

Hosting Winners

Conference on the Latest Trends in
Bidding for and Hosting Major Sports Events
Copenhagen, 6 October 2009

Meet the Winners · World Class Speakers · Networking Reception



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The conference aims to provide the participants with practical insight on how to bid for and host major sports events successfully.

Just a few days before the conference takes place, the IOC Session will announce the host for the 2016 Olympic Games in Copenhagen.

As the first ever, the participants at the conference will hear directly from the winning city how they beat some of the world's most famous cities to win the rights to host the biggest sports event in the world.

Singapore will also share their secrets on how they – in a race against nine other top competitors – successfully became the first ever to host the Youth Olympic Games.

Once the rights are secured, how can an event organizer ensure a spectacular event?

NFL Super Bowl organizers will present how they successfully combine sport and entertainment to deliver a world class show.

The President of the UCI will share how the federation cooperates with the host cities of major cycling events and how they together create partnerships that benefit both the sport and host cities.



Timetable

13:00 – 13:30	Registration
13:30 – 17:00	Conference
17:00 – 19:00	Reception and networking

Welcome

Part I: Hosting Major Events

NFL Super Bowl: Goalpost for Change

The Super Bowl is one of the world's most spectacular sporting events, bringing in record-breaking figures in advertising revenue and worldwide television viewing. Every year the broadcasting of the event spreads to new geographic markets. What makes this yearly event such a success? How can a host city leverage the game for transformation? The strategy behind leveraging a Super Bowl game for maximum benefit to your community will be explained.

Speaker: Susan Sherer, Founder & CEO, Shererinc. Project Management; formerly Executive Director, Detroit Super Bowl XL Host Committee, Super Bowl 2006

Susan Sherer crafted the Detroit's bid to host a Super Bowl and led the effort as the official NFL liaison to Detroit's 2006 game. Post Super Bowl XL she wrote the NFL Super Bowl Resource Guide, which has since been used as the 'white book' for all host cities.

International Cycling Federation: Partners for success

The UCI, as it focuses on the continual development of cycling around the world, cooperates closely with its host cities to create win-win partnerships that benefit both the sport and the host cities. The UCI President, Pat McQuaid, will explain how the federation and its host cities are working together and how their cooperation will continue to improve and develop in the future.

Speaker: Pat McQuaid, President of the International Cycling Federation (UCI)

Pat McQuaid is a former Irish professional road racing cyclist and current president of the UCI elected in 2005 after a long lasting professional career in the Irish and the International Cycling Federation. Having finished his active sports career he became a race organizer and organized many major cycle races in various parts of the world for 20 years including being responsible for the Grand Depart of the Tour de France in Dublin, Ireland in 1998.

Coffee break

Part II: Bidding for Major Events

Youth Olympic Games 2010

Singapore is set to host the inaugural Youth Olympic Games in 2010. The CEO of the Singapore Sports Council will share how Singapore beat tough competitors such as Moscow, Athens, Turin and Kuala Lumpur. With no final presentation, no traditional promotional activities, and faced with a secret mail-in vote, how did Singapore manage to gain the support of the IOC?

Speaker: Jin Teik Oon, CEO Singapore Sports Council

As an outstanding swimmer Jin Teik Oon represented Singapore at the Olympic Games in Los Angeles in 1984. 20 years later he was appointed CEO for Singapore Sports Council and achieved to have the first Formula One Night Race in Singapore in 2008 and the inaugural Youth Olympic Games in Singapore in 2010.

Olympic Host 2016: Straight from the podium

2 October 2009, at the IOC Session in Copenhagen, the host for the 2016 Olympic Games will be announced. The winning city, whether it is Chicago, Madrid, Rio de Janeiro or Tokyo, will be on hand to share their secrets on how they out-matched some of the world's most famous cities to win the rights to host the biggest sports event in the world.

Speaker: Representative, from the bidding committee of the 2016 winning city

As it will first be announced a few days before the conference, it is not yet possible to reveal the actual speaker. When known, the speaker will be announced at www.sporteventdenmark.com.

Closing Remarks



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Date of the conference

6 October 2009, from 13:00 to 17:00

Venue

Conference Centre Axelborg, Vesterbrogade 4A, DK-1620 Copenhagen. Axelborg is located in the heart of Copenhagen, just across the main entrance of Tivoli and within two minutes' walk from the Central Station. There are also plenty of taxis nearby and numerous hotels around the block.

Conference Fee

195 € incl. VAT / 1450 DKK incl. VAT

Registration

Electronic booking at www.sporteventdenmark.com before 15 September 2009. Invoice details will be sent to the participants by e-mail when we confirm your participation.

Sport Event Denmark reserves the right to select among the participants if the conference is overbooked. Cancellations must be made in writing to amb@sporteventdenmark.com. If the cancellation is made more than 4 weeks prior to the event the fee will be refunded. Cancellations made later cannot be refunded. Sport Event Denmark reserves the right to alter the programme or list of speakers at any time and without notice in case of unforeseen circumstances.

Further information

Please check www.sporteventdenmark.com for update information.

For further information, questions or special requests please contact Sport Event Denmark's conference coordinator Anne-Mette Bundgaard at amb@sporteventdenmark.com, ph: +45 4326 2123.

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SPORT EVENT DENMARK

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Organizer: Sport Event Denmark is a national event organisation with the main objective of attracting and hosting major international sports events and congresses.