



# City Forum 2015

Tuesday 21st April

## Sport's Legacy to Cities

**13:30-13:35 WELCOME and INTRODUCTION to Session One**

**13:35-14:00 KEYNOTE ADDRESS: The Olympic Legacy**

*Sochi was under the microscope as host to last year's 2014 Winter Olympic Games. One year on, they share their perspective, and experiences from this city-changing event.*

**Anatoly Pakhomov, Mayor, Sochi**

**14:00-15:00 PANEL SESSION: The Legacy Requirement**

*"Legacy" as a required element for the attention of bid cities and host cities is a relatively recent development. However, major events have been leaving legacies for as long as such events have been staged. It is now mandatory for today's bid/host cities to engage in legacy planning, while before the 1990's such planning was optional if not non-existent. What difference has the recent emphasis on Legacy, with a capital "L", made as it relates to cities?*

**MODERATOR: David Eades, Journalist & Anchor, BBC World**

**Daniel Cordey, Chairman, Association of Global Event Suppliers**

**Simon Farbrother, City Manager, City of Edmonton**

**Tony Nagamaiah, General Manager, Malaysia Major Events**

**Risto Nieminen, President, Finnish Olympic Committee**

**15:00-15:30 Coffee Break**

**15:30-15:35 WELCOME BACK and INTRODUCTION to Session Two**

**15:35-16:00 EVENT WATCH: Events to fit any city – an IF perspective**

*Just as cities come in all sizes, so, too, do sporting events. Although it's the world championships that usually garner the most headlines, and participant numbers, International Federations hold hundreds of events every year, and need cities large and small to host them. FINA offer a glimpse into what they look for in a host city, and what they try to leave behind as a sporting legacy in the communities they visit.*

**Peter Hall, Head of Marketing & TV Department, FINA (Fédération Internationale de Natation)**



**16:00-17:00 PANEL SESSION: Future Sports for Future Cities**

*As sports focus on the need - and attraction - of making their events more modern, exciting and user-friendly for spectators, how can cities work with them to make the most of their appeal. How much potential is there for taking events to the streets? And can cities play an active lead in showing sports how best to adapt their events?*

**MODERATOR: David J. Bond**, Director, Milltown Partners

**Dr. Munehiko Harada**, President, Japan Sports Tourism Alliance

**Professor Andy Miah**, Chair in Science Communication & Future Media,  
University of Salford

**Anita Palm**, Head of Sport, Gold Coast 2018 Commonwealth Games Corporation

**17:00-17:25 CASE STUDY: The Ceremony Conundrum**

*Opening and Closing ceremonies are often looked upon as a necessary 'add-on' to a large sporting event, and a huge expense for the host city. How can cities create, finance, and deliver ceremonies that celebrate both the sporting event taking place, and the people, cultures and surroundings in which they occur?*

**Antonio Abete**, CEO, Filmmaster Events

**17:25-17:30 CONCLUSIONS**