Event Hosting in the Ever-Expanding World of Sport

Tuesday, 21 April 2020 – 13:30-17:35

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

- Host City representative

13:45-14:05 PRESENTATION: Focus on Major Event Hosting (20min)

An in-depth look into how hosts encourage the public to take sports, both for health reasons and so that its people will use the new facilities post-event as part of a healthy lifestyle.

- Major Event Host representative
- International Sport Federation representative

14:05-14:35 TOOLBOX SESSIONS: Case Studies/Presentations with a City, IF, and Commercial Focus plus a Q&A Session (30 min)

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

Session 1: Outside the Box Stadia Hosting (10 min):

- Expert Speaker

Session 2: A Data Driven Approach to Targeting New Event Audiences (10 min):

- Expert Speaker

Session 3: Esport (10 min):

- Expert Speaker

14:35-15:15 PANEL SESSION: International Sport Federations (IFs) in Asia – examining the relationship between cities and IFs (40 min)

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

Panellists include:

- City representative
- International Sport Federation representative
- City representative
- International Sport Federation representative
- City representative
AUDIENCE Q&A (10 min)

CASE STUDY: Major Events Hosting in Asia (20 min)
- Major Event Host representative

PANEL SESSION: Mixed-Gender Sports and Gender Equality within Events (40 min)
Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC
Panel lists include:
- International Sport Federation representative
- Hosting representative
- International Sport Federation representative
- City representative
- City representative

AUDIENCE Q&A (10 min)

SCENE SETTER: Grassroots Sport Development in Asia (40 min)
- Expert Speaker

PANEL SESSIONS: Grassroots Sport Development in Asia (40 min)
Moderator: David Eades, Conference Host, MC, Moderator and Chief Presenter, BBC
Panel lists include:
- International Sport Federation representative
- Hosting representative
- International Sport Federation representative
- City representative
- City representative

AUDIENCE Q&A (10 min)

CityAccord Steering Committee:
- Mélanie Duparc, Secretary General, World Union of Olympic Cities
- John Hewitt, Event Operations Manager, Communications, SportAccord
- David Simon, Senior Advisor, Los Angeles Sports Council