

THE DAILY

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YOUR GUIDE TO WHAT'S HAPPENING TODAY AT REGIONAL SPORTACCORD PAN AMERICA 2019



Elizabeth Pérez, Raffaele Chiulli, Stephan Fox and Andrew Ryan at Regional SportAccord Pan America in Fort Lauderdale on Wednesday

CULTURAL CHANGE IS GOVERNANCE GOAL

Sport's governing bodies must look beyond "quick wins" and embrace deeper cultural change if good governance is to be adopted and trust is to be restored, delegates were told at Regional SportAccord Pan America 2019 yesterday.

In an engaging session entitled 'The Future of International Sports Governance', Raffaele Chiulli, President, SportAccord and GAISF (Global Association of International Sports Federations),

highlighted the importance of transparency.

"It is about a change of mindset and recognizing that the old model is not applicable anymore," Chiulli said. "We need to lead by example in good governance."

Stephan Fox, President of AIMS (Alliance of Independent Recognised Members of Sport) and Vice President of GAISF, agreed that "self-assessment is key".

However, he added: "I think

sport is heading in the right direction and the organizations are learning from each other.

"In the media, usually only the negative things are reported, but is sport really so bad? I don't think so. We talk mostly about the elite level, but sport is actually about the grassroots."

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

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OLYMPIC INSIGHTS

Olympic gymnastics legend Nadia Comăneci will get the second day of the Regional SportAccord Pan America 2019 conference program off to a flying start with a fireside chat about her extraordinary life and career (today, 09:05-09:30).

"I am very happy to be at this great event with several other Olympians and star athletes and I look forward to sharing some of my stories," the five-time Olympic gold medal-winner told *The Daily*.

Today's issue of *The Daily* includes interviews with several of the other influential speakers on today's conference program schedule, including Andy Edwards and Patrick Singleton (both p4), Cornelia Ljungberg and Jason Jenkins (both p5) and Jim Scherr (p6).

We also have a round-up of the key talking points from yesterday's conference sessions, with vital topics such as governance, safeguarding, esports and anti-doping having been discussed.

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PANAM SPORTS SEEKS ENGAGEMENT BOOST

A bold vision for the future of sport in the Americas was set out yesterday, with Panam Sports executives explaining how the strategic development of the Pan American Games Movement will drive engagement and participation for years to come.

Panam Sports Secretary General Ivar Sisniega detailed how the organization’s goal is for the Pan American Games to reflect the model for the Olympic Games, with a focus on attracting the best athletes.

Looking back on the 2019 Pan American Games in Lima, Peru, Sisniega said: “It was an incredible event, with a great response from the local people and great sports infrastructure.”

Sisniega listed the long-lasting benefits experienced by hosts of the Pan American Games, including a culture of volunteerism, sport and healthy lifestyle development, local business activation, tourism promotion and sponsorship programs. He noted how



hosting the Games in Santo Domingo in 2003 led to the growth of at least eight new sports in the Dominican Republic, while the 2007 Games in Rio de Janeiro, Brazil, was used as the template for the city’s 2016 Olympic Games candidacy. State-of-the-art and sustainable sports infrastructure was also left in the Mexican city of Guadalajara and Toronto in Canada following the 2011 and 2015 Games, respectively.

With the 2019 Games having attracted nearly 7,000 athletes, Sisniega also spoke of the need to provide a development pathway, with the inaugural 2021 Junior Pan American Games taking place in Cali, Colombia, before the next edition of the Pan American Games two years later in Santiago, Chile.

Panam Sports Marketing Director Alexandra Orlando (pictured) reflected on the impact of an ambassador-based advertising program for Lima 2019 that drove unprecedented digital engagement during the event and explained how the challenge is to adapt the strategy for Cali 2021 in the context of a rapidly changing media landscape.

“With Cali 2021, we want to create a community of fans and we are coming up with ways of creating immersive experiences with our live streams,” said Orlando, who earmarked the Panam Sports OTT digital-streaming platform as a key tool.

IFs ‘NEED TO UTILIZE DATA’

CONTINUED FROM P1
 governments to “step up and play their part” in broader governance issues that have an impact on the sporting world.

Referring to the actions International Sport Federations (IFs) can take, Ryan added: “There are quick wins, such as publishing your accounts online, but changing the culture within an organization is a different challenge.”

Ahead of the panel session, Ryan’s keynote address detailed the findings of ASOIF’s Future of Global Sport report, underlining how IFs must become

more entrepreneurial and professional as they engage with governments and businesses.

“IFs have to adapt their cultures to embrace creativity and experimentation whilst collaborating with the public and private sectors,” Ryan said. “IFs need to utilize data to enhance their sporting activities and use technological advancements to expand fan bases, whilst showing flexibility with their competition and broadcast formats.”

The conference program kicked off with opening remarks from Chiulli, as well as City

of Fort Lauderdale Mayor Dean Trantalis and Ed Simon, Executive Vice President of the Greater Fort Lauderdale Convention & Visitors Bureau.

Trantalis, who presented Chiulli with a commemorative key to welcome SportAccord to the city, said: “We have a lot of talent here and we are committed to providing a youth-oriented platform to develop future champions in Fort Lauderdale.”

Simon told delegates: “We’re excited about our future growth and we’d be delighted to discuss bringing your events to Fort Lauderdale.”

EMBRACING ESPORTS

Esports can be a vital tool for engaging young people in active sports if it is leveraged correctly, a panel of experts claimed yesterday at Regional SportAccord Pan America 2019.

Setting the scene for the discussion that followed, Vlad Marinescu, Vice President of the IESF (International Esports Federation) and President of the UESF (United States eSports Federation), outlined the astonishing growth of the sector, with the 2019 global games market valued at \$148bn.

“Playing games can be a great tool to motivate the youth to move,” Marinescu (pictured) said. “The only way we can ensure kids are

healthy in the future is for sports to collaborate with esports.”

In the lively debate that followed, Marinescu played down concerns that esports represents a threat to established sports by insisting: “I think esports can actually be a savior of sports.”

However, in acknowledging that significant challenges remain due to the rapid growth of the sector, Marinescu added: “Esports could be a dotcom bust or it could be structured for sustainable future growth. I’m yet to meet someone in the international sports movement who does not understand the opportunity presented by esports, but the key issues are education and knowledge.”

Jidong Wang, Project Coordinator at ASOIF (Association of Summer Olympic International Federations), echoed those sentiments by saying that some International Sport Federations (IFs) remain reluctant to commit to esports simply due to the fact that the full long-term return on investment in the sector has not yet been fully realized.

“Most IFs do have a basic understanding of esports, but they lack the knowhow to implement a development strategy,” he said.

Hon. Adriana G. Sanchez Parés, Secretary, Department of Recreation and Sports at the Government of Puerto Rico, agreed

that esports can provide a positive launchpad for an active lifestyle.

“We can’t ignore the fact that every day more kids are getting to know esports before active sports,” she said. “If we create an effective structure around that, the culture will grow around it.”

Philippe Gueisbuhler, Director of GAISF (Global Association of International Sports Federations), described how his organization has been on a “journey to learn, share and engage” in esports over the past two years. He added: “No one is going to stop esports and I strongly believe that the movement can be built in a sustainable way thanks to the contribution of established sports.”



■ Matt Wilson, Vice President of Sports & Events at the Arlington Convention and Visitors Bureau, highlighted the importance of trust in the burgeoning esports sector.

Wilson, who participated in the esports panel session before hosting a presentation on Esports and Hosting Cities, acknowledged that some International Sport Federations may be unsure about which organizations to link up with in a sector that has expanded so quickly.

“It can be really hard to understand who is legitimate and who isn’t, and when that’s the case, there will be some reluctance to commit to a partnership,” he said.

In his presentation, Wilson described the growth of esports as a “whirlwind” for his organization, leading to the creation of the largest dedicated esports facility in North America – Esports Stadium Arlington.

The city also hosted the 2019 Esports Awards – an event viewed globally by at least seven million people from 43 countries. “It’s about exposing Arlington to the world and esports has given us legitimacy in the marketplace,” Wilson said.

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■ It is crucial to “follow the money” in the fight against doping if real progress is to be made, legendary triple jumper Willie Banks warned yesterday. The World Athletics Council Member, who is also a former President of the US Olympians Association, insisted that doping is a societal issue, although he acknowledged that the problem is highlighted in sport, because athletes are put under immense pressure to “be the best, rather than the best they can be”.

He added: “Doping is a money issue, which makes it a societal issue. It’s always easier to attack the user, but it hasn’t solved the problem. We have to take it further to the people who are making the most money – the manufacturers.”

■ Data modelling is becoming a vital tool for host cities’ legacy planning, according to James Conway, Associate Urban Planner – Host Cities at Arup. Conway explained to delegates how utilizing data can assist with planning around events – from transport through to controlling the climate within stadia.

“The way we interact with data has changed radically, with infrastructures linked to each other,” said Conway, who referred to Arup’s work at the Lima 2019 Pan American Games. “It is important to consider how you can leverage data to be more sustainable and resilient in your projects. For cities seeking a positive event legacy, data modelling can provide the knowledge to support important planning decisions.”

ENGAGING

Enhancing live sports media coverage to maximize interaction and personalization for the fan can help to drive attendance at events, according to Nitro Circus CEO Andy Edwards.

Nitro Circus is an action sports and entertainment company, having sold more than 3.5 million tickets and aired programming in 60 countries to date, whilst engaging 25 million fans across multiple digital touchpoints in the process.

Edwards believes that concerns that sports media coverage can cannibalize attendance levels are wide of the mark.

“Statistics have consistently shown ticket purchases for both live events and sport rising year on year,” Edwards told **The Daily**. “This chimes too with the value Millennials and Gen Zers place on shared experience above owning products.

“Ultimately, I see the consumption of an enhanced live sports media experience as complementary and additive to the live event attendance. In the context of traditional sports, that means that viewers become



even more engaged watching their favorite team at home through a season, which in turn makes them want to attend home games even more.”

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■ Supporting an athlete in preparing for life after competitive sport is an area that often gets overlooked by those who have the power to make a difference, according to Patrick Singleton OLY, Medical & Scientific and Athlete Commission Member, International Olympic Committee.

Singleton, who has also served as an Executive Officer and Treasurer at the World Olympians Association (WOA) since 2011, will outline today how the WOA is striving to share with key stakeholders the benefits of working with Olympians.

“At the WOA we support and encourage Olympians to take part in social projects that cover various topics such as obesity prevention, engaging in sport and physical activity, environmental protection and bringing peace to communities,” Singleton told **The Daily**.

“Additionally, the WOA works to support Olympians through their lives; particularly when there tends to be a lack of support, such as retirement planning. Olympians with a positive post-competition life will be more likely to give back to society. As the reach and value of sport continues to grow, these stages of an Olympian’s life become more challenging.”

■ Patrick Singleton will participate in the panel session, ‘Social Responsibility in Sport’ (today, 13:40-14:30)

Big INNOVATION



your choice and get interactive, instantaneous statistics, as well as watching the action as part of your chosen, virtual community group and listening to your preferred commentator. This is something we are very excited about at Nitro Circus.”

According to Edwards, the key to producing content that cuts through the clutter is to “strive to push the limits of what is possible and to innovate”, with Nitro Circus in “near-constant communication” with fans and emphasizing a storytelling narrative.

He added: “This enables us to have an ongoing, dynamic relationship with our fans above and beyond our shows and events and enables those fans to get to know our athletes ‘beneath the helmet’. This is the key to engagement and is something more traditional sports and International Sport Federations would benefit from thinking about.”

- Andy Edwards will participate in the panel session, ‘Rebranding – Opportunities, Challenges and Quick Wins’ (today, 15:00-16:00)

- The International Ice Hockey Federation’s (IIHF) Transfer of Knowledge program has delivered impressive results in helping event hosts to make the most of their opportunity.

Reflecting on the progress made over the decade since its launch, Cornelia

Ljungberg (pictured), the IIHF’s Director of Knowledge Transfer, believes



the program’s success has been built on “communication, transparency and teamwork”.

She added to **The Daily**: “Passing on learnings from one organizer to another, under the guidance of the IIHF, has proved to be very effective. The IIHF Ice Hockey World Championship takes place every year and we are aiming to keep the same high organizational levels and even exceed them.

“The IIHF, the various organizers and our partners are all connected and actively following procedures and sharing information. The various IIHF Transfer of Knowledge schemes, such as the Ice Hockey World Championship Observer Program for future Organizers, or the IIHF WM Encyclopedia with facts and figures from roughly the last 10 years of the Ice Hockey World Championships, are some of the most successful initiatives.”

- Cornelia Ljungberg will make a presentation on ‘The IIHF Transfer of Knowledge System’ (today, 09:55-10:20)

is evolving rapidly, with Edwards underlining how viewers are being handed more control over the content they consume.

“The key changes I think will be driven at a media level by the possibilities opened up by

increasingly sophisticated streaming platforms that will allow for individual engagement and social interactivity,” he added.

“So, for example, this enables you to pick different camera angles, follow players and competitors of

TAKE A LONG-TERM APPROACH

Jason Jenkins, the Miami Dolphins’ Senior Vice President of Communications and Community Affairs, has insisted that corporate social responsibility (CSR) initiatives have more chance of succeeding if they are underpinned by a long-term commitment.

The Dolphins franchise has been one of the NFL American football league’s most proactive organizations in this area, spearheading a number of CSR campaigns under the stewardship of owner Stephen Ross and Vice Chairman Tom Garfinkel.

“With any program, the key is being inclusive and making clear you are in it for the long haul,” Jenkins told **The Daily**. “Our goal is to have as many touchpoints as possible for these

organizations we work with and we have an owner who understands that he is a steward of the community and that the team is a public trust.

“Our FOOTBALL UNITES™ initiative has seen positive results, because we believe it is important to be inclusive of the diversity and aware of the intersections that make up South Florida, uniting groups of different races, genders, sexual orientations, identities, abilities and faiths around the power of football.”

Ross created RISE, a national non-profit organization that educates and empowers the sports community to eliminate racial discrimination, champion social justice and improve race relations.

Meanwhile Garfinkel has overseen the Dolphins Cancer Challenge, which

has raised more than \$32.5m since 2010, as well as the Junior Dolphins program, which has impacted 3,927 high school and youth participants, 2,041 coaches and led to 15 equipment donations since 2016.

Aside from the CSR initiatives, the Dolphins’ Hard Rock Stadium recently struck a deal in principle to host the first Miami Formula 1 Grand Prix in 2021, with the NFL’s Super Bowl also taking place at the facility in less than two months’ time.

“We expect F1 to have a significant economic benefit to the region and feel that Miami is a big event city,” Jenkins said.

- Jason Jenkins will participate in the panel session, ‘Social Responsibility in Sport’ (today, 13:40-14:30)

NEW BRAND CAN INSPIRE POWERFUL MOMENTUM

World Lacrosse CEO Jim Scherr believes rebranding has to “be built from the ground up”, with the International Sport Federation (IF) having undergone the process earlier this year.

Scherr told **The Daily** that the decision to make the switch from the Federation of International Lacrosse to World Lacrosse took place just months after the governing body received Provisional Recognition from the International Olympic Committee.

“The organization was seeking to transform its role in the sport and how it was viewed by its members and participants, as well as having a major goal of developing brand recognition in a larger public sense,” Scherr said.

“It was an ideal time to capture that momentum and ambition with a new brand.

“We were staking a claim to a broader role for the sport as the steward of the game throughout the world versus just being a service organization for our members. We also wanted to promote the values of the game in a new way.”

The rebrand, which was launched at the SportAccord World Sport & Business Summit 2019 in Gold Coast, Australia, involved a complete transformation, with the organization changing its name and logo, as well as revamping its digital presence with a .sport domain.

“Rebranding cannot be simply a logo and name change instituted from within. It needs to have champions at the governance and membership level and be built from the ground up to be successful,” Scherr added.

“Additionally, when in the process of the launch, it needs significant investment in creative and distribution to be meaningful.

“We have been fortunate that despite a quick development and a bit of insider and member hesitation at the beginning of the process, acceptance has been universal and positive. Perhaps the lack of brand recognition in the former brand helped us erase the former brand fairly quickly.”

Having already established a healthy presence in North America, World Lacrosse has earmarked the Pan American region as a key growth market for the sport, with this week’s gathering in Fort Lauderdale providing an ideal opportunity to forge closer relationships with a variety of organizations.

“World Lacrosse has very aggressive goals for member

nation growth, with the Pan American region as our number-one target,” Scherr added.

“We have just added three new member nations, bringing our total to 65, and have another out to vote so we will be at 66 shortly. We want to be at 75 by the end of 2020, with seven new members from the Americas and 100 member nations by the end of 2022.

“We view Regional SportAccord Pan America 2019 as a huge opportunity to make connections and promote our ambitions to grow lacrosse in the Americas and participate one day in the Pan American Games.”

■ Jim Scherr will feature in a governance presentation, ‘An International Federation Perspective’ (today 09:30-09:55) and the panel session, ‘Rebranding – Opportunities, Challenges and Quick Wins’ (15:00-16:00)

REGIONAL EVENT OPENS UP NEW HORIZONS

José Rodriguez of the Regional SportAccord Pan America 2019 Local Organizing Committee is convinced that this week’s gathering will help delegates to explore new horizons in the global sports landscape.

At least 61 Members of the Global Association of International Sports Federations (GAISF) have gathered in Fort Lauderdale to strike up links with sports commissions, cities, associations, businesses, organizations and administrations from the Americas.

“It is a well-known fact that the Americas is rich in sporting tradition and passion, and now is the time to open new frontiers and look beyond



Delegates attend the welcome party at the Fort Lauderdale Marriott Harbor Beach Resort & Spa

national borders to seek growth and opportunities in the international sports industry,” Rodriguez told **The Daily**. “Those attending this first edition of Regional SportAccord will be the first in line to gain this knowledge.”

Rodriguez highlighted how major organizations such

as ODESUR, ACODEPA and ODECABE have scheduled key meetings to coincide with the arrival of the sport’s leading decision-makers to Florida.

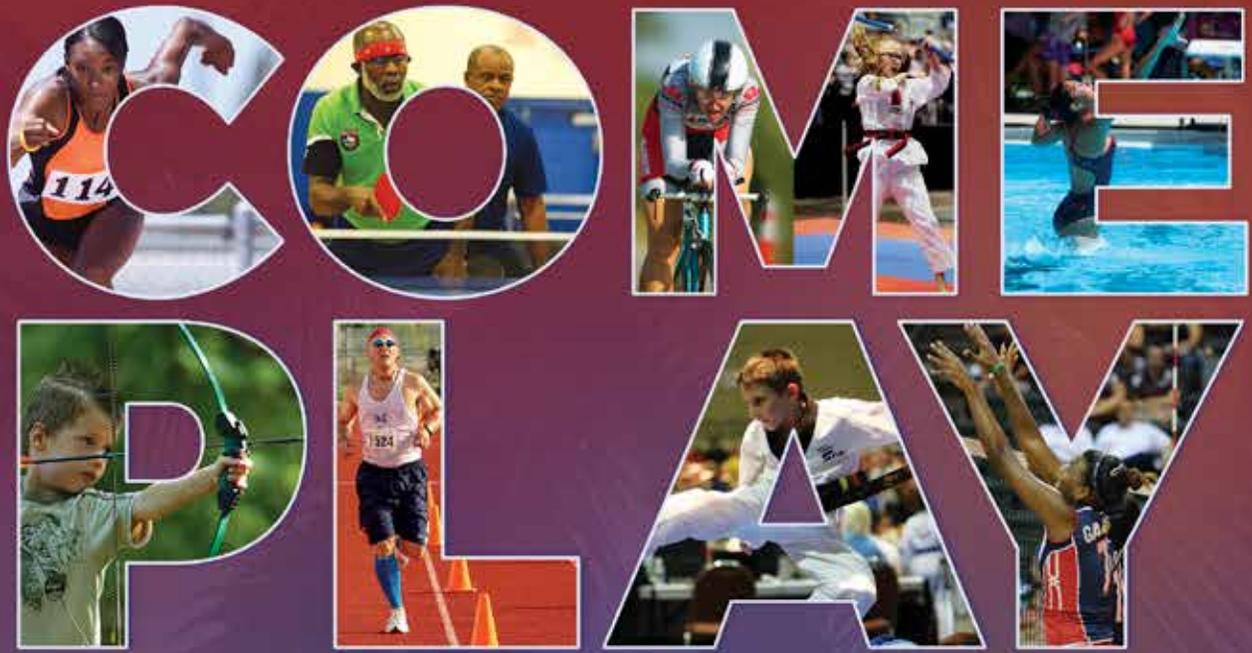
“This is very important as it is obvious that the top sports leaders of the Americas have already recognized the concept of Regional SportAccord as

“The Place where Pan America Meets Sports,” he added.

With regard to his broader expectations for Regional SportAccord, Rodriguez believes the extensive networking opportunities at the event will provide delegates with ample opportunity to strengthen relationships.

“Networking will be the key for those attending this conference,” Rodriguez added.

“Attendees have the chance to meet face-to-face with International Sport Federations and sports leaders from the Americas whilst finding out about communities, cities and sports commissions interested in hosting their events from the likes of Colombia, Mexico, Canada, Chile and the US.”



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ASSESSING RISKS

Sport's governing bodies have a responsibility to acknowledge the safeguarding and security challenges they face and put in place policies to address such issues, experts insisted at Regional SportAccord Pan America 2019 yesterday.

Focusing on the issue of sexual abuse and harassment in sport, Maria Loreto González Jaque, Esq. (pictured), Legal Counsel at the National Olympic Committee of Chile's Office for Respect for the Sport, said: "We focus on prevention campaigns and in Chile we want to be proactive."

She added: "It is not just about protecting athletes, but also the whole sports ecosystem. Let's not ignore it; we know sexual abuse and harassment happens in sport, as it does in universities, schools and homes.

"No sports organization wants it to happen, because it generates negative publicity. However, we will always be the first ones to support organizations that do not hide away from the problem."

Waever Group CEO Stiig Waever spoke



about a variety of threats, ranging from terrorism to cybercrime, and explained how internal temptations or external pressures can steer individuals towards participating in a security breach.

"It is our experience that there are a lot of underestimated risks," Waever said.

"It is extremely important to recognize that there are threats out there. There must be security policies and procedures implemented, with codes of conduct, education programs and risk assessments in place, while whistle-blower systems have to be transparent."

WHAT'S ON

Thursday, 12 December

Conference:

- 09:00-09:05 – Welcome
- 09:05-09:30 – Fireside Chat with Nadia Comăneci: Sport Deserves a 10
- 09:30-09:55 – Governance Presentation: An International Federation Perspective
- 09:55-10:20 – Presentation: The IIHF Transfer of Knowledge System (Strategy, Structure, Learnings)
- 10:50-11:50 – Panel Session: A Win-Win Relationship for the Good of the Sport and the Athletes at a National Level
- 13:30-13:40 – Scene Setter: Social Responsibility in Sport
- 13:40-14:30 – Panel Session: Social Responsibility in Sport
- 14:30-15:00 – Scene Setter: The Story of Triple-Jump – A Rebirth
- 15:00-16:00 – Panel Session: Rebranding – Opportunities, Challenges and Quick Wins!
- 16:00-16:30 – Presentation: The Role of Panam Sports in the Americas: Different Realities United by the Olympic Spirit
- 16:30-16:40 – Closing Remarks

Social (within the Expo unless stated):

- 10:20-10:50 – Coffee and Networking Break
- 11:50-13:30 – Lunch and Networking Break
- 16:40-18:00 – Networking Cocktail
- 18:00-20:00 – Team Canada Cocktail (Fort Lauderdale Marriott Harbor Beach Resort & Spa – by invitation only)
- 20:00-22:00 – Farewell/Closing Party (Fort Lauderdale Marriott Harbor Beach Resort & Spa)

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