



VIRTUAL 

# IFFORUM

FOR THE IFs BY THE IFs

**25 MAY 2021**

Fully Virtual from Lausanne, Switzerland

**E V E N T   G U I D E**



VIRTUAL   
**IFFORUM**  
 FOR THE IFs BY THE IFs

STAKEHOLDERS



With the support of the

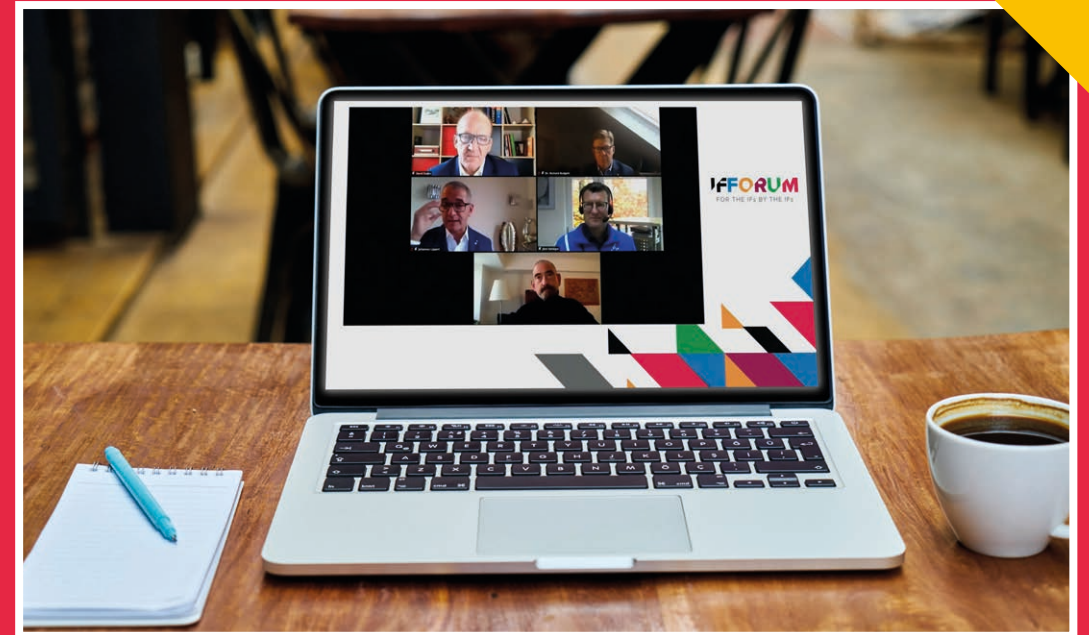


INTERNATIONAL  
 OLYMPIC  
 COMMITTEE

PARTNERS



HOST CITY



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# WELCOME



**W**ith the Olympic Games Tokyo 2020 less than two months away, this year's IF Forum is taking place at a very timely moment in this extraordinary Olympic Year. When the Olympic athletes from all across the globe and the IOC Refugee Olympic Team finally come together, they will send a powerful message to the world – whether in sport, or in facing the many challenges in life, we are always stronger together.

We have learned one important lesson from the coronavirus crisis: we need more solidarity. We need more solidarity within societies, and we need more solidarity among societies. The same lesson also applies to sport and sports organisations. This is why the theme of this IF Forum – Lessons We Are Learning from a Global Crisis and How Sport and Society Can Emerge Stronger – is so relevant for all of us in sport.

The coronavirus crisis is already changing our world. Even once we have finally overcome the health crisis, we will face the far-reaching social, financial, economic and political consequences.

One thing is clear – the post-coronavirus world will need sport and its values. Already now, sport is widely recognised as an essential factor in fighting the pandemic and as an integral part of the solution for the crisis recovery.

This IF Forum will therefore be a timely opportunity to demonstrate that sport and athletes everywhere are ready to contribute to rebuild a more human-centred and inclusive society in the post-coronavirus world.

This is why my thanks and gratitude go to the IF community for their unwavering dedication to shape the post-coronavirus world with our shared values of sport. In doing so, you are demonstrating that solidarity runs strong in the sporting world.

Best regards,

**Thomas Bach**

President, International Olympic Committee

# WELCOME



**W**elcome to the 15th edition of the International Federation (IF) Forum. For the second year in a row, digital technology is bringing us together from around the world for this important event.

The positive experience of our first fully virtual IF Forum last year underlined the importance of staying connected in spite of the challenges in relation to the Covid-19 pandemic. That is why the decision was taken to keep the IF Forum in a fully virtual format this year and bring the event forward from its traditional autumn slot. This will give us the opportunity to meet again in person at the SportAccord World Sport & Business Summit 2021 from 7-12 November in Ekaterinburg, Russia.

Today's gathering, followed by the Virtual Launch Celebration for SportAccord 2021 immediately after the conclusion of the IF Forum, will increase anticipation ahead of us gathering once again in Ekaterinburg. It is a stunning city that bridges Europe to the West and Asia to the East, and an ideal destination for the most important SportAccord so far, signalling the start of a bright new era for sport.

On this point, today's virtual gathering represents an important milestone, and the theme – 'Lessons We Are Learning from a Global Crisis and How Sport and Society Can Emerge Stronger' – encapsulates the current outlook for IFs.

The IF Forum brings together experts who can provide guidance that can enable us all to apply new approaches for the benefit of our sports and the global sports movement. The items on today's agenda – from athlete mental health to commercial strategies and the virtual experience – are all highly relevant and timely.

There will be numerous insights from various presentations, updates and panel sessions, as well as opportunities for delegates to connect and network with each other via the dynamic, digital platform that is hosting today's event.

I would like to thank my colleagues at SportAccord for delivering an event that is bringing together more than 300 leaders worldwide from over 125 International Sports Federations. We are also grateful for the support of the Olympic Capital of Lausanne in the Canton of Vaud in Switzerland for helping to facilitate today's event, as well as the IF Forum 2021 partners: Marsh, One Plan and City Of London.

I hope you have a successful and enjoyable IF Forum 2021, and I look forward to seeing you in Ekaterinburg in November!

**Dr. Raffaele Chiulli**

President, SportAccord and GAISF

# HOST CITY

## LAUSANNE OLYMPIC CAPITAL. SHAPING THE WORLD OF SPORT.

The State of Vaud and the City of Lausanne are delighted to welcome you to the 100% virtual IF FORUM 2021



Lausanne Olympic Capital gives a home to 60+ international sports organisations, 20+ renowned institutions educating talents with new ideas and solutions, and many specialised businesses helping sport to succeed and grow.

Over the years, this region has generated a wealth of knowledge, expertise and innovative thinking that truly shape the world of sports today. This unique concentration of specialised skills makes Lausanne Olympic Capital the world's leading international sport ecosystem.

As the world of sport continues to explore how to best adapt to the new post-COVID paradigm, the Olympic Capital is more than ever the partner that governing

bodies need in order to succeed in achieving their new global objectives.

Lausanne Olympic Capital is supported by the State of Vaud and the City of Lausanne.

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# PARTNERS



## CITY OF LONDON

The City of London Corporation is the governing body of the Square Mile - the financial district and historic centre of London - and is dedicated to a vibrant and thriving City, supporting a diverse and sustainable London within a globally-successful UK. We have a long history of supporting and celebrating major sport events taking place across London and the UK, working with our partners to maximise the benefits these events bring to our local communities. From the London 2012 Games to the upcoming Euro football championships we have used our venues, resources and convening power to bring people together and celebrate these auspicious occasions. The City Corporation and UK Sport recently commissioned EY to undertake research into the trade and soft power benefits of hosting major sport events in the UK. This research will be launched on 9th June at Guildhall in London. If you would like to be invited to the online launch, please get in touch. Find out more about our work and support for sport by visiting our website at [www.cityoflondon.gov.uk/sport](http://www.cityoflondon.gov.uk/sport)



## MARSH

Marsh is the world's leading insurance broker and risk advisor. In over 130 countries, our experts in every facet of risk and across industries help clients to identify, quantify and manage the range of risks they face. In today's increasingly uncertain global sport environment, Marsh helps clients to thrive and survive.



## ONEPLAN

OnePlan is a collaborative event planning platform that simplifies how Federations design and manage international events. Used by World Triathlon, FIBA, plus NBA and Premier League clubs, it enables accurate planning in 2D and hyper-realistic 3D - reducing the need for site visits. Customisable for any sport, OnePlan is the single source of truth for your events.



## SOCIEDAD PERUANA DE DERECHO DEPORTIVO

Our institution is a non-profit organisation dedicated to integrating the sport component into Peruvian development policies in order to reach a competitive, sustainable and equitable society. Constituted for the promotion, study and spreading of sports laws and rights in Peru, we also work for the development of sport, health, culture and education for the benefit of all Peruvian citizens.



## SPORT EVENT DENMARK

Sport Event Denmark is the national Danish sports event organization. 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).

# PROGRAMME

*“Lessons We Are Learning from a Global Crisis and How Sport and Society Can Emerge Stronger”*

- 09:00-09:05**     **INTRODUCTIONS**  
David Eades, Anchor and Journalist, BBC World
- 09:05-09:10**     **WELCOME REMARKS**  
Thomas Bach, President, International Olympic Committee
- 09:10-09:15**     **OPENING ADDRESS**  
Dr. Raffaele Chiulli, President, SportAccord and GAISF
- 09:15-09:25**     **KEYNOTE ADDRESS**  
Dr. Tedros Adhanom Ghebreyesus, Director-General, World Health Organization (WHO)
- 09:25-09:35**     **MEMBER KEYNOTE ADDRESS**  
H.E. Ban Ki-moon, Chairman of IOC Ethics Commission, The 8th Secretary General of the United Nations
- 09:35-09:45**     **INTERNATIONAL OLYMPIC COMMITTEE UPDATE:**  
Dr. Richard Budgett, Medical and Scientific Director, International Olympic Committee
- 09:45-10:15**     **RECHARGE BREAK**
- 10:15-10:20**     **HOST WELCOME**  
Philippe Leuba, State Councillor, Department of Economy and Sport, Canton of Vaud
- 10:20-10:30**     **SCENE SETTER: MOVING FORWARD, PIVOTING AND THE LESSONS WE ARE LEARNING**  
Dr. Maurizio Barbeschi, Senior Adviser to the Executive Director, WHO Health Emergencies



- 10:30-11:00**     **PANEL SESSION: MOVING FORWARD, PIVOTING AND THE LESSONS WE ARE LEARNING**  
Moderated by: David Eades, Anchor and Journalist, BBC World  
Panellists:  
Dr. Maurizio Barbeschi, Senior Adviser to the Executive Director, WHO Health Emergencies  
Jernej Damjan OLY, Former professional ski jumper, athletes representative at FIS and Social Media Specialist  
Heike Groesswang, Secretary General, IBSF (International Bobsleigh & Skeleton Federation)  
Jörn Verleger, President, IFA (International Fistball Association)
- 11:00-11:10**     **CASE STUDY: MOVING FORWARD, PIVOTING AND THE LESSONS WE ARE LEARNING**  
Jörn Verleger, President, IFA (International Fistball Association)
- 11:10-11:30**     **RECHARGE BREAK**
- 11:30-12:00**     **PANEL SESSION: A RETURN TO COMPETITION AND LESSONS FROM THE BUBBLE**  
Moderated by: David Eades, Anchor and Journalist, BBC World  
Panellists:  
Dr. Lisa Allan, Events Director, International Judo Federation (IJF)  
Chris Mazdzer, Executive Board Member, FIL (International Luge Federation)  
Kit McConnell, Sport Director, International Olympic Committee  
Jorge Viegas, President, FIM (Fédération Internationale de Motocyclisme)

\*All times in CEST (Central European Summer Time)

## PROGRAMME (CONTINUED)

- 12:00-12:30** **PANEL SESSION: ATHLETE MENTAL HEALTH**  
Moderated by: David Eades, Anchor and Journalist, BBC World  
Panellists:  
Abhinav Bindra, Athlete Commission and Mental Health Working Group Member, International Olympic Committee  
Joachim Gossow, CEO, IWGA (International World Games Association)  
Adam Morris, Managing Director, BelievePerform  
Dr. Margo Mountjoy, Chair, ASOIF Medical + Scientific Consultative Group, IOC Medical + Scientific Commission-Games Group FINA Bureau
- 12:30-13:30** **LUNCH BREAK**
- 13:30-13:40** **SCENE SETTER: COMMERCIAL APPROACHES FOR IFS IN THE NEW NORMAL**  
Antony Scanlon, Executive Director, International Golf Federation
- 13:40-14:20** **PANEL SESSION: COMMERCIAL APPROACHES FOR IFS IN THE NEW NORMAL**  
Moderated by: David Eades, Anchor and Journalist, BBC World  
Panellists:  
Salvatore De Angelis, Head of Digital, International, Nielsen Sports & Entertainment  
Giles Morgan, Senior Advisor – Global Sports Industry Veteran  
Eric Saintrond, Secretary General & CEO, FISU (International University Sports Federation)  
Antony Scanlon, Executive Director, International Golf Federation
- 14:20-14:50** **RECHARGE BREAK**
- 14:50-15:00** **SCENE SETTER: THE VIRTUAL EXPERIENCE AND ITS HOME WITHIN IFS**  
Jürgen Künkel, Managing Partner, Vantage Global Event Production GmbH
- 15:00-15:30** **PANEL SESSION: THE VIRTUAL EXPERIENCE AND ITS HOME WITHIN IFS**  
Moderated by: David Eades, Anchor and Journalist, BBC World  
Panellists:  
James Carr, Head of Administration and Projects, ASOIF  
Julia Govinden, CEO, United Through Sports (UTS)  
Colin Grahamslaw, Secretary General, WCF (World Curling Federation)  
Jürgen Künkel, Managing Partner, Vantage Global Event Production GmbH
- 15:30-15:40** **CASE STUDY: THE VIRTUAL EXPERIENCE AND ITS HOME WITHIN IFS**  
Graham Stoker, Deputy President for Sport, FIA (Fédération Internationale de l'Automobile)
- 15:40-15:45** **IF FORUM CLOSING REMARKS**  
Dr. Raffaele Chiulli, President, SportAccord and GAISF
- 15:45-16:45** **VIRTUAL LAUNCH. CELEBRATION FROM AROUND THE WORLD FOR SPORTACCORD 2021 IN EKATERINBURG, RUSSIA**

\*All times in CEST (Central European Summer Time)



# WHAT IS THE IF FORUM?

The International Federation (IF) Forum takes place annually and targets the specific needs of the Olympic and International Sport Federations movement with focus on sharing best practices and knowledge.

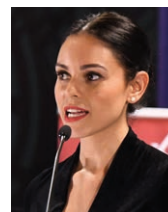
The event is open to International Sport Federation members from ASOIF (Association of Summer Olympic International Federations), AIOWF (Association of International Olympic Winter Sports Federations), ARISF (Association of IOC Recognised International Sports

Federations), AIMS (Alliance of Independent Recognised Members of Sport) and GAISF (Global Association of International Sports Federations) and its Associate Members.

In addition, the IF Forum receives the full support of the International Olympic Committee.

The IF Forum 2021 is fully virtual, bringing together 300 leaders from over 125 International Sport Federations.

# SPEAKERS



**Julia Govinden**  
CEO, United Through Sports



**Colin Grahamslaw**  
Secretary General, WCF  
(World Curling Federation)



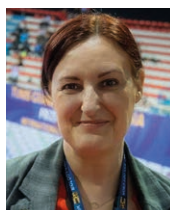
**Heike Groesswang**  
Secretary General, IBSF  
(International Bobsleigh &  
Skeleton Federation)



**H.E. Ban Ki-moon**  
The 8th Secretary General of  
the United Nations; Chairman  
of IOC Ethics Commission



**Dr. Tedros Adhanom  
Ghebreyesus**  
Director-General, World  
Health Organization (WHO)



**Dr. Lisa Allan**  
Events Director, IJF  
(International Judo  
Federation)



**Thomas Bach**  
President, International  
Olympic Committee



**Dr. Maurizio Barbeschi**  
Senior Adviser to the  
Executive Director  
WHO Health Emergencies



**Jürgen Künkel**  
Managing Partner, Vantage  
Global Event Production  
GmbH



**Philippe Leuba**  
State Councillor, Department  
of Economy and Sport,  
Canton of Vaud



**Chris Madzder**  
Executive Board Member, FIL  
(International Luge Federation)



**Kit McConnell**  
Sport Director, IOC



**Abhinav Bindra**  
Athlete Commission and  
Mental Health Working Group  
Member, IOC



**Richard Budgett**  
Medical and Scientific  
Director, IOC



**James Carr**  
Head of Administration and  
Projects, ASOIF



**Dr. Raffaele Chiulli**  
President,  
SportAccord, GAISF



**Giles Morgan**  
Senior Advisor,  
Global Sports Industry  
Veteran



**Adam Morris**  
Managing Director,  
BelievePerform



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



**Eric Saintrond**  
Secretary General & CEO,  
FISU (International University  
Sports Federation)



**Jernej Damjan**  
Former professional ski jumper,  
Social Media Specialist and  
athletes representative at FIS



**Salvatore De Angelis**  
Head of Digital, International,  
Nielsen Sports &  
Entertainment



**David Eades**  
Anchor and Journalist,  
BBC World



**Joachim Gossow**  
CEO, IWGA (International  
World Games Association)



**Antony Scanlon**  
Executive Director,  
International Golf Federation



**Graham Stoker**  
Deputy President for Sport,  
FIA (Fédération Internationale  
de l'Automobile)



**Jörn Verleger**  
President, IFA (International  
Fistball Association)



**Jorge Viegas**  
President, FIM (Fédération  
Internationale de  
Motocyclisme)

# CONTACT



## IF FORUM 2021 STEERING COMMITTEE

**Raffaele Chiulli**, President,  
SportAccord, GAISF, and ARISF

**Stephan Fox**, President, AIMS

**Heike Groesswang**,  
Secretary General, AIOWF

**John Hewitt**, Event Operations Manager,  
Communications, SportAccord

**Nis Hatt**, Managing Director, SportAccord

**José Perurena**, President, Associate Members

**Andrew Ryan**, Executive Director, ASOIF

IN COLLABORATION WITH



## SPORTACCORD

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## ASSOCIATE MEMBERS

**José Perurena**, President



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# WHERE SPORT MEETS

## SPORTACCORD

WORLD SPORT & BUSINESS SUMMIT  
EKATERINBURG, 7-12 NOVEMBER 2021



**25 MAY 2021**

15:45 Central European Summer Time (CEST)

Gold Partners



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# PROGRAMME

VIRTUAL LAUNCH CELEBRATION FROM AROUND  
THE WORLD FOR SPORTACCORD 2021  
IN EKATERINBURG, RUSSIA

- 15:45-15:50** **INTRODUCTIONS**  
David Eades, Anchor and Journalist, BBC World
- 15:50-15:55** **SPORTACCORD PRESIDENT OPENING REMARKS**  
Dr. Raffaele Chiulli, President, SportAccord and GAISF
- 15:55-16:00** **SPORTACCORD 2021 HOST WELCOME FROM MOSCOW**  
Dmitry Chernyshenko, Deputy Prime Minister of the Russian Federation
- 16:00-16:05** **SPORTACCORD 2021 HOST WELCOME FROM EKATERINBURG**  
Evgeny Kuivashev, Governor, Sverdlovsk Region
- 16:05-16:10** **SPORTACCORD 2021 GOLD PARTNER WELCOME FROM FITEQ**  
Gábor Borsányi, President, FITEQ  
Marius Vizer Jr., General Secretary, FITEQ  
Viktor Huszár, Chairman, FITEQ
- 16:10-16:15** **SPORTACCORD 2021 GOLD PARTNER WELCOME FROM FISU**  
Leonz Eder, Acting President, FISU
- 16:15-16:40** **CONFERENCE PROGRAMME LAUNCH**  
  - The Summit
  - CityAccord
  - MediaAccord
  - ArtAccord
  - HealthAccord
  - LawAccord
  - InvestAccord
David Eades, Anchor and Journalist, BBC World
- 16:40-16:45** **CLOSING REMARKS**  
Oleg Matytsin, Minister of Sports of the Russian Federation

# SPEAKERS



**Gábor Borsányi**  
President, FITEQ



**Dr. Raffaele Chiulli**  
President, SportAccord  
and GAISF



**Dmitry Chernyshenko**  
Deputy Prime Minister of the  
Russian Federation



**David Eades**  
Anchor and Journalist, BBC  
World



**Leonz Eder**  
Acting President, FISU



**Viktor Huszár**  
Chairman, FITEQ



**Evgeny Kuivashev**  
Governor, Sverdlovsk Region



**Oleg Matytsin**  
Minister of Sports of the  
Russian Federation



**Marius Vizer Jr.**  
General Secretary, FITEQ

\*All times in CEST (Central European Summer Time)



**SPORT  
ACCORD**

EKATERINBURG | RUSSIA

7-12 NOVEMBER 2021

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