Maria's career in ticketing began in 1981 when she emigrated from Ireland to Australia. At the time entertainment ticketing was a fledgling industry and Maria's involvement in the field has helped to shape the ticketing landscape we see today. With a career spanning more than 35 years, Maria has seen – and introduced – major changes and innovations in the ticketing industry, most notably the move to computerised and online ticketing. Throughout her career, Maria has also been a part of the major tours and events that have come to Australia and New Zealand and she has developed strong relationships with the region's leading promoters, venues and event operators. Under the leadership of Maria, Ticketmaster has thrived and has become the region's leading ticketing company. Maria has served on many boards and is currently Vice President of Live Performance Australia.

CATHERINE ORDWAY

Assistant Professor and Course Convenor in Sports Management, University of Canberra



Catherine is Assistant Professor and Course Convenor in Sports Management at the University of Canberra. Catherine lectures in Sports & the Law (UG) and Performance Integrity and Athlete Management (PG). She has also recently submitted her PhD by Publication at the University of Canberra on anti-corruption strategies in sport. Catherine is also Senior Consultant in sports law at Snedden, Hall & Gallop lawyers (SHG Sport). Catherine has developed and taught a number of sports management and sports law subjects and continues to lecture in 'Sports Integrity & Investigations' in the University of Melbourne Masters of Law program and is a Senior Fellow. Catherine is an international expert in the field of integrity in sport, and has specialised in anti-doping policy for 20 years. Catherine has published on sports integrity, governance and gender equality issues and is a sought-after media commentator and conference presenter. Catherine was an Australian squad member in the Olympic sport of handball, competed for the Australian Capital Territory in rugby union, and fenced at intervarsity. Catherine is a sports lawyer and has a Graduate Diploma in Investigations Management (Policing). Catherine acted for the Australian Olympic Committee in a legal capacity in the lead up to the Sydney 2000 Olympic Games.

IAN K. PARTILLA

Head of Global Revenue, VP, GumGum Sports



Ian K. Partilla started his career in 1998 at the ESPN X Games in San Francisco, CA and was working the vert ramp when Tony Hawk did his famous 900. He then joined Disney and ESPN Media Networks where his primary focus was the emerging sports streaming business. He played a key sales role in the transition of ESPN Broadband to ESPN360, ESPN3, and to the ESPN App. In 2011, ESPN asked him to return to X Games fulltime and to help launch the global expansion of the X Games property. The team created 6 events around the globe with events staged in the Barcelona and Munich Olympic parks, as well as in Foz Do Iguacu, Brazil, Tignes, France, LA and Aspen. In 2013, Ian joined NBC Sports Ventures as the Vice President, Partnerships for Dew Tour, RedBull Signature Series, and Spartan Race. In 2015, Ian moved into a new role as the Vice President, Sponsorship Strategy and worked on NBC's Golf Channel vertical. Ian joined GumGum Sports as the Head of Revenue, Vice President in February 2018. GumGum Sports is an Artificial Intelligence company that leverages computer vision technology to help brands, agencies and rights holders identify the full media value of sports sponsorships. By analyzing live TV broadcasts, social media and digital streaming, GumGum Sports provides accurate, timely, and comprehensive media valuations. As the Head of Global Revenue, Ian brings over 20 years of experience in sports marketing, TV Broadcast, and Sponsorship sales to the GumGum Sports team.

BEN PARSONS

Founder, Ministry of Sport and Iconoclastic Entertainment



Ben has worked in the media, sport and entertainment industries for over 20 years. With comprehensive and in-depth experience across entertainment media content, Ben has worked across every media platform including Television, Radio, Digital, On-line, Social and Mobile. He has negotiated numerous television affiliation agreements and broadcast rights deals with touch points into all our favourite entertainment products; sport, music and events. Having held senior leadership roles, working across both the commercial and content areas, Ben decided to create his own entertainment management company specialising in the creation and commercialisation of people and events. Ministry of Sport has a strong focus on sporting industry news and events, creating, commercialising and executing unique and memorable events solutions to connect with audience.

OLIVIER PASCAL

International Development Director, Hurricane Group



Olivier Pascal is Director of International Development for Hurricane Action Sports Group. Olivier is passionate and has practiced action sports since he was a kid. After a business school, in 2001 Olivier joined Hurricane's team, made at this time of only four employees (nowadays about 50 collaborators in Montpellier's HQ and Chinese office). Olivier participated to the development of the FISE and the company by launching first the FISE National Series in France and later the FISE World and the FISE European Series. He is also in charge of sporting bodies relationships, private global partners and Hurricane Parks – the riding facilities branch of Hurricane Group.

SPEAKER PROFILES

JAMES PATERSON

Principal, MI Associates



James joined MI Associates in June 2017 as a Principal. He has more than 22 years major events strategy consulting experience with an emphasis on the critical issues of; event feasibility; pre-bid due diligence; economic impact analysis; host city brand maximisation, major event bidding, event contracts, post-event evaluation and maximising ROI. Prior to this, James was Director of Nielsen's Government, Tourism and Events division for five years, which focused on providing specialised consulting services particularly in the areas of measuring the economic, global media and community impact of major events around the globe. Here James consulted to most of the region's major events companies and tourism bodies, as well as numerous rights holders like the NRL, Rugby Australia and a number of other Australian and New Zealand national sporting organisations. Previously, James was Head of Strategy, Insights and Legal at Destination NSW for five years. Here he was instrumental in establishing the first NSW Master Events Calendar, create and secure a multitude of major events for NSW including Sydney's most successful major event, Vivid Sydney.

FABIO PIGOZZI

President, International Federation of Sports Medicine (FIMS)



Fabio Pigozzi is the Rector of the State Sports University of Rome "Foro Italico" where he is also Professor of Internal Medicine and Chairman of the Sports Medicine Unit; besides he is Scientific Director of the FIFA Medical Center of Excellence of Rome. A graduate of Medical Sciences at the Rome University "La Sapienza" with specialisation in Cardiology and Sports Medicine, Honorary Doctor in Sport Science at the Aristotle University of Thessaloniki, Greece and Doctor "Honoris Causa" in Health Sciences at the Catholic University San Antonio of Murcia, Spain, Prof. Pigozzi also hold a number of positions in sport administration. These include: President of the International Federation of Sports Medicine; Member of the Foundation Board and of the Health, Medical and Research Committee of the World Anti-Doping Agency-WADA; Member of the Medical Commission- Medical and Scientific Group of the International Olympic Committee; Member of the Medical Commission of the Association of the National Olympic Committees-ACNO. He contributed to several topics in Sport Medicine and Sport Science, particularly on cardiovascular response to physical exercise and training, physical medicine and rehabilitation, nutrition and antidoping. Author of about 200 scientific publications.

JAMES PEARCE

Sports Broadcaster, BBC



James Pearce is a sports presenter for BBC TV News, both domestically in the UK and internationally on BBC World. Previously he spent 20 years working as a Sports Correspondent for the BBC, and for much of that time he was also the BBC's Olympics Correspondent. He led the BBC News coverage of London 2012 all the way from the start of the bid in 2001 until the Olympic and Paralympic Games in 2012.

YANNIS P. PITSILADIS

(BSc., MMEDSci., PhD, FACSM)



Member of the IOC Medical and Scientific Commission; Professor of Sport & Exercise Science, University of Brighton

Professor Yannis Pitsiladis has an established history of research into the importance of lifestyle and genetics for human health and performance. Following 15 years at the University of Glasgow, Scotland where he created the largest known DNA biobank from world-class athletes, he was appointed (in 2013) Professor of Sport and Exercise Science at the University of Brighton. Current research priority is the application of "omics" (i.e. genomics and transcriptomics) to the detection of drugs in sport with particular reference to recombinant human erythropoietin (rHuEpo), blood doping and testosterone. His most recent research is funded by the World Anti-Doping Agency (WADA), he is currently a member of the International Olympic Committee (IOC) Medical and Scientific Commission, a member of the Executive Committee and Chair of the Scientific Commission of the International Sports Medicine Federation (FIMS), has sat on two WADA committees and is a Fellow of the American College of Sports Medicine (ACSM). He has published over 170 peer-reviewed papers, written and edited a number of books and has featured in numerous research documentaries (e.g. ESPN, BBC, NHK Japan, CNBC) and popular books (e.g. Bounce, The Sports Gene).

PHILIP POPE

General Manager, Communications, Queensland Rugby Union



Philip Pope served as the Head of Communications at the British Olympic Association with responsibility for the embryonic London 2012 Olympic Bid project PR campaign between 2001-2003. He represented the British National Olympic Committee's interests in the integrated London Bid Communications team – headed by Mike Lee – in advance of the IOC's 117th Session in Singapore in 2005, which Philip attended and which awarded the 2012 Olympic Games to London. Philip was the Chief Press Attaché to the Great Britain Olympic Team at the 2002 Salt Lake Winter Olympic Games and the 2004 Athens Olympic Games. From late 2005-2013, Philip was the Public Affairs Manager at Cricket Australia, including serving as the Australian Cricket Team Media Manager when Australia won the International Cricket Council's Cricket World Cup in Barbados in 2007. Since July 2013, Philip has been the General Manager, Communications at the Queensland Rugby Union, a body representing all of Rugby Union in Queensland and owns the 'Queensland Reds' team which competes in the Super Rugby competition against provincial Rugby Union teams from four separate continents. Philip was previously a staff reporter at the Daily Mirror newspaper in London.

SIR CRAIG REEDIE, CBE

President, World Anti-Doping Agency (WADA)



Sir Craig Reddie was elected as WADA's third President in November 2013, representing the sport movement. His three-year term began on January 1, 2014. He was re-elected in November 2016 for a further three-year term ending on 31 December 2019. He has been involved with WADA since the beginning, having served as Chairman of the Finance and Administration Committee since the agency's formation in 1999 and having been a member of WADA's Executive Committee and Foundation Boards. A former President of the Scottish Badminton Union and the International Badminton Federation, Sir Craig was responsible for the admission of his sport to the Olympic Programme in 1985. In 1992 he became Chairman of the British Olympic Association and led the organisation through the Olympic Games of Atlanta, Sydney and Athens, and the Olympic Winter Games of Lillehammer, Nagano and Salt Lake City. He was a leading member of the London 2012 Bid Team which won the right to host the Olympic Games in London. He became a member of the International Olympic Committee in 1994 and has served on many IOC Commissions including the Evaluation Commissions of 2001 and 2009, the Co-ordination Commissions for the Games in Athens and Beijing, the Marketing Commission, the Programme Commission and the Ethics Commission. He was elected as a member of the IOC Executive Board in October 2009 and was a Vice President from July 2012 to August 2016. He was Chair of the IOC Evaluation Commission for the 2020 Olympic Games.

MATTHIEU REEB

Secretary General, Court of Arbitration for Sport (CAS)



Matthieu Reeb (1969) is an attorney at law from Neuchâtel/Switzerland. He joined the Court of Arbitration for Sport (CAS) in September 1995 where he exercised the function of Counsel to CAS. He was appointed as CAS Secretary General in 2000. In this position, he is responsible for the management of the Court (currently 34 employees, 400 arbitrators, 60 mediators), the public relations, the monitoring of the arbitration and mediation procedures (average of 600 cases per year) and for the organisation of the CAS ad hoc Divisions (established during the Olympic Games and other major sports events). In 1998, Matthieu Reeb edited the first "Digest of CAS Awards" (Staempfli Editions), which in 1999 won the René Cassin Prize, awarded by the Académie française des Sciences Morales et Politiques. He edited additional CAS Digests in 2001 and in 2004 (Kluwer Law Editions) and in 2015 the Commentary of the Code of the Court of Arbitration for Sport, with Despina Mavromati (Wolters Kluwer Editions). He is also the author of several articles related to the CAS and its case law. Until 1995, Matthieu Reeb practiced athletics and rugby at national level.

ANDREW REID

General Manager, TEG Analytics & TEG Insights



Andrew Reid is General Manager of TEG Analytics & TEG Insights. TEG, which also incorporates businesses such as Ticketek, TEG Live and TEG Dainty, is Australia's leading ticketing, live entertainment, and data analytics business, owning and operating one of the largest addressable data bases in Australia at almost 14m members. Prior to TEG, Andrew was Head of Data and Digital Investments for the Dentsu Aegis Group, and before this, Managing Director of Komli Media and Managing Director of Nielsen Online. Andrew has also held data analyst roles with the Commonwealth Bank and News Corp.

SPEAKER PROFILES

FRANCESCO RICCI BITTI

President, Association of Summer Olympic International Federations (ASOIF)



Francesco Ricci Bitti has been President of ASOIF since 2013, serving on its Board since 2001. He has been a senior executive and board member of several leading multi-national information and communication technology companies. On the sports administration side, Francesco served as member of the International Olympic Committee (IOC) between 2006 and 2012 as well as Executive Board member of the Italian National Olympic Committee (CONI). President of the International Tennis Federation (ITF) between 1999 and 2015, he remains ITF Honorary Life President. Currently, Francesco is a member of the IOC Coordination Commissions for Tokyo 2020 and Paris 2024, member of the World Anti-Doping Agency (WADA) Executive Committee and Foundation Board and member of SportAccord. He is also board member of the International Testing Agency (ITA). Francesco Ricci Bitti also held the position of President of SportAccord between 2015 and 2018. He is a recipient of numerous awards, including the Olympic Order Award and the Order of Merit of the Italian Republic.

PAULA ROBINSON

Partner, MinterEllison



Paula is one of Australia's most highly credentialed and regarded sports lawyers, particularly in relation to her work on major events, and she was recently named 2017 Australian Sports and Entertainment Lawyer of the Year. Paula was responsible for her firm's delivery of the entire legal and brand protection functions for the Gold Coast 2018 Commonwealth Games and she also led her firm's delivery of the legal and brand protection functions for the Sydney 2018 Invictus Games. Whilst Paula has advised on almost every imaginable aspect of delivering major sporting events, her speciality is commercial contracting and rights commercialisation. In the past few years alone, Paula has advised on 15+ domestic and international broadcasting rights agreements (including the largest broadcasting rights deal in Commonwealth Games history), 85+ sponsorship agreements, 40+ domestic and international ticketing agent agreements, 50+ venue use agreements, 30+ venue overlay construction agreements, and much more! Paula also has extensive experience in brand and rights protection. In her work for the Commonwealth Games she was responsible for the management of 30+ domestic and international trade mark applications and the global protection of 76 other protected images and references. Her team has actioned over 1000 sport/event-related brand and rights infringements including unauthorised use of IP, ambush marketing, ticket touting and sale of counterfeit goods.

NEIL ROBINSON

Managing Director – Digital, News Corp Australia



Neil Robinson is managing director of digital solutions for News Corp Australia, a role he assumed in March 2018. Neil is responsible for News Corp Australia's evolving digital advertising proposition and leads the programmatic division along with its data targeting service, News Connect. He is also responsible for commercial content capability as well as advancing digital partnerships and driving the local performance and operations of Unruly and Storyful. Neil previously worked as chief revenue officer with digital marketing technology business Rokt in New York, before returning to Sydney in July 2018. Neil has spent over 15 years working for News Corp Australia including a previous role of director - digital strategy and sales where he was responsible for ensuring News Corp Australia continued to evolve and innovate digital sales products to drive increased advertising share within Australia. Neil is a highly experienced and versatile sales lead with proven history of delivering exceptional results in revenue generation, share gain, new business acquisition, employee engagement and customer advocacy. He has over 20 years of leading global publisher sales management experience in the UK, Australia, Northern America and Singapore.

MATT ROGAN

Chairman, Two Circles



Matt co-founded Two Circles, the data-driven sports marketing agency, in London in 2011. Using a technology-driven, service-led offering, Two Circles helps its clients improve customer experience, increase revenue and enhance their partner proposition. The business today employs just under 200 people across four offices worldwide – and works with over 100 sports rights-holders including the NFL, Premier League and UEFA. Matt is now Chairman of Two Circles, supporting and challenging its talented management team to realise the potential of a business which has now twice been voted Agency of the Year at the Sport Industry Awards and in 2019 is nominated for the same award for the sixth year in succession. Two Circles operations in Europe have grown quickly through its Bern Headquarters, supporting international federations, leagues and teams in navigating the challenges of a swiftly changing media and marketing environment to achieve their growth objectives. A Cambridge University graduate, Matt's career began within a Bain/McKinsey spinout strategy consultancy. He served as European Marketing Manager for the NBA, where he ran the European Sponsorship team for music and entertainment network MTV. Before co-founding Two Circles, Matt led sport-inspired learning and development consultancy Lane4 as Group Board Director, responsible for group revenue and incubating spin out businesses. Matt is a regular speaker around the evolution of the business of sport, as well as the challenges of leading and managing high-growth businesses.



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SPEAKER PROFILES

IAIN ROY

**Managing Director, Royglo Pty Ltd;
Founding Head of Integrity, Cricket
Australia**



Iain Roy is a recognised Australian sports integrity expert, most recently as the founding Head of Integrity at Cricket Australia and as an appointed member of the Gambling and Integrity Panel of the Australian esports industry association, the Esports Games Association Australia Limited. He blends a unique combination of executive level legal, sports integrity and operational expertise obtained working in first class Australian and global law firms in Australia, Japan and the UK and in major sport and event organisations and venues. Prior to joining CA, Iain ran the highly successful Rugby Sevens event at the Melbourne Commonwealth Games in 2006. Iain now heads up his own private consulting business Royglo Pty Ltd, through which he has conducted reviews of integrity, governance and crisis management arrangements for clients including Richmond Football Club, Racing Victoria Limited, Basketball Australia, Sport Australia and Vicsport. A key responsibility as CA's Head of Integrity was to oversee the anti-corruption and sports betting function for cricket in Australia. In that capacity he sanctioned a number of players for betting on cricket, monitored the substantial growth in betting on Australian cricket and oversaw CA's extensive wagering service provider partnerships. Iain's other notable achievements while at CA included personally investigating the "Sandpapergate" ball tampering issue in South Africa in March 2018 and acting on CA's Critical Incident Management Team established in response to Phillip Hughes' injury and subsequent death.

SUSANNE SCHÖDEL

**Secretary General, World Air Sports
Federation (FAI)**



Susanne Schödel joined the FAI, the World Air Sports Federation, as Secretary General in early 2014. Since obtaining her glider pilot's licence at the age of 25, she has perfected her skills to reach the top level in her sport; twice Women's World Champion in Gliding she is also current World Record holder. She has also held a licence for powered planes since 1998. In addition to her activities in air sports, Susanne held several positions in non-profit making organisations, gaining wide-ranging knowledge of administrative matters and extensive experience in work with volunteers. Moreover, she has deep insight into politics and the public sector, having worked for several years for example at the Ministry of Social Affairs in Hessen, Germany. FAI governs all air sports around the world, from Drone Racing to Indoor Skydiving, from Hot Air Ballooning to Paragliding: the sky is the stadium. As with all ways of flying, the safety of the spectators, passengers and pilots is at the focus of FAI's activities.

ANDREW RYAN

**Executive Director, Association
of Summer Olympic International
Federations (ASOIF)**



Andrew Ryan became the Executive Director of ASOIF, the umbrella organisation for the International Federations governing sports on the Summer Olympic Games programme, in 2006. Previously, he was Chief Operating Officer of the International Badminton Federation (BWF). He is currently a member of the IOC Olympic Programme Commission and the Coordination Commissions for the Dakar 2022 Youth Olympic Games and the Paris 2024 Olympic Games. Andrew also served on the 2024 and 2028 Olympic Games Evaluation Commissions and was a member of the Coordination Commission for the 2018 Commonwealth Games in Gold Coast, Australia. He lives with his wife and son near Lausanne, Switzerland.

CRAIG SHERIDAN APM

Founder, Sheridan Consulting Group



Craig Sheridan APM is the founder of Sheridan Consulting Group, a Risk and Security Management firm that helps organisations seeking review and direction on their security and risk position. Sheridan Consulting Group guides and supports businesses and major events to build a strong and resilient security culture within their operating environment. Prior to establishing Sheridan Consulting Group, Craig served as a Commissioned Officer in the NSW Police Force, as Commander, State Planning Unit, Major Events and Incidents Group, a career spanning 29 years. Craig was awarded the prestigious Australian Police Medal in the Queen's birthday honours list for distinguished service by a member of an Australian Police Force. Craig looks forward to joining everyone at SportAccord 2019 on the Gold Coast and discussing "Major event fan safety in arenas, cities, fan zones – what cities and event organisers are doing to protect their fans and their reputation".

DAVID SIMON

**Senior Advisor,
Los Angeles Sports Council**



As President of the Los Angeles Sports Council, David Simon has played a significant role in virtually every major sporting event that has been brought to the Los Angeles area in the last 25 years. Under his leadership the Sports Council has been the area's driving force behind successful bids for events which have generated more than \$1 billion in economic impact for the L.A. region, including the Super Bowl, the Breeders' Cup, the Finals of the FIFA World Cup and Women's World Cup, World Championships or World Cups in several Olympic sports, and many others. In lists published in the Los Angeles Times and Los Angeles Business Journal he has been recognised as one of L.A.'s most influential sports executives. The Olympics have played a significant part in Mr. Simon's career. For the 1984 Olympic Games he served under Peter Ueberroth as Vice President of the Los Angeles Olympic Organising Committee. He has attended 13 Olympic Games (8 summer, 5 winter). His current affiliations include serving in a volunteer capacity as President of the Southern California Committee for the Olympic Games, Vice President of the World Union of Olympic Cities, Chairman of USA Badminton and as the U.S. representative to the Badminton World Federation. He also is a past Chair of the International Relations Committee for the United States Olympic Committee.

WAYNE SMITH

**Chief Olympic Correspondent, The
Australian**



Wayne Smith is one of Australia's most respected sporting journalists. Since starting out on the Brisbane Telegraph in 1971, he has covered the past eight Olympic Games and 10 Commonwealth Games. At each Games he has reported on Australia's most successful Games sport, swimming, as a member of the News Corporation team. He is widely-travelled and has covered sports on every continent, save for Antarctica. His other primary sports are rugby union and cricket. His coverage of rugby spans from the State of Emergency tour by the South African Springboks in 1971 through to the gold medal win by the Australian women's seven team in Rio de Janeiro in 2016 and beyond. He covered the inaugural Rugby World Cup in 1987 before becoming assistant editor of The Courier-Mail in 1993. He acted as a writer-at-large for the next decade but continued his work covering the Games in Atlanta and Sydney. In 2003, he was recruited by The Australian as a feature writer but was put on "temporary assignment" as rugby writer for the World Cup that year. Sixteen years later, he is still in the "temporary" job, though having broadened his role to cover cricket. He has covered Australian cricket tours of the West Indies and the 2013 Ashes campaign in England. More recently, it was his column recommending a Brisbane bid for the Olympic Games that triggered the feasibility studies to determine if it was possible. All indications are that a south-east Queensland Olympics are, indeed, very possible.

STEPHEN SMITH

CEO & Founder, Kitman Labs



Stephen founded sports technology company Kitman Labs in 2012 with the vision to fundamentally change how sports organisations use data to create sustainable on-field success and athlete health and build strong off-field alignment. Today, Kitman Labs helps over 150 teams globally increase performance and reduce injuries. Prior to founding Kitman Labs, Stephen was Senior Injury Rehabilitation and Conditioning Coach with the Leinster Rugby Club in Ireland for seven years. Stephen's master's thesis investigated the analysis of combined risk factors as predictors of athletic injury, which served as the foundation for Kitman Labs. His areas of expertise include injury prevention and rehabilitation and he has a strong interest in the use of technology and emerging trends in sport science to further enhance athletic and human resilience. Stephen speaks all over the world discussing innovations in analytics to quantify performance factors and injury risk and best practices for aligning organisations around a shared vision for managing and optimising athletes.

CHRISTIAN STAMMEL

**Founder and CEO, Wearable
Technologies (WT)**



Christian Stammel is the founder and CEO of the – first of its kind – innovation and business development platform for Wearable Technologies (WT). As serial entrepreneur, Christian founded his first two companies during university. Since the mid-90s he has founded more than 10 companies in the fields of geo data, navigation, internet, open innovation and technology consulting with a proven success record. Currently he operates as CEO of Wearable Technologies AG. He is a frequent keynote speaker on topics like IoT and beyond. His work cultivates multinationals and entrepreneurs alike to connect with forward thinkers, investors and most influential people within disruptive and converging industries. He developed the renowned open innovation platform, Innovation World Cup Series, through which he and his team support hundreds of companies every year. A well-known supporter of companies of all sizes, his brainchild Wearable Technologies is a business accelerator for the entire WT ecosystem. Mr. Stammel is as keen to technology as he is passionate about surfing and snowboarding – always riding the biggest waves first.

SPEAKER PROFILES

LASZLO SZAKADATI

Head of Client Services,
Swiss Timing Ltd.



Laszlo was a National Team swimmer with Romania, multiple champion, record holder and then a first division water polo player for several years. Graduated the University of Physical Education and Sports of Bucharest in 1984. He joined as a swim coach the Hungarian team of Bekescsabai Elore Spartacus in 1989. Within a year he became National Team Director of the Hungarian Swimming Association and a year later was hired by the Hungarian Water Polo Federation as General Secretary, holding this position until 1999. In parallel was a regular collaborator at the Hungarian Television's (MTV) Sports Department, as editor, commentator and international relations manager. In 1999 he joined the ranks of the European Swimming Federation (LEN), first as Office Manager and then becoming the Executive Director, a position held for a period of over ten years. Presently Head of Client Services at Swiss Timing, a technology company of the Swatch Group and consequently a close partner of brands such as Blancpain, Omega, Longines or Tissot at all major sporting events around the globe.

STEPHEN TOWNLEY

Solicitor, FCI Arb, CAS and JAMS
Neutral, Active Rights Management
Limited



Stephen Townley has a unique understanding of the economic and legal models that create and deliver value to sport and the importance of IP. His legal firm Townleys was well known to the federations. Stephen is a lawyer, businessman and strategic adviser. Having trained as a litigator, he takes a rounded view to conflict resolution and to understanding what causes deals to go awry. Since 2010, he has undertaken a series of international assignments in Asia, the Middle East and North America managing specialist teams in cross border disputes and applying legal, investigatory, forensic accounting, financial services, PR, business and technology skills in situations of conflict and litigation. More recently Stephen has been developing new technologies to identify and resolve conflict in sport through ARM's Dispute Avoidance, Resolution Management (DSARM) brand. Stephen has a long association with global events and International Sports Federations, going back to 1981. Stephen founded LawAccord in 2003 as a platform to share knowledge between the legal and sports communities.

GEAROID TOWEY

Founder, Crossing the Line Sport;
Managing Director, The Athlete
Advantage



Born in County Cork, Ireland, Gearoid was a member of the Irish Olympic Team Sydney 2000, Athens 2004 and Beijing 2008. He is a former World Champion in the Lightweight Pair and bronze medallist in the Lightweight 4-, 2x and 4x. He also won the gold medal in the U23 World Championships lightweight single in 1996 and the Australian Championship in 2001. He has world championship medals from all rowing disciplines. In 2008, he retired from competition at the Beijing Olympics and became passionate about assisting athletes with mental health and post-sport transition issues after experiencing some negative effects himself. On witnessing widespread depression and other mental health related issues in the sporting community due to transition to life after sport, Gearoid focused on helping athletes from all sports to prepare for life after their sporting careers. In 2015, Gearoid started Crossing the Line Sport, a charity where athletes can share their stories and receive expert advice and information on mental health, wellbeing and transitioning to the next stage of their career. CTL delivers webinars, workshops, seminars and longer-term programs to individuals and teams, to empower athletes to become more self-aware, resilient and well-balanced, and to transition successfully to life after sport. Gearoid has also worked with the Football Federation of Australia as a Player Development Manager, specifically with Western Sydney Wanderers FC, and with the New South Wales Institute of Sport, working with cycling, rowing and winter olympians.

JÖRN VERLEGER

Secretary General, The International
Fistball Association (IFA)



Jörn Verleger was elected IFA Secretary General in 2015. The International Fistball Association (IFA) is the global sports association for fistball, comprised by 59 national federations, founded in 1960 and member of AIMS, IWGA and GAISF. In his professional life he is running the Grünwalder Freizeitpark GmbH as CEO, which is a multi sports venue nearby Munich (Germany). As Sports Manager he has been administrating and serving international sport events and sporting networks since more than 15 years, including the FIFA Womens' World Cup 2011 in the City of Dresden, the FIDE Chess Olympiad Dresden 2008 and several ITTF World Table Tennis Championships (2006, 2012, 2017). He is a chair of the IWGA Anti-Doping Panel (International World Games Association) and engaged as Anti-Doping-Officer for WFDF, the World Flying Disc Federation and World Minigolf Sport Federation (WMF) respectively. He serves as a member of the Parasport Commissions of WSF (World Squash Federation) and WFDF. On the national level he has been working for the German Sports Youth (dsj), the German Sports Confederation (DSB) and the Bidding Committee for the Olympic Games Leipzig 2012. He holds a Master degree (Executive Master of Sports Organisation Management, University Claude Bernard Lyon/France) and has completed his studies of jurisprudence with first and second state examination at the University of Erlangen-Nuremberg (Germany).

ROSS WENZEL

Partner, Kellerhals Carrard



Ross Wenzel is a Partner of Kellerhals Carrard. His practice is exclusively dedicated to sports law, with a focus on doping and football-related disputes. He is one of the most active advocates before the Court of Arbitration for Sport (CAS) where he has successfully represented WADA, International Federations, National Anti-Doping Organisations and football clubs. In particular, he has acted as lead counsel in hundreds of doping-related disputes before CAS. He also advises a number of sports organisations with respect to their commercial programmes and governance issues.

PAUL YEOMANS

Founder & Managing Director, PMY
Group (PMY)



Paul is the founder and Managing Director of PMY Group (PMY), an independent technology strategy, investment and management company with high profile clients in Australia, New Zealand, Hong Kong, Macau, the United States of America, United Kingdom, Ireland and Cyprus. As Managing Director, Paul leads the company's global expansion and investment agenda, and is the driving force behind many venue and precinct technology strategies being delivered around the world. Some of PMY's major project achievements have been delivered for the following clients: Sydney Cricket and Sports Ground Trust, the Australian Turf Club, Galaxy Entertainment, Etihad Stadium, Optus Stadium, Croke Park, Melco Resorts, and the English and Wales Cricket Board.

JENNAH WOOTTEN

General Manager of Partnerships &
Communications, Sport NZ



Jenna Wootten is the General Manager of Partnerships & Communications at Sport NZ. She joined the organisation in June 2018 and leads teams responsible for managing relationships with the organisation's investment partners. This includes improving their organisational capability in response to recent athlete welfare reviews, together with marketing, digital, communications and commercial, and working with national sporting organisations to secure major events and deliver new high-performance facilities. She is also leading Sport's NZ approach to Diversity and Inclusion including the organisation's response to the Women and Girls in Sport and Active Recreation Strategy launched in October 2018. Ms Wootten was previously Chief Executive of the hugely successful World Masters Games 2017 – a major event involving more than 28,000 participants from over 100 countries, competing across 28 sports that exceeded all KPIs and generated a surplus of \$831,000 which has now been returned to amateur sport. Her earlier roles include General Manager – Destination at ATEED, leading a team of more than 40 responsible for major events, business events and tourism. This followed success in senior roles in major events at ATEED, Auckland City Council and North Shore City Council.

ANDREAS ZAGKLIS

Secretary General, FIBA



A Greek national, Andreas Zagklis, 38, joined FIBA in 2016 as Legal Director after having acted for nine years as its external legal advisor. He received his under- and post-graduate degrees from the Law School of the University of Athens while he spent two semesters as visiting student at the Universities of Salamanca (Spain) and Western Ontario (Canada) respectively. He also completed the postgraduate programme on Olympic Studies at the International Olympic Academy. Most recently, he attended the Leadership in Corporate Counsel programme at the Harvard Law School (USA). In his professional career, Mr Zagklis advised basketball players, coaches and clubs and acted as assistant to the Court of Arbitration for Sport in three Olympic Games (2004, 2006, 2008). He practiced next to the pioneer sports lawyers Pantelis Dedes (Greece, 2004-2008) and Dirk-Reiner Martens (Germany, 2008-2016), before his appointment to head the FIBA Legal Department. He was instrumental in the growth of the Basketball Arbitral Tribunal (BAT), supervising more than 1,000 basketball-related cases, as well as in the governance changes adopted by the extraordinary FIBA Congress in 2014. He has published numerous scientific articles in the areas of good governance, dispute resolution and commercial rights in sports. He also frequently lectures on management of sporting events and sports law at the Universities of Neuchâtel and Zurich in Switzerland. Mr Zagklis was a basketball player, coach and administrator in Greece. He speaks five languages: English, Spanish, German, French and Greek. Mr Zagklis is married and has two children.

EXHIBITORS



STAND 1

IDG SPORTS

With its unique advantages in marketing and media publishing, and its resources in sports, education and tourism, IDG Sports cooperates with General Administration of Sport of China to co-produce the China Sports Culture Expo and China Sports Tourism Expo (short for CSCTE), which will be held in Guangzhou during 2018-2022. China Sports Culture Expo is the only expo hosted by the General Administration of Sport of China. Scheduled for November 28 to 30 2019 in Guangzhou, CSCTE is a global, professional, market-oriented, high-end platform focusing sports, culture and tourism, from the international perspective at national strategic level, featuring 46k sqm exhibitions, 400+ brands, 10+ forums, 100+ speakers, 160K visits, 600+ media, 2000+ media coverage.



STAND 2

RUSSIAN BOXING FEDERATION

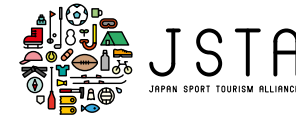
Today Yekaterinburg is rightfully considered the capital of boxing and martial arts. The city regularly hosts a lot of boxing events with world stars organised by RCC Boxing Promotions and martial arts tournaments with amateurs and professional fighters. Last year the World Boxing Super Series was held in Yekaterinburg. And in the coming months two grand international events will take place in this city – the Global Boxing Forum which will bring together four major boxing organisations: WBA, WBO, WBC and IBF and the AIBA World Boxing Championship. Upcoming events are being held with the support of the Russian Boxing Federation, the Governor of the Sverdlovsk Region and the RCC Boxing Promotions.



STAND 3

INTERNATIONAL JUMP ROPE UNION (IJRU)

The International Jump Rope Union (IJRU) is the international governing body for the sport of jump rope/rope skipping. Formed in 2018 through a union between World Jump Rope Federation (WJRF) and the International Rope Skipping Federation (FISAC-IRSF), we are working to spread the sport of jump rope around the world. Jump rope is an exciting and dynamic sport that requires agility, strength, speed, and flexibility. Athletes compete individually and in teams in a series of speed and freestyle events. In 2020 we will be holding our first World Championship and can't wait to showcase our sport.



STAND 4

JAPAN SPORT TOURISM ALLIANCE (JSTA)

The Japan Sport Tourism Alliance (JSTA) was launched in April 2012 as a general incorporated association. In keeping with the Basic Policy to Promote Sports Tourism (Basic Policy) announced by the Japan Tourism Agency in June of 2011, JSTA advances an activity platform structured to promote all-Japan level sports tourism as the hub of efforts to achieve energetic undertakings in the athletic and sightseeing fields over the years to come. The primary JSTA mission is to supply its networks and know-how for wide-ranging support of initiatives by entities involved in sports tourism, as well as working level managers at local public entities, aimed at tourism-fueled community development, the submission of bids and the holding of tournaments and training camps, commercialisation of travel package products and other endeavors.

Please visit Stand #4 and 5 for further information.



STAND 8

CANADIAN SPORT TOURISM ALLIANCE (CSTA)

The Canadian Sport Tourism Alliance is a non-governmental, member-based, capacity building organisation that promotes sport tourism as a grassroots economic development initiative at the community level. The CSTA services over 500 members across Canada, including 150 municipalities, 300 national and provincial sport, multi-sport and major games organisations and a variety of other sport and tourism industry partners. Sport tourism is the fastest growing segment of the tourism industry in Canada with approximately \$6.8 billion in annual spending by domestic and international visitors.

BRONZE PARTNER



STAND 9

DB SCHENKER

Growing and global: DB Schenker has extensive service expertise as an integrated logistics services provider. Expert teams connect the modules of the entire service range to form complex value chains.

DB Schenker supports industry and trade in the global exchange of goods: in land transport, worldwide air and ocean freight, contract logistics and supply chain management. Roughly 68,000 employees at some 2,000 locations around the globe generated revenues totalling EUR 15.128 billion in 2016.

As a specialist in European land transport, DB Schenker connects all of the important economic regions in over forty European countries via a dense network of regular scheduled services. The company also specialises in global air and ocean freight solutions as well as all related logistics services. Integrated logistics centres at the world's most important intersections where flows of goods converge create an effective link between all carriers and enable a wide range of value-added services. DB Schenker holds top positions in automotive, high-tech, consumer goods, trade fair forwarding, special transports and services for major sporting events.

DELIVERY PARTNER

EXHIBITORS



STAND 10

INTERNATIONAL WUSHU FEDERATION (IWUF)

The International Wushu Federation (IWUF), which was established on October 3rd, 1990, is the international federation (IF) which governs wushu in all its forms worldwide. Currently, the IWUF has 152 members, across 5 continental federations worldwide. The IWUF is recognised by the International Olympic Committee (IOC), and is also a member of both ARISF and GAISF.

The IWUF is devoted to the spread and development of wushu throughout the world, to enrich people's lives by making them healthier, both mentally and physically, and to promote friendship and understanding between all people worldwide through the spirit of sport.



STAND 12

INTERNATIONAL UNIVERSITY SPORTS FEDERATION (FISU)

The International University Sports Federation – FISU – was founded in 1949 and ever since, has been the key driver of the university sport movement worldwide. In keeping with its motto of 'Today's Stars, Tomorrow's Leaders', FISU organises world-class sports and educational events for university students, which promote the pursuit of excellence in mind and body. These include the Summer and Winter Universiades, which are the largest global multi-sports events for university athletes, as well as the World University Championships and University World Cups, which are single sport competitions. A unique bridge between sports and academics, FISU believes that sports values and practice are in perfect synergy with the university spirit.



STAND 14

BUDAPEST

Budapest is a new force among Host Cities. Among the TOP 3 European Sport Capitals (Global Sport Cities Index, GSI 2018) host of a hugely successful FINA Aquatics World Championship and the World Judo Championship in 2017 and European Capital of Sport for 2019, Budapest has taken its place on the stage among the world's greats.

Why? We are a city that has a unique passion for sport. Half a million spectators packed the venues at the FINA World Championship in 2017 and a further 400,000 flocked to the Fan Zones. We are a people with sport in our DNA.

Why? Because we are a tried and tested host. With events last year as diverse as UWW Wrestling World Championships, Formula 1, EHF Champions League Final4, FINA Men's Water Polo World League Super Final and Swimming World Cup, Budapest has the creativity and capability to stage world-class eye-catching events.

Why? Because we have a great sporting future ahead. We have venues such as the new Duna Arena Aquatics Centre built in a record time, or the new Puskás National Stadium that will host four Euro 2020 games. And we are pressing on with the development of Budapest's infrastructure as we create a modern, interconnected city at the heart of one of Europe's most stunning natural urban environments. Just this year Budapest will welcome five world championships and the inaugural World Urban Games.

Our ambitions do not rest here. The IAAF World Championships 2023 will be hosted in our brand-new athletics venue, planned for excellence and performance.

And we look forward to welcoming you too, as a visitor or fan.

GOLD PARTNER



STAND 17

RUSSIAN INTERNATIONAL OLYMPIC UNIVERSITY (RIOU)

Russian International Olympic University (RIOU) is an international centre for education and a platform for multilateral dialogue between researchers and practitioners in the field of sports and Olympic education. The University provides training in major areas of sports management preparing students to make a positive and lasting impact on the international sports industry and secure prestigious positions within sporting organisations. RIOU's courses are aligned with the current drivers and challenges of the Olympic Movement. Its flagship "Master of Sport Administration" course was ranked second best European course in the 2018 SportBusiness International Postgraduate Sports Course Rankings.



STAND 18

NEOM

NEOM is the world's most ambitious project, an entire new land, purpose-built for a new way of living. This is a visionary \$500 bn giga-project located in a stunning corner of north-west Saudi Arabia, by the Red Sea. At the heart of NEOM will be sport and physical activity – NEOM will be a global hub for sports which will unite its communities, shape its healthy lifestyle, and contribute to its innovative economy.



STAND 20

WORLD DODGEBALL FEDERATION (WDBF)

The WDBF governs the sport of dodgeball in all forms, including Indoor Dodgeball, Trampoline Dodgeball and Beach Dodgeball. Our mandate is to improve the game of Dodgeball, constantly promoting the sport globally with the principles of unifying, educational, cultural and humanitarian values while focusing particularly through children and youth development programs, and to strengthen the bonds of friendship between the National Organizations around the world.

EXHIBITORS



STAND 21

ICC T20 WORLD CUP AUSTRALIA 2020

The ICC T20 World Cup is the showpiece global event for cricket's fastest growing format. In 2020, the ICC T20 World Cup is coming to Australia, and for the first time the Women's and Men's T20 World Cups will be played as standalone events in the same year and in the same host country. Both events will be staged right across Australia, with eight Host Cities and 13 venues to host 68 matches that will bring cultures and generations together for a spectacular celebration. Both events will culminate with finals at the world's largest cricket stadium, the Melbourne Cricket Ground.



STAND 22

WORLD KHO-KHO FEDERATION

Kho-Kho is an Indian originated team game. Soon to be included in the Asian Games it is rapidly getting popular around the world.



STAND 24

NEW ZEALAND MAJOR EVENTS

New Zealand is an attractive and experienced destination for major events of global significance – well connected for ease of delivery domestically, and within its home regions of Oceania and the Asia-Pacific. The country has hosted the World Masters Games, Rugby League World Cup, Cricket World Cup and FIFA U-20 World Cup. It has also developed unique home-grown events such as the Winter Games NZ and, of course, Auckland will host the 36th America's Cup in 2021. New Zealand Major Events, Sport New Zealand, Auckland Tourism, Events and Economic Development along with other Local Government authorities and suppliers are represented at SportAccord 2019.



STAND 28

AUSTRALIAN SPORTS TECHNOLOGIES NETWORK (ASTN)

Australian Sports Technologies Network (ASTN) is Australia's governing body for the commercialisation, development and promotion of Australian-inspired sports technologies, sports data and sports digital.



STAND 30

IT'S LIVE! IN QUEENSLAND PODCAST STUDIO

In partnership with Ministry of Sport, Tourism and Events Queensland is creating a Podcast series for the leaders and influencers of world sport during SportAccord. The Podcast series will see sports leaders share their sport or organisation's story, its challenges and their vision for the future together with their experience so far at SportAccord 2019 and of its host city the Gold Coast, Queensland. Podcasts are a growing content distribution and engagement platform with some 17% of the Australian population having listened to a podcast in the last month. The Podcast series will provide another touchpoint for the promotion of sport and extend the reach of SportAccord to sports leaders and influencers globally who may have been unable to attend in 2019. The Podcasts will be available post SportAccord via www.ministryofsport.com.au.



STAND 32

GRACENOTE SPORTS

Gracenote Sports offers unique data, media, analytic and event services to the sports industry. We manage the world's largest sports database, covering over 250 sports worldwide, historical and live. Over the past 15 years, a central data platform has been developed for sports results and biographical data on tens of thousands of athletes. Gracenote Sports' clients include sports federations, national Olympic committees, event organisers, rights agencies, broadcasters, media publishers, brands and app developers.

EXHIBITORS



STAND 34

INTERNATIONAL FEDERATION OF MUAYTHAI (IFMA)

Recognised by SportAccord since 2006, The International Federation of Muaythai has 133 member countries worldwide, and five continental federations operating under a unified regulatory body.

Muaythai is a martial art originating from Thailand. Practitioners execute strikes using 8 points of contact: fists, shins, knees and elbows.

IFMA participates in the World Games, Combat Games, FISU WUC Programme, SEA Games, and holds many muaythai events including an annual World and Continental Championships. IFMA was granted provisional recognition by the IOC on December 6th 2016.

Additionally, IFMA has forged strong partnerships with organisations such as UNESCO, UNWomen and P&S, engaging in various activities and initiatives which uses the power of sport to create a positive change in the lives of our youth.

Most recently, IFMA entered a synergistic partnership with United Through Sport and plays an active role in the organisation of the Sport Festival as part of SportAccord with the aim of leaving a sport legacy behind and encouraging an active society within the local communities and youth. The Sport Festival debuted at SportAccord 2018 in Bangkok at which displaced and disadvantaged youths were given the opportunity to take part in a sport and cultural exchange.



STAND 36

INTERNATIONAL SAMBO FEDERATION (FIAS)

The International SAMBO Federation (FIAS) is a non-governmental public organisation that unites National SAMBO Federations and manages the development of SAMBO in more than 120 countries all over the world.

On the 30th of November 2018 FIAS obtained provisional recognition of the International Olympic Committee.

SAMBO, which literally translates "self-defense without weapons", is a unique synthesis of the most effective techniques of different combat sports and martial arts.

More than 30 major SAMBO competitions are held annually at the international level under the auspices of FIAS. FIAS seeks to develop all possible disciplines of SAMBO: for children and younger people, women and men, people with disabilities as well as for law enforcement agencies and special services.

FIAS is constantly implementing various projects and programs for the wide distribution of SAMBO on all the continents, its popularisation and engagement of a growing number of followers of our sport.



STAND 37

TAIPEI CITY

In 1945, Taipei was designated as a provincial municipality. Four years later, the Chinese Nationalist Government relocated to Taiwan, and Taipei became a provisional capital. From then on, its status grew more and more important. In July, 1967, Taipei became a directly-controlled municipality. Meanwhile, a plan to transform Taipei into a city of 2.5 million took shape. Population grew quickly upon Taipei's status upgrade. The city's development also started to shift eastward, and the Xinyi urban center project was formulated as a result. In 1990, Taipei's administrative districts went through another reorganisation: the 16 districts were restructured into 12. They are: Songshan, Xinyi, Daan, Zhongshan, Zhongzheng, Datong, Wanhua, Wenshan, Nangang, Neihu, Shilin, and Beitou.



STAND 40

VISIT VICTORIA

Visit Victoria is the primary tourism and events company for the State of Victoria in Australia. We inspire people to visit Melbourne and Victoria through captivating stories and amazing events. Our purpose is to ignite and challenge any imagination.



Department for International Trade

STAND 42

DEPARTMENT FOR INTERNATIONAL TRADE

The UK's Department for International Trade (DIT) has overall responsibility for promoting UK trade across the world and attracting foreign investment to our economy. We are a specialised government body with responsibility for negotiating international trade policy, supporting business, as well as delivering an outward-looking trade diplomacy strategy.



STAND 45

UK SPORT

As the UK's high performance sports agency, we are focused on how to inspire the nation. We know the power that sport has and we want to deliver inspirational sporting moments that the whole country can feel proud about and motivated by; from success at the Olympic and Paralympic games, through to staging major international sporting events. Internationally, we continue to help strengthen the global sporting community, from working with international partners to demonstrate the inspirational power of sport through development projects to our role as a founding partner of IPACS (International Partnership against Corruption in Sport).

BRONZE PARTNER

EXHIBITORS



STAND 46

WALES

Wales is recognised as a consistently outstanding destination for Major Events. In recent years Wales has hosted the 2010 Ryder Cup, Ashes Test 2009 and 2015 British Speedway Grand Prix, 11 London 2012 Olympic Football matches, Wales Rally GB since 2002, Extreme Sailing Series, ICC Champions Trophy, ICF Canoe Slalom World Cup, Rugby League World Cup 2013, IPC Athletics European Championship, The Senior Open Championships 2014 and 2017, 8 Rugby World Cup 2015 matches, UCI Velothon Wales, World Half Marathon Championships 2016, ICC Champions trophy 2017, UEFA Champions League Final 2017 and a stop-over of the Volvo Ocean Race 2017-18. This year Wales will host four matches of the ICC Cricket World Cup.



STAND 48

NITRO CIRCUS

Nitro Circus, the world's biggest action sports entertainment brand, creates electrifying live events, sport competition, and unbelievable original content that at once exhilarates, captivates and inspires thrill-seeking fans worldwide. Co-founded by global superstar Travis Pastrana in 2003, Nitro Circus has since grown into a multiplatform phenomenon producing hit television shows, critically acclaimed documentaries and innovative digital offerings. That success gave rise to the Nitro Circus live tour. Created in 2010, this has travelled the globe, playing to sold-out stadiums on five continents. The company then introduced an innovative breakthrough in 2016 with the debut of Nitro World Games, completely rebooting action sports competition in the process. With over three million tickets sold to date, television programming that has aired in over 60 countries, more than 20 million engaged fans across its social media platforms and a burgeoning consumer products business, Nitro Circus is at the forefront of action sports and entertainment. For more information visit www.nitrocircus.com and follow Nitro Circus on Instagram and Facebook.



STAND 50

EVENTSCOTLAND

Scotland has a strong track record as a world-leading host for major events. EventScotland is enhancing Scotland's international reputation by working in partnership to bid for, invest in and support events.

Securing and developing events are core strands of the National Events Strategy – Scotland, the Perfect Stage and the National Tourism Strategy – Tourism Scotland 2020. Events bring incredible value to Scotland's economy, generating jobs and attracting visitors from across the globe while also generating media, culture and social impacts.

Through the work of EventScotland and partners and alongside its annual portfolio of events; Scotland will host a number of high-profile sporting events in the coming years, including: The 2019 Solheim Cup; LEN European Short Course Swimming Championships 2019; World Men's Curling Championships 2020; UEFA EURO 2020 and The 150th Open.

Scotland's reputation as The Perfect Stage for Events was recently reaffirmed when the nation secured the biggest cycling event in history – UCI Cycling World Championships 2023.

EventScotland has won the following awards:

Silver in the 'Best Business Serving Sport' at the Sports Business Awards 2018.

'Sport Tourism Destination Marketing Award' at the European Sport Tourism Summit 2015.

@EventScotNews #perfectstage

SILVER PARTNER



STAND 54

BEIJING OLYMPIC CITY DEVELOPMENT ASSOCIATION (BODA)

Beijing Olympic City Development Association (BODA) was set up on August 6, 2009. The scope of operation of BODA: to mobilise social forces to carry forward the Olympic spirit and boost the development of Olympic movement in the city; to support the development of public welfare work relating to Olympic culture, education, sports, youth, people with disabilities and volunteer service, etc., to conduct sport related exchanges and cooperation with relevant international organisations.

SILVER PARTNER



STAND 62

MGO EVENTS

MGO, with more than 10 years experience, specialists in High Performance Sports Logistics. We are strategists, we organise and execute every action or moment of an event with rigor and precision.

To MGO, logistics and sporting events planning must be treated with the same compromise, effort and precision that distinguishes the greatest athletes on any match. Our high performance logistics services are focused on providing the optimal conditions for the success of athletes and sporting events:

- Hospitality and performance enabling
- Planning and logistics



STAND 64

EDMONTON EVENTS

Edmonton Events is a strategic partnership between the City of Edmonton and Edmonton Tourism that attracts major events to the city. Edmonton Events works closely with event rights holders to attract, enhance, and execute sport and cultural events of all kinds. Edmonton is Canada's top ranked city at number 23 in Sportcal's prestigious Global Sports Cities Index 2018.

SILVER PARTNER

EXHIBITORS



STAND 66

COMMONWEALTH GAMES FEDERATION (CGF)

The Commonwealth Games Federation (CGF) is the organisation responsible for the direction and development of the Commonwealth Games and Commonwealth Youth Games, and for delivering on the vision of the Commonwealth Sports Movement: to build peaceful, sustainable and prosperous communities through sport.

The most recent edition, the Gold Coast 2018 Commonwealth Games (4-15 April 2018) were widely praised as the "Games of Firsts" – historic first-ever medals for five Commonwealth islands and states; an equal number of medals for women and men for the first-time ever at a global multi-sport Games; and a ground-breaking Reconciliation Action Plan to acknowledge, respect and support Indigenous and Torres Strait Islander communities.

The next Commonwealth Games take place in Birmingham, England from 27 July to 7 August 2022 – 20 years after Manchester's hugely successful hosting of the 2002 Games and on the 10-year anniversary of London 2012. Birmingham 2022 will welcome 6,500 athletes and officials from 71 nations and territories in one of the youngest cities in Europe (around half of its residents are under 30); cheered on by an inclusive, welcoming and sport-loving city region that is already home to 187 nationalities from around the Commonwealth and the rest of the world.

BRONZE PARTNER



STAND 68

JU-JITSU INTERNATIONAL FEDERATION (JJIF)

Ju-Jitsu is a martial art which dates back to 16th century Japan. Ju-Jitsu stands for flexible art, which is designed to defend you with an appropriate reaction to violence. From Japan it spread all the way around the world and developed as sport, violence prevention and modern self-defence. Due to the initiative of the European Union in 1987, an international governing body, the Ju-Jitsu International Federation (JJIF) was established. JJIF is not representing a specific style of Ju-Jitsu but providing for a sportive competition. The JJIF currently contemplates three different types of competitions at world level: the Duo System (Technical competition), the Fighting System (Sportive and safe MMA) and Ne-Waza (known as Brazilian Jiu-Jitsu as well).



The World Games
2021 BIRMINGHAM, USA

STAND 69

THE WORLD GAMES 2021 BIRMINGHAM

The World Games 2021 Birmingham (TWG 2021 BHM) is the organising committee for the 11th edition of The World Games to be held in Birmingham, Alabama, USA in Summer 2021.

The Greater Birmingham Convention and Visitors Bureau (GBCVB) is the travel, tourism and convention bureau for the Greater Birmingham Metropolitan Area, in Birmingham, Alabama, USA

JAPAN SPORT
COUNCIL

STAND 70

JAPAN SPORT COUNCIL

Established in 2003, the Japan Sport Council is the national agency responsible for the development of sport in Japan. Managing the Sports Promotion Fund and Sports Promotion Lottery, the Japan Sport Council funds widely in both local community and elite performance sport. Total funding in FY 2018 amounted to approx. 30.5 billion JPY (approx. 274 million USD). The Japan Sport Council also owns and operates major sporting facilities such as the National Stadiums, National Training Center and Japan Institute of Sports Sciences. Under the leadership of the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and Japan Sports Agency, the Japan Sport Council plays a vital role in the delivery of sport policy in Japan and enhancement of sporting values in society.



STAND 72

WORLD LACROSSE

World Lacrosse is the international governing body for men's and women's lacrosse. World Lacrosse currently has 62 member nations and holds five World Championships: Men's Lacrosse World Championship; Under-19 Men's Lacrosse World Championship; Men's World Indoor Lacrosse Championship; Women's Lacrosse World Championship; and Under-19 Women's Lacrosse World Championship. Each event is held on a quadrennial basis. World Lacrosse is responsible for the governance and integrity of all forms of lacrosse and provides responsive and effective leadership to support the continued development of the sport around the globe.



STAND 73

INTERNATIONAL ROLL BALL FEDERATION (IRBF)

ROLL BALL, a fast growing sport of the century now has spread its wings throughout the world. It has received attention of various people in the sports fraternity and applauds from the people. Roll Ball has now become the heart throb of all the youth.

The main aim of International Roll Ball Federation (IRBF) is to promote this game in all countries of the world and to make this game popular among the school and college students. This event will help the students / players to interact & exchange their cultural values and views with others. It will also create a sense of unity and brotherhood between them.

The IRBF has now more than 50 countries spread across 5 continents playing this game. So come one come all, join this great sport of this new era. A game with thrill, enthusiasm, unity and sensitivity. A warm welcome to you in the Roll Ball family.

Upcoming event: International Roll Ball Federation & Roll Ball Federation is organising 5th Roll Ball World Cup 2019 at Delhi, India from 12th to 17th Nov. 2019 in the Men & Women Category. In this mega event round about 50 countries teams participation is expected.

EXHIBITORS



STAND 74

INTERNATIONAL POWERLIFTING FEDERATION (IPF)

The IPF is the governing body of the sport of powerlifting worldwide. The IPF was founded 1973 and is a member of GAISF since 1976 and IWGA since 1980, as well as the IPF is a founding member of the World Games. The IPF has 117 full members on all continents. In 2017 the FISU granted the IPF also the provisional membership and in 2022 powerlifting will host for the first time FISU Powerlifting World Championships, which is another step to be part of the University Games. Other Memberships are AIMS, WADA, Special Olympics.



STAND 76

CHUNGCHEONGBUK-DO PROVINCE

Chungcheongbuk-do Province is located in the center of the Republic of Korea and is a strategic transportation hub because of Cheongju international airport which is gateway of Asia and KTX which is a bullet train running at 300km/h. The Province is the home to Takken, a martial art embodying the long-cherished spirit of Korea and the home to the largest scale "National Training Center" where 1,150 athletes representing 35 events can train. The Province successfully hosted international sport/ martial art mega events such as World Rowing Championships in 2013 and World Martial Arts Masterships in 2016.

In particular, Chungcheongbuk-do Province is gaining attention as a center for martial arts. The Province has international organisations related to martial arts such as International Center of Martial Art (UNESCO-ICM), World Martial Arts Union (WoMAU), and World Martial Arts Mastership Committee (WMC). Also, 2019 World Martial Arts Masterships(Aug 30 ~ Sep 6), approved by the Korean government as an international event, will be held in Chungju City, Chungcheongbuk-do Province under the patronage of GAISF.

A successful hosting of the event leads to the expectation that Chungcheongbuk-do Province will position itself as a hub for world martial arts and sport. Likewise, Chungcheongbuk-do Province will endeavor to develop martial arts and sport with great passion around the world.

BRONZE PARTNER



STAND 77

KOREA SPORTS PROMOTION FOUNDATION

Ministry of Culture, Sports and Tourism and Korea Sports Promotion Foundation has organised Sports ODA (Official Development Assistance) project to promote sports development.

We provide educational opportunities to the sports talents from developing countries as below.

- (1) Administrator – Master's Degree at Seoul National University (Dream Together Master Program)
- (2) Coach – International Sports Certifications in Korea (Korea Sports & Olympic Committee)
- (3) Athlete – Joint training with the Korean National Team (Korea Sports & Olympic Committee)
- (4) Dispatching Korean Coaches – Korean coaches will come to your country for performance improvement (Korea Sports & Olympic Committee)



STAND 78

SPORTAMIX

First global sports networking platform.



STAND 80

INTERNATIONAL FEDERATION OF SPORTS CHIROPRACTIC (FICS)

FICS is an organisation of Sports Chiropractors from around the globe. FICS is an Associate member of GAISF and has working agreements with a number of International Sporting Federations to provide Sports Chiropractors on a voluntary basis at World Championship and Multi-sport events to take care of the athletes through their competition. Chiropractic is a hands-on, drug free profession focused on injury prevention and performance enhancement.

FICS is in the business of empowering athletes to achieve their optimal performance, naturally. We strongly believe that every athlete deserves equitable access to Sports Chiropractic.



STAND 81

MARSH

World-class sports events demand world-class advice. Events such as the Olympic Games, Commonwealth Games, World Championships, and the role of federations and governing bodies in sport have a complex risk profile. Marsh's Global Sports and Events Practice has experienced specialists who understand the risk management and insurance needs of this industry. With a continuing focus on risk management and the controls for safety and emergencies, effective event management is increasingly becoming a top focus for event owners and organisers. Our mission is to create and deliver integrated risk solutions that make our clients more successful. Find out more at marsh.com.

EXHIBITORS



STAND 82

INTERNATIONAL UNION OF KETTLEBELL LIFTING (IUKL)

IUKL was officially registered in 1993 and is the oldest organisation developing kettlebell sport as a separate and independent kind of sport in the international arena.

IUKL currently unites 60 national members from Europe, Asia, Oceania, Africa and America, as well as two international sports organisations.

On 2nd October 2017 the GAISF Council has decided to grant GAISF Observer Status to IUKL.

Before, on 14th August 2015 IUKL became a signatory to the World Anti-Doping Code.

From 2009 IUKL is the member of the Association For International Sport for All, TAFISA and presents kettlebell lifting on TAFISA World Games.

Today, the kettlebell lifting is an absolutely independent power cyclical sport, which is based on lifting fixed weight kettlebells maximum possible number of times in the allotted time period in a standing position.



STAND 84

SPORTS BUREAU OF MACAO SAR GOVERNMENT

Sports Bureau ("the Bureau") is a department responsible for implementation of sport policies of the Macao SAR government. It aims to instruct, encourage, assist and promote sports development; enhances partnership between the Bureau and sports federations create the necessary conditions for the development of sports.

The Bureau organises various international sports events and "Sports for All" activities regularly through collaboration with various sports federations. Meanwhile, it improves the sports venues and sport facilities, as well as provides related training and Sports Medicine Services, promotes the positive message "Let's excise for our health" actively, and to encourage residents to cultivate good habit of doing physical exercise to stay fit and healthy for the enhancement of the quality of life.

Macao 2019 calendar not only includes the Macao International Dragon Boat Races, FIVB Women's Volleyball Nations League Macao, Wushu Masters Challenge, Macao Grand Prix, Macao International Marathon and Macao International Kart Grand Prix.

The promotion of various sport events in Macao has encouraged teenagers to actively take part in sports and the city is becoming a new force in the Asian sports arena.

GOLD PARTNER



STAND 86

WORLD AIR SPORTS FEDERATION (FAI)

Founded in 1905, FAI – The World Air Sports Federation – is an IOC recognised, non-governmental and non-profit-making organisation that furthers aeronautical and astronautical activities around the world, ratifies records and coordinates international air sports competitions ranging from parachuting contests to fast-paced drone races. Its more than 100 member countries include numerous Asian nations. Air sports are booming in this region of the world, where you can enjoy some of the biggest events of 2018. The first FAI World Drone Racing Championships will take flight in Shenzhen, China, while The Red Bull Air Race, an FAI World Championship that combines speed, precision and skill and is followed by millions of fans, is touching down in Japan. Paragliding is also on the Asian Games programme for the first time, while the Federation is busy organising its flagship event – the multi-sport FAI World Air Games – due to take place in Turkey in 2022.



STAND 88

TOURISM AND EVENTS QUEENSLAND

It's Live! in Queensland. Beautiful places, amazing people and world-class experiences – Queensland is the perfect place to combine the best global events with the most incredible destinations. Stretching from Cairns and the Great Barrier Reef in the north, south to the Gold Coast, west to the Outback and everywhere in between, every corner of the state is covered. The It's Live! Events Calendar is the envy of the rest of Australia, with an event for everyone; for lovers of food and wine; festival enthusiasts; those wanting to immerse themselves in art, culture and music; sports fanatics or those looking to challenge themselves in one of Queensland's unforgettable locations. We combine the warmth for which Queensland is renowned with simply stunning destinations. In 2019, the It's Live! Events Calendar features more than 150 events from Queensland's 13 destinations and is worth more than \$800 million to the state's economy, including events such as the 2019 UCI Track World Cup, the Sunshine Coast's IRONMAN 70.3 and the Gold Coast Men's Quicksilver Pro.



STAND 90

SPORTACCORD 2020

SportAccord is delighted to be hosting the 18th edition of SportAccord in Beijing, the capital of the People's Republic of China which is set to take place from 19-24 April 2020 at the China National Convention Center. One of the six ancient cities in China, Beijing is the nation's economic, political and cultural centre. It serves as the main transportation hub for Northern China with frequent flights and an excellent infrastructure, making it easy for delegates to reach Beijing. SportAccord 2020 will promote sport development in Beijing and China at large, while furthering Beijing's exchanges and cooperation with the international sports community. In addition, SportAccord 2020 will boost the preparations for the 2022 Winter Olympics and Paralympics and contribute to the development of world sports.



STAND 91

REGIONAL SPORTACCORD PAN AMERICA

Fort Lauderdale will become centre-stage when the 'Regional SportAccord' opens its doors for the first time at its inaugural event and gathering for the Pan America region from 10-12 December 2019 at the Greater Fort Lauderdale / Broward County Convention Center. A first regional event for SportAccord, it is also the first with a particular focus on the Pan American region, as the only networking and conference event to bring the Pan American, and the Olympic and International Sport Federation community together in one location. The three-day event is attended by international sports federations and regional leaders of the sports community. Regional SportAccord is aimed at international sports federations, cities and ministries, rights holders, subject matter experts, media and industry – represented at the highest levels.

EXHIBITORS

SPORT EVENT
DENMARK

STAND 92

SPORT EVENT DENMARK

Sport Event Denmark is the national Danish sports event organisation. Established and supported by the Danish Government. Our objective is bidding for and hosting world-class sporting events in Denmark, for example World- and European Championships in different sports as well as major sports congresses. Sport Event Denmark is working in close collaboration with the Danish host cities and the national governing bodies. Today Denmark is one of the leading countries in terms of hosting world-class sporting events (in top-15 globally according to SportCal).

GOLD PARTNER

be  Berlin
Sports Metropolis

STAND 94

BERLIN

Berlin is Germany's political capital and one of the world's leading sports metropolises. Thanks to its high-quality sporting venues, such as the Olympiastadion Berlin or the Max-Schmeling-Halle and the Velodrom, Berlin hosts sports highlights of international importance again and again. In the last few years for example the UEFA Men's and Women's Champions League finals 2015, the International German Gymnastics Festival 2017, the European Athletics Championships 2018 as well as the World Para Athletics European Championships 2018. In the next few years, Berlin will again be the site of high-caliber events, e.g. the CEV Champions League Volley Super Finals 2019 and UCI Track World Championships 2020.



STAND 96

NATIONAL ASSOCIATION SPORTS COMMISSION (NASC)

National Association Sports Commission promises to deliver quality education, ample networking opportunities and exceptional event management and marketing to sports destinations, sports event owners, and vendors to the industry. As a non-profit 501(c)3 trade association for the sport tourism industry in the United States, NASC is the most essential resource for sports commissions, sports destinations, sports event owners, and industry partners.

Anaheim, Chicago, Detroit, Pittsburgh, MGM Resorts, Miami, Omaha and Reno/Tahoe have come together to represent the United States at SportAccord 2019.

 SIACI SAINT HONORE

STAND 98

SIACI SAINT HONORE

The world of sport is driven by passion and the issues around insurance and risk management need to be taken seriously and handled with care. The specialist sports team at SIACI SAINT HONORE is on hand to assist. This team has more than 500 events of expertise including 14 Olympic Games and is advising more than 35 governing bodies at the worldwide level. The team is specialised in risk management of sport events, and most particularly on the legal side of this analysis, and knows perfectly all the insurance solutions necessary to cover your activity in the world of sport. From Olympic Sports to E-Sports!



STAND 99

SAITAMA SPORT COMMISSION

We assist your sports tournament with many great facilities and our warm hospitality. Please feel free to contact us.



STAND 102

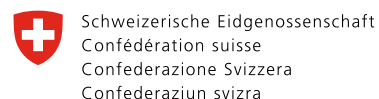
INTERNATIONAL BASKETBALL FEDERATION (FIBA)

FIBA (fiba.basketball) – the world governing body for basketball – is an independent association formed by 213 National Basketball Federations throughout the world. It is recognised as the sole competent authority in basketball by the International Olympic Committee (IOC).

For further information about FIBA visit fiba.basketball or follow FIBA on [facebook.com/fiba](https://www.facebook.com/fiba), twitter.com/fiba, [instagram.com/fiba](https://www.instagram.com/fiba) and [youtube.com/fiba](https://www.youtube.com/fiba).

BRONZE PARTNER

EXHIBITORS



Federal Office of Sport FOSPO

STAND 104A

FEDERAL OFFICE OF SPORT (FOSPO)

The Federal Office of Sport FOSPO in Magglingen promotes sport and physical exercise in Switzerland and its positive, useful and necessary role in society. It is a centre for services, education and training for Swiss sport and a sport scientific centre of excellence. Furthermore it establishes optimum conditions for sports facilities of national importance. Our key objective for participating at SportAccord is the promotion of Switzerland, which has a long tradition of, and considerable experience in, hosting major regular and one-off national and international sporting events in Switzerland.



STAND 104B

LAUSANNE

The Olympic Capital, supported by the City of Lausanne and the Canton de Vaud, is the world's leading international sport ecosystem.

Home to 60+ international sports federations, cradle of world-renown academies and sports specialised businesses, the Olympic Capital is a unique concentration of ideas, talents and opportunities which offers unrivalled knowledge sharing for development.

The Olympic Capital is also home to a variety of international sports events and conferences every year, such as Athletissima (part of the IAAF's Diamond League series), a stage of the FIBA 3X3 Basketball World Tour, the WADA Anti-Doping Symposium and SportAccord's IF Forum.

This year, amongst others, the Olympic Capital will host the 2019 ITU Triathlon Grand Final and in 2020, will become the proud host of the 3rd Winter Youth Olympic Games, the IIHF Ice Hockey World Championships and the UCI Road World Championships.

Welcome to the Olympic Capital, home of international sport!



STAND 105

INTERNATIONAL PRACTICAL SHOOTING CONFEDERATION (IPSC)

The International Practical Shooting Confederation (IPSC) recognises all the shooting disciplines – Handgun, Rifle, Shotgun, and Action Air.

In IPSC stage the result being points scored on targets divided by the time needed to complete a stage. The athlete must be the most accurate and fastest to win! Therefore, the competitions are very exciting for athletes and interesting for spectators.

At IPSC, responsible and safe gun handling is the most important qualification any athlete must possess... fun and camaraderie surely follows!

Today IPSC is actively present in 105 countries, all categories: men, women, juniors and seniors are recognised.



STAND 107

INTERNATIONAL ESPORTS FEDERATION (IESF)

The International Esports Federation works to promote esports as a true sport beyond language, race and cultural barriers. Over the last years we have produced meaningful results by hosting the annual World Championship, General Meeting, Global Esports Executive Summit as well as Global Esports R&D Center to support the growth of esports. Starting with nine member nations and have now expanded to over 56 nations in the past decade.

As an international federation for esports, our obligations are not only to host international tournaments and expand the range of member nations, but it also expands to establishing standards for international referees, esports venues, protecting athletes' rights and supporting career transitions, and more. IESF will continue its footsteps for esports to be recognised as a fully accredited sport.



STAND 108

RIDER LEVETT BUCKNALL

Confidence today inspires tomorrow...

With a network that covers the globe and a heritage spanning over two centuries, Rider Levett Bucknall is a leading independent organisation in cost management and quantity surveying and project management.

Our achievements are renowned: from the early days of pioneering quantity surveying, to landmark projects such as the Sydney Opera House, HSBC Headquarters Building in Hong Kong, the 2012 London Olympic Games and CityCenter in Las Vegas.

We continue this successful legacy with our dedication to the value, quality and sustainability of the built environment. Our innovative thinking, global reach, and flawless execution push the boundaries. Taking ambitious projects from an idea to reality.



STAND 109

HURRICANE

Hurricane is the innovative and entertainment group leader in urban sports. We offer a global expertise since 1997 in all aspects of event management, communication, and infrastructure provision.

Hurricane Events is the rights holder of the FISE World Series. Major cities host the biggest world action sports festival where top professional athletes and local amateur, visitors and followers are highly engaged. Hurricane Parks design, build and deliver tailored made facilities.

Our experts work closely with international federations, organising committees, cities and partners to support urban sports development and their integration into multi sports events, such as Olympic games.

EXHIBITORS



STAND 110

GLOBAL ASSOCIATION OF INTERNATIONAL SPORTS FEDERATIONS (GAISF)

GAISF is an umbrella body composed of autonomous and independent International Sports Federations and other international sport and event related organisations.

GAISF is a key pillar of the greater sports movement and acts as the voice for its 115 Members that comprise of 95 Full Members which include both Olympic and non-Olympic sports bodies and 20 Associate Members

GAISF's vision:

The united voice of sport, protecting the interests of International Federations.

The above vision encapsulates GAISF's multi-faceted role; to support its Member federations climb the 'pyramid' of Olympic sport, from the Alliance of Independent recognised Members of Sport (AIMS), to being recognised by the IOC (ARISF), to joining the Olympic Programme (ASOIF/AIOWF).

The Mission of GAISF has remained the same since its inception:

To serve and represent the common interests of all International Federations, to coordinate the efforts of all those that aspire to become IOC recognised and, eventually, enter the Olympic Programme.

The GAISF members are divided into 5 organisations:

ASOIF and AIOWF for those that are on the Olympic Summer and Winter Program, ARISF for those IFs that are recognised by the IOC, AIMS for those IFs that are not yet in any of the other groupings. The Associate Members brings together all associated members which are sport and sport-related organisation that organise events or support sport in various capacities.



STAND 112

TOURISM WESTERN AUSTRALIA

Tourism Western Australia is the Western Australian Government's major events agency. Our objective is to develop, attract and support events that are capable of generating significant visitation and promoting Western Australia globally.

WA has world-class experiences as well as an outstanding reputation for hosting and supporting major international events and festivals that are embraced by its people.

As a host destination, WA can provide an experience like no other, appealing to athletes, sponsors, media and spectators. Perth's beautiful parks, magnificent beaches, warm climate and welcoming locals will ensure that visitors forge unforgettable memories.

Perth, the State's capital is a modern well-connected capital city that serves as the western gateway to Australia. Perth is home to some of Australia's newest multi-purpose sporting venues including the new \$1.46 billion, 65,000 seat Optus Stadium and the acclaimed RAC Arena along with a smorgasbord of world-class sport specific venues.



STAND 120

QUEENSLAND GOVERNMENT

Beautiful places, amazing people and world-class experiences – Queensland is the perfect place to combine the best global events with the most incredible destinations. Stretching from Cairns and the Great Barrier Reef in the north, south to the Gold Coast, west to the Outback and everywhere in between, every corner of the state is covered.

The It's Live! Events Calendar is the envy of the rest of Australia, with an event for everyone; for lovers of food and wine; festival enthusiasts; those wanting to immerse themselves in art, culture and music; sports fanatics or those looking to challenge themselves in one of Queensland's unforgettable locations. We combine the warmth for which Queensland is renowned with simply stunning destinations.

In 2019, the It's Live! Events Calendar features more than 150 events from Queensland's 13 destinations and is worth more than \$800 million to the state's economy, including events such as the 2019 UCI Track World Cup, the Sunshine Coast's IRONMAN 70.3 and the Gold Coast Men's Quicksilver Pro.

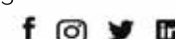


We are proud to be an official venue partner of SportAccord 2019!



Need help with your next event?

www.gccec.com.au



COME & PLAY

Discover a whole new world of excitement at The Star Gold Coast. There's a range of award-winning restaurants and lively bars, as well as the redefined luxury of The Star Grand and The Darling hotels.

Official Headquarter Hotel of SportAccord 2019.

[@THESTARGOLDCOAST.COM.AU](https://www.thestargoldcoast.com.au)



The Star practises the responsible service of alcohol. Guests must be 18 years or over to enter the casino. EVENG00678

When experience matters.

ICMS Australasia has an unparalleled 50-year history of embracing, integrating and showcasing conference event delivery in Australia.

ICMS Australasia – where your vision and our innovation meet.



info@icmsaust.com.au • www.icmsaust.com.au

Transforming the people agenda in the business of sport

Global Sports is the leading careers platform for the international sports industry whose mission is to inspire individuals to build amazing careers in the business of sport.



globalsportsjobs.com

EXHIBITORS



STAND 120

TOURISM AND EVENTS QUEENSLAND

Tourism and Events Queensland is a statutory body of the Queensland Government and the state's lead marketing, destination and experience development and major events agency. In partnership with government, regional tourism organisations, industry and commercial stakeholders, we aim to build Queensland's tourism and events industry to foster innovation, drive industry growth and boost visitor expenditure. With our vision of 'inspiring the world to experience the best address on Earth', Queensland, we are a consumer-led experience-focused and destination-delivered organisation that connects people and places like never before through innovation and collaboration with the tourism and events industry. teq.queensland.com



STAND 120

CITY OF GOLD COAST

From assistance with funding and marketing to approvals and logistics, the City of Gold Coast is your first stop for holding events and doing business on Australia's Gold Coast.

To ensure the success of your venture, our specialised events and business development team works in partnership with your organisation to streamline processes, connect you with local suppliers and partners, involve transport operators and support your event planning and execution.

We own and operate the city's major sporting venues and aquatic centres making it easy to deal with one organisation for all your sporting and event needs. All venues are located close to public transport, accommodation and the city's major tourist attractions, giving you a leading edge in delivering a positive competitor and visitor experience.

As the local governing body for the Gold Coast, we can connect you to all corners of our community from business and industry contacts to local groups and residents.

For more information, visit our highly experienced and passionate team at the Gold Coast booth during the conference. wearegc.com.au/sportcity.



STAND 120

DESTINATION GOLD COAST

Destination Gold Coast Business Events is a globally-recognised division of Destination Gold Coast located on the sub-tropical east coast of Australia. Dedicated to helping you deliver your most successful conference in a thriving beachside city, our passionate team excels to make organising your event or conference on the Gold Coast easy, wherever you are in the world.

With a sun-kissed climate and breathtaking views and attractions, the Gold Coast is one of the most desirable business events destinations in Australia, appealing to delegates across the globe. In fact, our beachside attracts almost 20 per cent more delegates than anywhere else in Queensland, and they spend more time here soaking up our infectious coastal vibe.

As a conference destination where the family comes too, the Gold Coast offers exceptional value for money for conferences and meetings. We have all the world-class offerings of any capital city without the expensive price tags.

Breathtaking coastal and hinterland scenery. Hidden gems among seaside streets and action-packed attractions. Unforgettable experiences to create rich, exciting and inspiring memories in your delegates' minds, to last long after the buzz of their visit is over.



STAND 120

TOURISM AUSTRALIA

Tourism Australia is the Australian Government agency responsible for promoting Australia to the world as a destination for leisure and business events travel.

Tourism Australia's purpose is to increase the economic benefits to Australia of tourism, supporting the industry's Tourism 2020 strategy, which aims to grow the overnight annual expenditure generated by tourism to as much as A\$140 billion by 2020.

The organisation aims to grow demand for the destination's tourism experiences by promoting the unique attributes which will entice people to visit.

Tourism Australia's activities include advertising, public relations and media programs, trade shows and programs for the tourism industry, consumer promotions, online communications and consumer research. Tourism Australia's Business Events Bid Fund provides support to secure international business events for Australia, including SportAccord 2019.

For more information visit www.tourism.australia.com.



STAND 134

ASSOCIATION OF GLOBAL EVENT SUPPLIERS (AGES)

The Association of Global Event Suppliers is the cohesive voice of the international supply chain which delivers quality services and works at major events. AGES builds up awareness for industry-specific aspects and offers appropriate standardised tools to its members as well as for Organising Committees and Governmental Bodies to contribute to cost-effective and sustainable event infrastructure solutions. As a business orientated association, we share and manage valuable information related to the temporary infrastructure industry in order to streamline business for buyers and sellers. Together with Organising Committees AGES creates tools to facilitate interaction and communication with the industry and also develops a roadmap for the engagement of local and international suppliers.

The international brands and member companies CAT ES, EPS, Losberger De Boer, MTD, Nüssli, as well as the associate member Rock-it Cargo are present at the booth and will proudly represent the Association of Global Event Suppliers.

THANKS TO OUR PARTNERS

Gold Partners



Host City Partners



Silver Partners



Delivery Partners



Official Transport Partner



Official Airport Partner



Official Logistics Partner

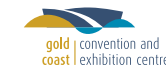


Official Sports Festival Operations Partner

Bronze Partners



Official Exhibition Provider



Official Venue Partner



Official Professional Conference Organiser



Official Airline Alliance



Official Digital Communications Partner



Official Headquarter Hotel

Supporters



TOP MEDIA PARTNER NEWS CORP AUSTRALIA



News Corp Australia

News Corp and News Corp Australia is a global, diversified media and information services company focused on creating and distributing authoritative and engaging content. Each month, 17 million Australians choose to consume news and information across News Corp Australia's suite of multi-platform products – more than any media group in Australia.

News Corp Australia's portfolio of national, metropolitan, regional, community and specialist multi-platform brands include The Australian, The Daily Telegraph, Herald Sun, The Courier-Mail, The Advertiser (Adelaide), Mercury (Hobart), NT News, T, Gold Coast Bulletin, Sky News Australia, Vogue Australia, GQ, and taste.com.au. to name a few.

News Corp Australia has significant investments in allied Australian media enterprises Foxtel, FOX SPORTS, theREA Group and AAP; global digital companies Storyful and Unruly, property services business HiPages and digital racing publisher Punters.com.au and Racenet.

Dear SportAccord delegates,

News Corp Australia is proud to be the Top Media Partner for the SportAccord World Sport and Business Summit 2019. And we're especially proud to welcome delegates to the beautiful Gold Coast.

As the number one destination for news, sport, business and lifestyle, News Corp Australia plays a key role in the lives of our consumers. More than 14 million sport fans each month connect with our content across print, digital and broadcast.

Australians come to us to find out what's going on in local, national and global sport, because it's a central part of their lives. Whether they are barracking for Olympic champions, State of Origin stars or kids down at the local park.

The SportAccord Summit is an opportunity for delegates to discuss how sport and its governance can continue to contribute positively in our communities. It's also a chance to better connect.

With the dynamics of the media industry ever changing, our audience reach and data to tap into communities of interest is always growing. We can connect sport with moments that mean the world to Australians – whether they're here at home or around the globe.

We look forward to being part of this conversation with you.

JASON SCOTT

Managing Director, News Corp, Qld, NNSW & NT

Principal Media Partners

iSPORTCONNECT

iSportconnect is the world's largest private networking club for the sport business community. With 24,000 members worldwide, it provides the benefits of a global network combined with the personal approach required to make new and meaningful connections.



Helping people at the very top of the sport industry to build the relationships they need to succeed, iSportconnect services include:

- iSportconnect TV: the world's first dedicated sport business TV channel
- Invitation-only Events: intimate, confidential and agency-free
- Sole-sector Partnerships: bespoke collaborative solutions

SPORTSPRO

SportsPro is the leading sports business media company in print, digital and events. We are a sports media company that specialises in the commercial, strategic, and operational aspects of the global industry. Our highly respected coverage brings exceptional breadth and depth of knowledge to the sports industry through a combination of print, digital media and live events. This provides sponsors, investors, rights holders, broadcasters, teams, leagues and agencies with the cutting-edge insights they need to drive growth in the reforming frontiers of the industry. SportsPro Events maintains the highest standards of quality in research and market analysis, finding the most pressing issues and then producing contentdriven conferences. We accelerate development across industries and throughout the globe by bringing together world leading experts who provide the most telling information to sporting organisations.



SPORTCAL

Sportcal is a world-leading provider of sports market intelligence, supplying information and expert analysis through its subscription website, daily news service and bespoke research projects. Its range of services helps clients with their planning of sports events, analysis of commercial data, forecasting of future trends and business decisions. Sportcal's Events platform has an unrivalled depth of data and gives event owners and organisers access to historical and projected event data across a wide range of sports. Offering unique event insights, from hosting patterns and bidding information to spectator numbers and broadcast coverage, Sportcal Events is the key resource for the event industry. Through the Global Sports Impact (GSI) Project Sportcal has developed a methodology to measure the holistic impact of events and a standard to capture the narrative coming from these events to produce comprehensive analysis and insight for the industry. Since 2017 Sportcal has produced more than 30 GSI Studies, helping event owners and hosts understand the true impact of their events.



YUTANG SPORTS

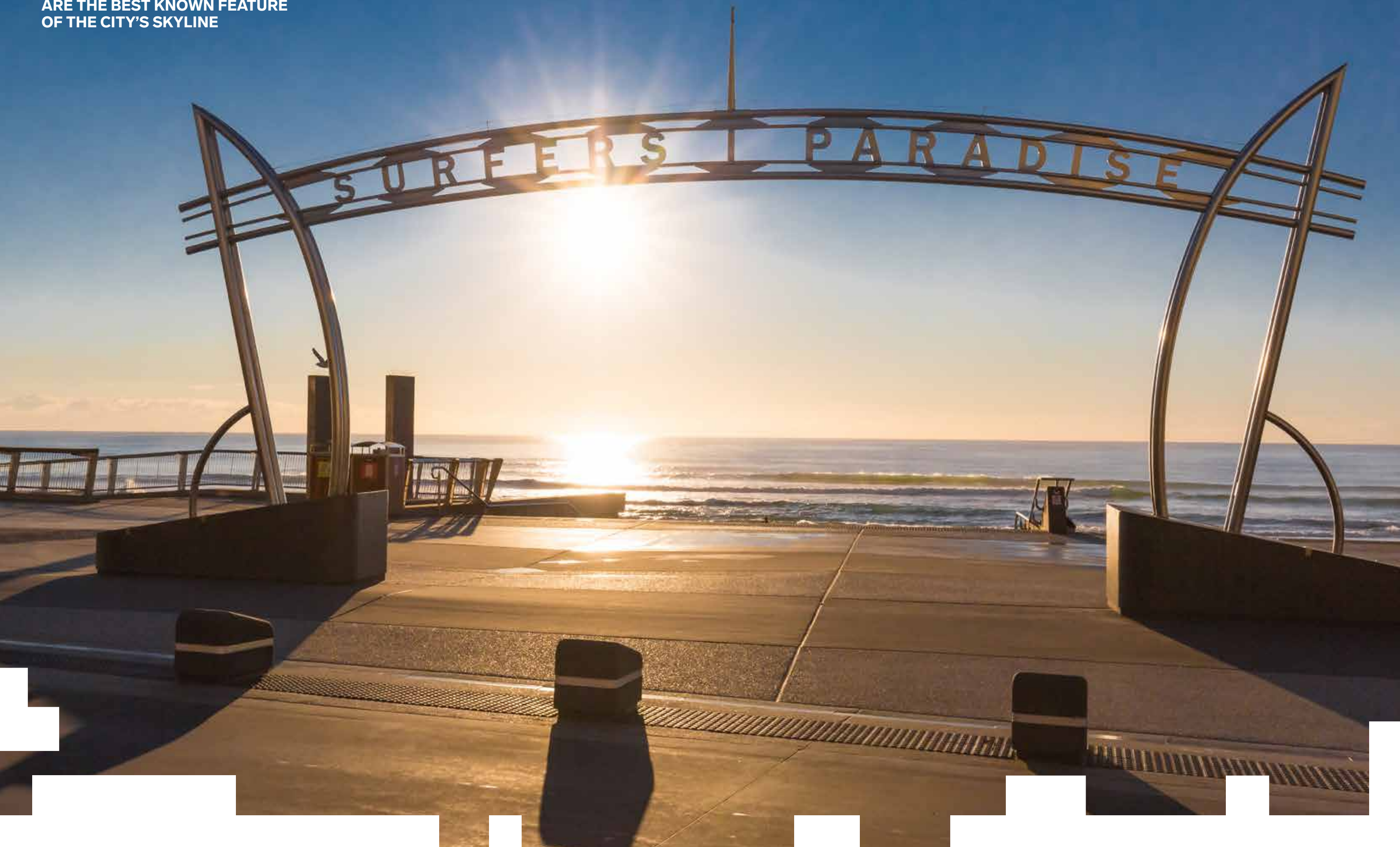
Yutang Sports is a sports market intelligence and sports marketing company consisting of a sports industry media outlet and a sports sponsorship agency. It provides editorial content and sports marketing services such as consultancy and sponsorship sales. The company aims to open a window between the Chinese and the international sports industry to bring value to both sides. The media outlet provides sports business news/editorials and TV viewership report of the Chinese sports industry in both Chinese and English languages, with a special focus on the sports marketing and sponsorship sector. Yutang's sports sponsorship agency helps overseas and Chinese sports properties to partner with Chinese brands. With 20 years of experience in the field of advertising and sponsorship, Yutang Sports has accumulated rich experience, established wide networks and possesses unique insights into the market. The company has facilitated partnerships for events and brands such as Stankovic Continental Cup, ITTF World Tour Platinum China Open, Beijing Half Marathon and others.



Media Partners



SURFERS PARADISE IS THE GOLD COAST'S ENTERTAINMENT AND TOURISM CENTRE AND THE SUBURB'S HIGH-RISE BUILDINGS ARE THE BEST KNOWN FEATURE OF THE CITY'S SKYLINE



GETTING AROUND VENUE: GROUND FLOOR

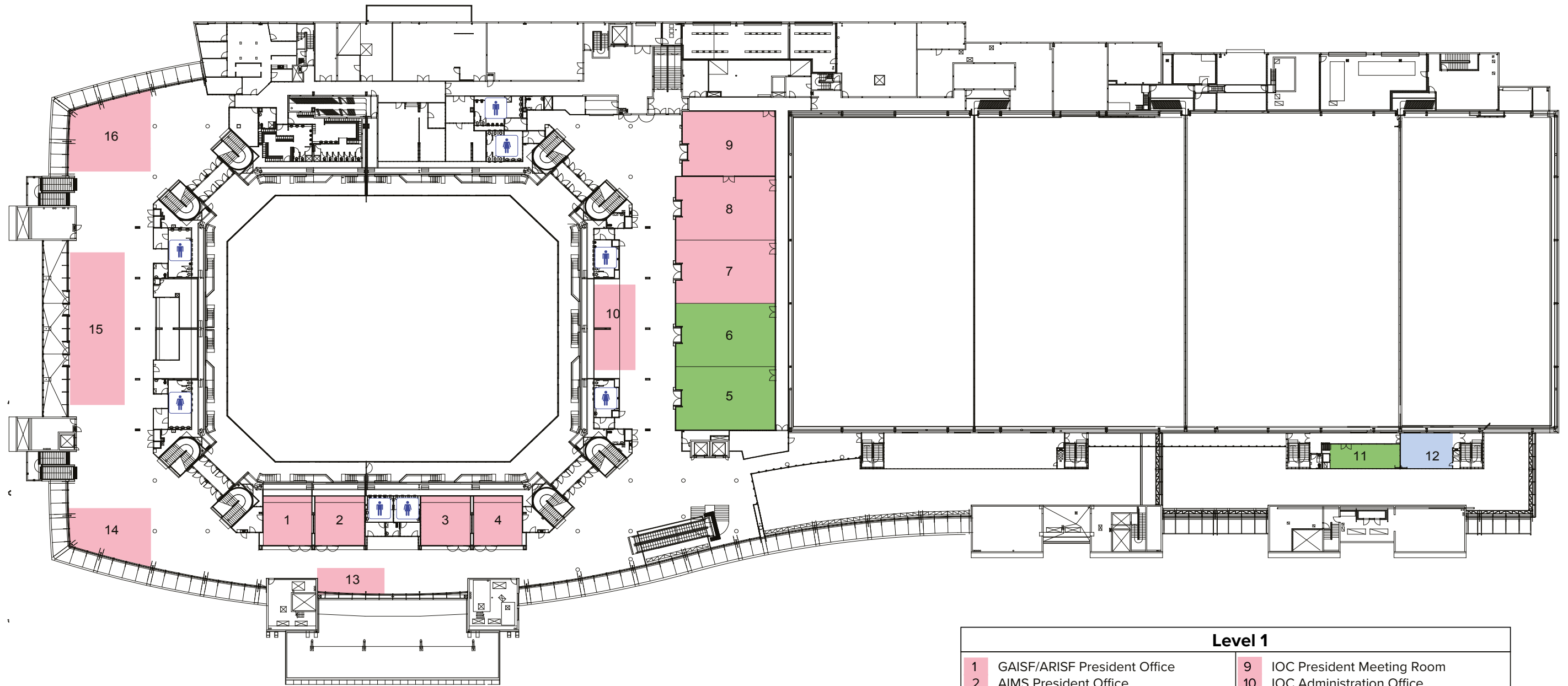
FULL EXHIBITION
FLOORPLAN ON
PAGE 96-97



Ground Floor			
17	Olympic Channel Meeting Room	27	Media Working Room
18	IOC Meeting Room 1	28	Conference Room 3
19	IOC Meeting Room 2	29	SportAccord Rental Room
20	Cloakroom	30	Gold Partner Meeting Room 2
21	Conference Room 4	31	Gold Partner Lounge
22	Conference Room 2	32	Gold Partner Meeting Room 1
23	Tourism and Events Queensland Office	33	Conference Room 5
24	Welcome Desk	34	Exhibition Hall
25	Medical Centre	35	Speaker Ready Room
26	Conference Room 1		

GETTING AROUND

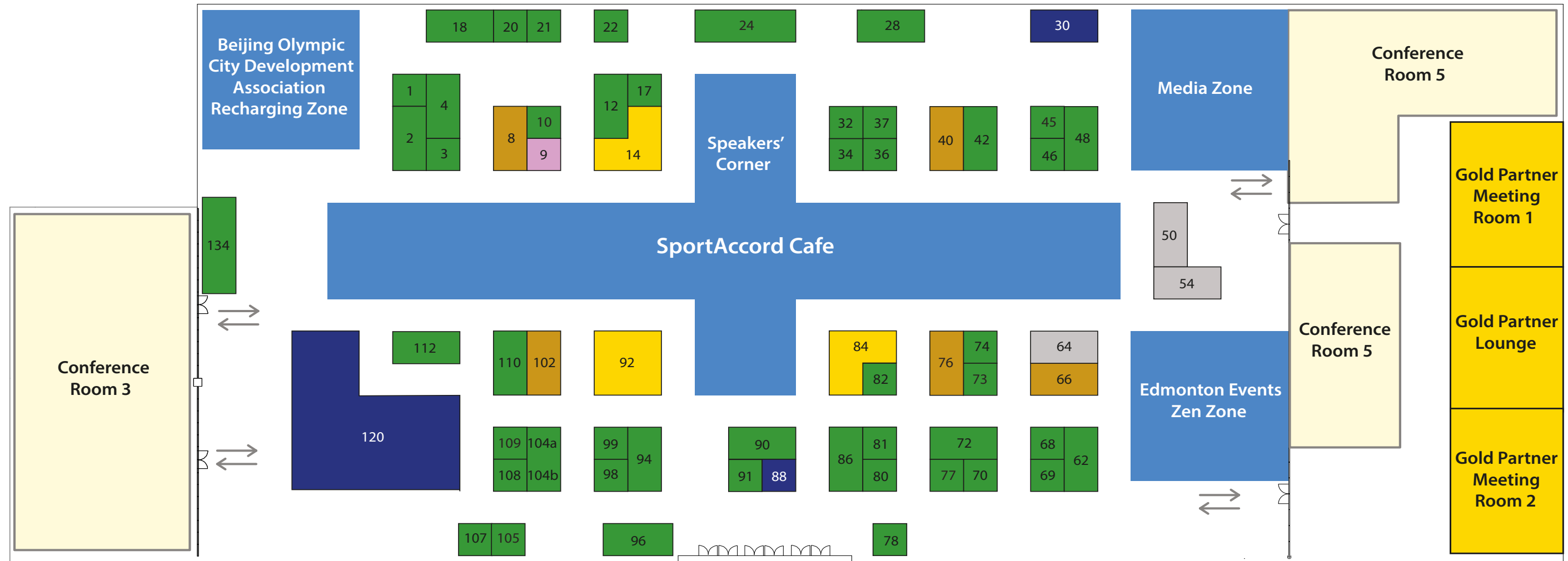
VENUE: **FIRST FLOOR**



Level 1	
1	GAISF/ARISF President Office
2	AIMS President Office
3	ASOIF/AIOWF Office
4	ASOIF President Office
5	Meeting Room 5
6	Meeting Room 6
7	IOC Cabinet Office
8	IOC President Office
9	IOC President Meeting Room
10	IOC Administration Office
11	Press Briefing Room
12	Commonwealth Games Meeting Room
13	GAISF Meeting Room
14	GAISF Office
15	SportAccord Office
16	Local Organising Committee Office

GETTING AROUND

VENUE: EXHIBITION HALL



- 1 IDG Sports Co., Ltd
- 2 Russian Boxing Federation
- 3 IJRU - International Jump Rope Union
- 4 Japan Sport Tourism Alliance
- 8 Canadian Sport Tourism Alliance
- 9 DB Schenker
- 10 IWUF - International Wushu Federation
- 12 FISU - International Federation of University Sports
- 14 Budapest
- 17 RIOU - Russian International Olympic University
- 18 NEOM
- 20 World Dodgeball Federation
- 21 ICC T20 World Cup Australia 2020
- 22 World Kho-Kho Federation
- 24 New Zealand Major Events
- 28 Australian Sports Technologies Network
- 30 It's Live! in Queensland Podcast Studio
- 32 Gracenote
- 34 IFMA - International Federation of Muay Thai Amateur
- 36 FIAS - International Sambo Federation
- 37 Taipei City
- 40 Visit Victoria
- 42 Department of International Trade

- 45 UK Sport
- 46 Welsh Government
- 48 Nitro Circus Live
- 50 EventScotland
- 54 Beijing Olympic City Development Association BODA
- 62 MGO Events
- 64 Edmonton Events
- 66 Commonwealth Games Federation
- 68 JJIF - International Jiu Jitsu Federation
- 69 The World Games 2021 - Birmingham
- 70 Japan Sport Council
- 72 World Lacrosse
- 73 IRBF - International Roll Ball Federation
- 74 IPF - International Powerlifting Federation
- 76 Chungcheongbuk-do Province
- 77 Korea Sports Promotion Foundation
- 78 Sportamix
- 80 FICS - International Federation of Sports Chiropractic
- 81 Marsh
- 82 International Union of Kettlebell Lifting
- 84 Sports Bureau of Macao SAR Government
- 86 FAI - The World Air Sports Federation
- 88 It's Live! in Queensland

↑↓
Entrance/Exit

- 90 SportAccord 2020 - Beijing
- 91 Regional SportAccord 2019 Pan America - Fort Lauderdale
- 92 Sport Event Denmark
- 94 City of Berlin
- 96 NASC - National Association Of Sports Commissions
- 98 SIACI Saint Honore
- 99 Saitama Sport Commission
- 102 FIBA - International Basketball Federation
- 104a City of Lausanne and Canton de Vaud
- 104b Federal Office of Sport (Switzerland)
- 105 IPSC - International Practical Shooting Confederation
- 107 IESF - International e-Sports Federation
- 108 Rider Levett Bucknall
- 109 Hurricane Action Sports Company
- 110 GAISF - Global Association of International Sports Federations
- 112 Western Australia
- 120 Queensland Government
Tourism and Events Queensland
City of Gold Coast
Destination Gold Coast
Tourism Australia
- 134 AGES - Association of Global Event Suppliers

- Gold Partner
- Silver Partner
- Bronze Partner
- Delivery Partner
- Host City Partner
- Exhibitor

OUR TEAM



NIS HATT
MANAGING DIRECTOR
Email: nis.hatt@sportaccord.sport
Tel: +41 (0) 21 601 27 28
Mob: +41 (0) 79 126 62 28



JOHN HEWITT
EVENT OPERATIONS
MANAGER, COMMUNICATIONS
Email: john.hewitt@sportaccord.sport
Tel: +41 (0) 21 601 27 56
Mob: +41 (0) 79 922 14 48



JENNIFER CSOGLEI
EVENTS MANAGER
Email: jennifer.csoglei@sportaccord.sport
Tel: +41 (0) 21 601 27 76
Mob: +41 (0) 79 260 75 48



LUIS CANTARELL
EVENTS MANAGER
Email: luis.cantarell@sportaccord.sport
Tel: +41 (0) 21 601 27 30
Mob: +41 (0) 78 825 87 86



MALCOLM HARDMAN
BUSINESS DEVELOPMENT
MANAGER
Email: malcolm.hardman@sportaccord.sport
Tel: +41 (0) 21 612 30 70
Mob: +41 (0) 79 945 89 34



NYCIA MENDES
MARKETING EXECUTIVE
Email: nycia.mendes@sportaccord.sport
Tel: +41 (0) 21 601 27 64
Mob: +41 (0) 78 686 75 84



ALEXEY MIKHAILOV
SALES EXECUTIVE
Email: alexey.mikhailov@sportaccord.sport
Tel: +41 (0) 21 612 30 79
Mob: +41 (0) 79 943 77 31



SPORTACCORD
Maison du Sport International,
Avenue de Rhodanie 54, Building D - 4th
Floor, 1007 Lausanne, Switzerland
General enquiries: info@sportaccord.sport
Media enquiries: media@sportaccord.sport

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