

SPORTACCORD
FORUM
FOR THE IFs BY THE IFs

EVENT GUIDE 2026

5–7 OCTOBER 2026

The Olympic Museum | Lausanne, Switzerland

WHEN THE PLAYBOOK CHANGES

LEADING SPORT IN A NEW REALITY

STAKEHOLDERS



PARTNERS



CONTENT PARTNER



EXHIBITORS



HOST CITY PARTNERS



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Scan the QR code to visit
the SportAccord Forum website

WELCOME



KIRSTY COVENTRY

President, International Olympic Committee

Dear Olympic friends,

The theme of this year's IF Forum – “When the Playbook Changes: Leading Sport in a New Reality” – could hardly be more timely.

The world around us is changing quickly. Technology is moving incredibly fast. Expectations of athletes and fans are evolving. The way people engage with sport is changing. And all of us are having to respond to new challenges and opportunities.

As athletes, we learn very quickly that what worked yesterday will not necessarily be enough tomorrow. We have to analyse, adapt and keep improving. I believe the same is true for all of us in the Olympic Movement.

But adapting does not mean losing sight of what matters most. It means finding new ways to strengthen our sports, support our athletes and ensure that sport remains relevant and meaningful for future generations.

International Federations are at the heart of this work. You understand your sports, your athletes and the realities you face every day. That is why opportunities like this Forum are so valuable: to exchange experiences, challenge our thinking and learn from one another.

I hope the discussions over the coming days inspire new ideas and help us navigate this changing landscape together.

WELCOME



PROF. DR. UĞUR ERDENER

President, SportAccord

Welcome to the SportAccord Forum 2026 in Lausanne.

For many years, the IF Forum has given International Federation leaders a place to speak openly, share experience and learn from one another. This year, we take that tradition forward under a new name. The SportAccord Forum opens the conversation to more of the people and organisations working alongside Federations, with the needs and leadership of the IFs continuing to shape its programme. It remains a Forum for the IFs, by the IFs.

Our theme, “When the Playbook Changes: Leading Sport in a New Reality,” speaks to a moment when familiar approaches are being tested. Political and economic uncertainty, changing patterns of participation, new technologies and an evolving market for major events are all affecting the choices Federations make. Each sport faces these changes in its own way, but there is much we can learn by addressing them together.

Over the coming days, we will explore how Federations can reach new participants, respond to the changing expectations of athletes and host destinations, and make sound decisions about data and artificial intelligence. I hope the Forum gives everyone the opportunity to question assumptions, share practical experience and build connections that lead to cooperation beyond these few days.

I am particularly pleased to welcome IOC President Kirsty Coventry. I thank the IOC and our stakeholders – ASOIF, WOF, ARISF and AIMS – for their continued engagement and support. I also thank our commercial partners, speakers and moderators for their contributions, and the Canton of Vaud and the City of Lausanne for their warm hospitality.

Above all, I thank the International Federations and everyone joining us. I hope we leave Lausanne with fresh ideas, stronger partnerships and a shared determination to shape the future of sport together.

WHAT IS THE SPORTACCORD FORUM?

THE FORUM 2026

The SportAccord Forum builds on the IF Forum with a broader, more ambitious format, while remaining firmly rooted in its purpose: for the International Federations, by the International Federations.

500+

DELEGATES

120+

INTERNATIONAL
FEDERATIONS

3

DAYS

The SportAccord Forum is a three-day, invitation-only event of targeted thematic sessions designed to be of specific value to the International Federations in attendance. Delegates include the International Federations, the International Olympic Committee, high-profile guest speakers and a select group of partners and exhibitors.

Under the theme **When the Playbook Changes: Leading Sport in a New Reality**, the 2026 programme brings together

speakers across three days of keynotes, panel discussions and new session formats.

The 2026 edition creates more opportunities for International Federations to connect with the Olympic Movement, host destinations and partners — reflecting three areas at the heart of SportAccord's work: events, connections and insights.

“The Forum has always been about bringing the International Federation community together and creating an environment where meaningful conversations can happen. In 2026, we are building on that foundation.”

KELLY FAIRWEATHER, MANAGING DIRECTOR, SPORTACCORD



NEW FOR 2026

SPORTACCORD CITY FORUM

New for this year's SportAccord Forum, the SportAccord City Forum has been created to bring International Federations and host destinations closer together.

Cities and destinations are playing an increasingly important role in the global sports ecosystem, while International Federations continue to seek strong, knowledgeable host partners who understand their sport, their priorities and the long-term value of events.

The City Forum is designed to create more opportunities for those relationships to develop, combining informal networking, shared programme content and focused discussion.

The experience begins on Tuesday evening with a reception at the official hotel, presented by Explore Edmonton, offering an informal

setting for City Forum participants to meet and connect with SportAccord Forum delegates.

On Wednesday morning, City Forum participants are invited to join the main SportAccord Forum programme, with further opportunities to connect organically with International Federation representatives and other delegates.

The dedicated City Forum programme will then take place on Wednesday afternoon, exploring how the relationship between Federations and host destinations is evolving, what each side is looking for, and how stronger, longer-term partnerships can be built.

PROGRAMME

DAY 1: MONDAY 5 OCTOBER 2026

15:00 – 15:10	INTRODUCTION David Eades and Ana Jelušić Black, Co-presenting MCs and moderators
15:10 – 15:20	WELCOME FROM THE HOST Sébastien Griesmar, Director, Lausanne Olympic Capital Foundation
15:20 – 15:30	OPENING ADDRESS Prof. Dr. Uğur Erdener, President, SportAccord
15:30 – 16:00	WELCOME AND KEYNOTE ADDRESS Kirsty Coventry, President, IOC
16:00 – 16:15	SPORTACCORD CONVENTION 2027, BAKU, AZERBAIJAN Dr. Elnur Mammadov, Director of the Sport Department, Ministry of Youth and Sport of the Republic of Azerbaijan
16:15 – 16:45	FIRESIDE CHAT THE FUTURE OF WINTER SPORT: ADAPTING TO A CHANGING LANDSCAPE Jae Youl Kim, President, International Skating Union Heike Grösswang, President, IBSF
16:45 – 17:00	PRELUDE TO DAY 2 David Eades and Ana Jelušić Black, Co-presenting MCs and moderators
17:00 – 19:00	OPENING RECEPTION SUPPORTED BY LAUSANNE OLYMPIC CAPITAL – TOM CAFÉ, CLUB COUBERTIN



DAY 2: TUESDAY 6 OCTOBER 2026

09:30 – 09:45	WELCOME AND OPENING REMARKS Kelly Fairweather, Managing Director, SportAccord In conversation with David Eades, MC and Moderator
09:45 – 10:15	KEYNOTE WHEN THE PLAYBOOK CHANGES Nick Meacham, CEO, SportsPro In conversation with David Eades, MC and Moderator
10:15 – 11:00	PANEL DISCUSSION THE PARTICIPATION CHALLENGE: NEW ROUTES TO GROWTH Jason Ferguson, Chairman, World Professional Billiards & Snooker Association (WPBSA) and Director, World Snooker Tour (WST) Pierre Trochet, President, IFAF Elena Korf, Future of Youth Sport Director, Social and Community Impact, Nike Kamila Pilwein, Global Marketing Director, Arena
11:00 – 11:15	PARTNER PRESENTATION – EXPLORE EDMONTON WHEN A CITY SHOWS UP: THE CPKC WOMEN'S OPEN IN EDMONTON Cindy Medynski, Director, Sport & Culture Events, Explore Edmonton
11:15 – 11:45	MORNING COFFEE BREAK
11:45 – 12:30	PANEL DISCUSSION SHIFTING SANDS OF THE GLOBAL EVENTS LANDSCAPE Sanjog Gupta, CEO, ICC Regula Meier, President, International Ski Mountaineering Federation Michael Mronz, IOC Member and German sports and events entrepreneur Dr Donald Rukare, President, Commonwealth Sport Etienne Thobois, CEO, Paris 2024; Board Member, BWF
12:30 – 12:45	PARTNER PRESENTATION – SIGNIFY FROM THE CITY TO THE VENUE AND INTO EVERY HOME: LIGHTING THE FULL SPORTS EXPERIENCE Niels Geven, International Director, Sports & Arenas, Signify
12:45 – 14:00	LUNCH BREAK

14:00 – 14:45	EXPERT EXCHANGE READY OR NOT: THE TECHNOLOGY DECISIONS SPORTS ORGANISATIONS CAN NO LONGER AVOID Sanjit Atwal, Co-Founder, Squawka and Halfspace Group Prof. Andy Miah, Chair of Science Communication & Future Media and AI Ethics Champion, University of Salford
14:45 – 15:00	PARTNER PRESENTATION – FOYS KNOW YOUR ATHLETES. OWN YOUR SPORT. Jochem Verberne, CEO, FOYS
15:00 – 15:30	AFTERNOON COFFEE BREAK
15:30 – 16:15	PANEL DISCUSSION WHEN NEW SPORT MEETS THE SYSTEM Jon Wyatt, Secretary General, World Triathlon Moritz Fürste, Co-Founder, HYROX
16:15 – 16:45	IN CONVERSATION FROM ATHLETE TO INFLUENCE Pau Gasol, Chair, IOC Athletes' Commission (joining remotely) Moritz Fürste, Co-Founder, HYROX In conversation with Ana Jelušić Black
16:45 – 17:00	PARTNER PRESENTATION – APSA FROM GLOBAL STRATEGY TO LOCAL PARTICIPATION: BUILDING A SUSTAINABLE SNOWSPORTS ECOSYSTEM IN ASIA-PACIFIC Jason Tao, President, APSA
17:00 – 17:05	PRELUDE TO DAY 3 David Eades and Ana Jelušić Black, Co-presenting MCs and moderators
17:05 – 18:00	DRINKS RECEPTION – THE OLYMPIC MUSEUM
18:30 – 20:00	EVENING RECEPTION PRESENTED BY EXPLORE EDMONTON – MÖVENPICK HOTEL

DAY 3: WEDNESDAY 7 OCTOBER 2026**09:30 – 09:40 OPENING REMARKS**

David Eades, MC and Moderator

**09:40 – 10:30 IN CONVERSATION
IOC – FIT FOR THE FUTURE**

Christophe Dubi, Executive Director, Olympic Games, IOC

Pierre Ducrey, Sports Director, IOC

In conversation with David Eades and Ana Jelušić Black

10:30 – 11:00 MORNING COFFEE BREAK**11:00 – 11:45 PRESENTATION****THREE GAMES AHEAD: LA28, FRENCH ALPS 2030 AND BRISBANE 2032 – AN OLYMPIC AND PARALYMPIC GAMES UPDATE**

Niccolo Campriani, Vice-President of Sport, LA28 Olympic and Paralympic Organising Committee

Mathilde Meurisse, Sports Director, French Alps 2030 Olympic and Paralympic Winter Games

Brendan Keane, Director of Sport, Brisbane 2032 Olympic and Paralympic Games

**11:45 – 12:00 PARTNER PRESENTATION – MARSH
CLIMATE RESILIENCE IS NOW A LEADERSHIP ISSUE FOR GLOBAL SPORT**

Richard Tolley, Deputy Leader, Global Sports and Events Industry Practice, Marsh

12:00 – 13:30 LUNCH BREAK

SPORTACCORD CITY FORUM

13:30 – 13:40

OPENING REMARKS

Kelly Fairweather, Managing Director, SportAccord, and David Eades

13:40 – 14:10

PRESENTATION

BUILDING A SUCCESSFUL HOSTING STRATEGY

Esther Britten, Deputy Director and Head of Events & External Affairs, UK Sport

14:10 – 14:40

PRESENTATION

SPORTS TOURISM: A GAME-CHANGING INVESTMENT

John David, President and CEO, Sports ETA

14:40 – 15:20

PANEL DISCUSSION

HOSTING EVENTS: CREATING SHARED VALUE

Sébastien Griesmar, Director, Lausanne Olympic Capital Foundation

Kathy Nelson, President & CEO, Kansas City Sports Commission and Visit KC

Ian Reid, CEO, Asian Games Riyadh 2034; Chair, Commonwealth Games Scotland

Petra Sörling, President, ITTF

Ugo Valensi, CEO, Volleyball World

15:20 – 15:55

PANEL DISCUSSION

SPORT FOR LIFE: BEYOND THE EVENT

Michelle Collens, Senior Director, Tourism & Destination Events, Vancouver City

Sergii Bubka, President, World Masters Sport

Clare Barrell, Director International Relations, Investment & Member Services, World Rugby

Emma Zwiebler, CEO, WFSGI

15:55 – 16:00

CLOSING REMARKS



SPEAKERS



Sanjit Atwal

Co-Founder, Squawka and Halfspace Group



Clare Barrell

Director International Relations, Investment & Member Services, World Rugby



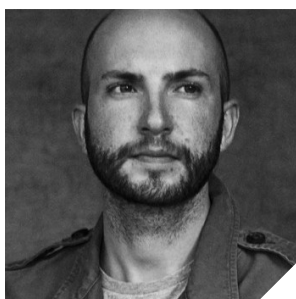
Esther Britten

Deputy Director and Head of Events & External Affairs, UK Sport



Sergii Bubka

President, World Masters Sport



Niccolo Campriani

Vice-President of Sport, LA28



Michelle Collens

Senior Director, Tourism & Destination Events, Vancouver City



Kirsty Coventry

IOC President, Double Olympic Champion – Swimming



John David

President and CEO, Sports ETA



Christophe Dubi

Executive Director, Olympic Games, IOC



Pierre Ducrey

Sports Director, International Olympic Committee



David Eades

Master of Ceremonies and Moderator



Prof. Dr. Uğur Erdener

President, SportAccord



Kelly Fairweather

Managing Director,
SportAccord



Jason Ferguson

Chairman, World
Professional Billiards &
Snooker Association
(WPBSA) and Director, World
Snooker Tour (WST)



Moritz Fürste

Co-Founder & CMO, HYROX;
Double Olympic Champion
– Hockey



Pau Gasol

Chair, IOC Athletes'
Commission



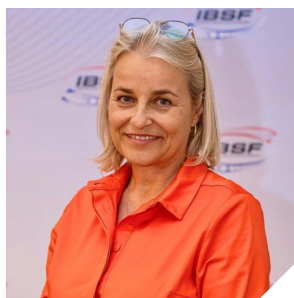
Niels Geven

International Director Sports
& Arenas, Signify



Sébastien Griesmar

Director, Lausanne Olympic
Capital Foundation



Heike Grösswang

President, IBSF



Sanjog Gupta

CEO, ICC



Ana Jelušić Black

Moderator, former ski racer,
Communications Specialist



Brendan Keane

Director of Sport,
Brisbane 2032



Jae Youl Kim

President, ISU



Elena Korf

Future of Youth Sport
Director, Social and
Community Impact, Nike



Dr. Elnur Mammadov

Director of the Sport
Department, Ministry of
Youth and Sport of the
Republic of Azerbaijan



Nick Meacham

CEO, SportsPro



Cindy Medynski

Director, Sport and Culture
Events, Explore Edmonton



Regula Meier

President, International Ski
Mountaineering Federation

**Mathilde Meurisse**

Sports Director, French Alps 2030

**Prof. Andy Miah**

Chair of Science Communication & Future Media, University of Salford

**Michael Mronz**

IOC Member, sports and events entrepreneur

**Kathy Nelson**

President and CEO, Visit KC and Greater Kansas City Sports Commission

**Kamila Pilwein**

Global Marketing Director, Arena

**Ian Reid**

CEO, Asian Games Riyadh 2034; Chair, Commonwealth Games Scotland

**Dr Donald Rukare**

President, Commonwealth Sport

**Petra Sörling**

President, ITTF

**Jason Tao**

President, APSA

**Etienne Thobois**

CEO, Paris 2024; Board Member, BWF

**Pierre Trochet**

President, IFAF

**Ugo Valensi**

CEO, Volleyball World

**Jochem Verberne**

CEO, Focus On Your Sport

**Jon Wyatt**

Secretary General, World Triathlon

**Emma Zwiebler**

CEO, WFSGI



HOST CITY

WELCOME TO THE OLYMPIC CAPITAL

For more than 30 years, the City of Lausanne and the Canton of Vaud have proudly carried the title of Olympic Capital. Today, the region is home to nearly 60 international sports federations and organisations, as well as key institutions including the International Olympic Committee, the Court of Arbitration for Sport and the World Anti-Doping Agency.

Together with leading universities, research centres, start-ups and specialist businesses, they form a unique ecosystem where the future of sport is shaped every day.

The Lausanne Olympic Capital Foundation brings together the City of Lausanne and the Canton of Vaud in support of the international sports community — supporting international sports organisations, facilitating major congresses and sporting events, advancing sports diplomacy and carrying forward the legacy of the Lausanne 2020 Winter Youth Olympic Games.

Having welcomed more than 30 international events in recent years, Lausanne will host the ISU Figure Skating European Championships 2027 and the 2028 World Judo Championships.



PARTNERS

**APSA**

The Asia-Pacific Snowsports Association — a regional development and networking platform dedicated to growing skiing and snowboarding across Asia-Pacific.

apsasports.org

**Explore Edmonton**

The Destination Management and Marketing Organization for Edmonton, Alberta, Canada — sharing the city's story with the world and creating lasting legacies for athletes, fans and communities.

exploreedmonton.com

**Focus On Your Sport (FOYS)**

A modular digital ecosystem built for sports federations and clubs, supporting over 25 federations, 5,000 clubs and 2 million athletes across 18 sports.

foys.tech

**Marsh**

The world's leading insurance broker and risk advisor, with over 45,000 colleagues in 130 countries and sport industry-specific expertise to address the risks an International Federation can face.

marsh.com

**Signify**

The global leader in lighting for professionals and consumers, unlocking the potential of light to create brighter lives and a better world.

signify.com

**Sport Event Denmark**

The national sports event organisation, established and supported by the Danish Government. With over 250 events hosted in the last decade, Denmark is one of the leading international sports event destinations.

sporteventdenmark.com

**Sports ETA**

The non-profit trade association representing the sports events and tourism industry in the United States, with more than 800 member organisations.

sportseta.org

CONTENT PARTNER

**SportsPro**

A leading international sports business media brand, covering the commercial side of sport through news, analysis, magazines, podcasts and industry events.

sportspro.com

EXHIBITORS



Gloria Sports Arena

A multi-sport training and competition complex in Belek, Antalya, hosting national teams, federations and elite athletes.

gloriasportsarena.com.tr



Microplus Timing

Data processing, timing and digital services across more than 50 summer and winter sports.

microplustiming.com



Navek

A leading Turkish manufacturer and distributor of professional sports equipment serving more than 35 disciplines, with strong expertise in archery and a growing international presence.

naveksport.com.tr



Onside Law

A sports law boutique with over 35 specialist lawyers in London, Lausanne and Sydney.

onsidelaw.co.uk



Virtual Venue

A collaborative, map-based platform that helps sports organisations plan, coordinate and deliver events.

virtualvenue-events.com

CONTACT



SportAccord is the leading international sports organisation uniting sport leaders, cities and partners to inspire change and shape the future.

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