

CITY events

Where cities meet sport



13-14
 November 2014
 HÔTEL SALOMON DE ROTHSCHILD
PARIS

GL
 events

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Winning strategies for hosting sporting events



Atstock - Imaginar

City Events:

Where cities meet sport

What is City Events?

City Events is the annual conference and networking platform that connects ambitious cities from around the world with international sports federations and private event owners.

Who should attend City Events?

City Events is for all city/regional/country public officials and suppliers who are responsible for attracting international sporting events to their area. It is for all those who wish to make valuable connections with the owners of these sporting events, over two full days, in one single place.

Last year's topics included:

- Creating value for and from your event
- Legacy and innovative venue concepts
- Considering temporary venues or events without venues
- Social media and real-time marketing of sporting events
- Latest tools to measure event ROI
- Urban events: emerging sports and adapting events to an urban context
- ...and more!

City Events:

Turnout in figures

24	Nationalities represented
250	attendees in 2013
35	cities represented
28	International Federations
31	speakers
10	conferences

2014 theme:

Winning strategies for hosting sporting events

How can sustainability be prioritized in the planning and execution of hosting sporting events? What concrete actions can cities take maximize their chances of winning a bid to host an international sporting event? How can cities ensure a lasting, positive legacy from their event for their citizens?

City Events expert international conference speakers address these issues and more, building on their personal experience and recent case studies.

Your tool box for successful events

Plenary sessions

will feature international expert speakers who will share their experience and offer new ideas.

Breakout sessions

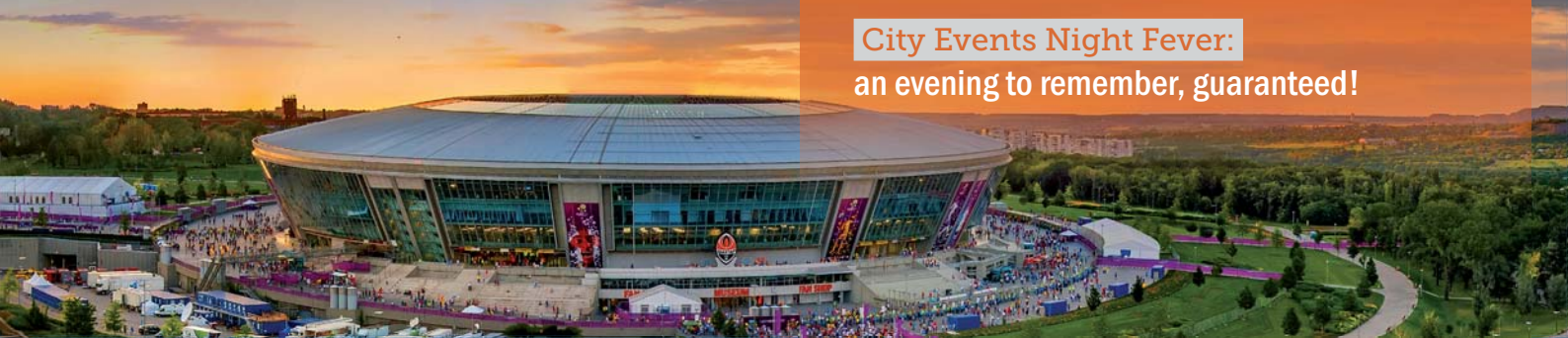
will provide a more informal debate-like setting that will enable participants to discuss topics in more detail with speakers.

One-on-one meetings

with International Federations will enable cities to pre-book meetings with International Federations and other sporting event owners of their choice. Last year, over 147 meetings took place in just 2 hours.

City Events Night Fever:

an evening to remember, guaranteed!



Our Testimonials

Some of Our attendees

“ As an International Federation, it is increasingly important to be able to meet directly with the public authorities that are interested in hosting our future events. This is a great chance to discuss a wide range of opportunities and to better understand the needs of public authorities.

• **Fédération Internationale de Volleyball (FIVB)**

“ In just 2 days we met key decision makers from over 15 International Federations.

• **Annika Malhorta Palmback, Project Manager Events, Stockholm Visitors Board**

“ Finally a conference that addresses the issues that matter to host cities.

• **Marco Kooiman, Programme Advisor, Olympic Ambition, City of Amsterdam**

“ Very informal atmosphere, enabling quality business networking.

• **Walt Judas, Tourism Vancouver**

“ If you want to make connections in the sports world, you have to come to Lausanne regularly. Having such a conference here is definitely a plus.

• **Lars Lundov, Chief Executive, Sport Event Denmark**

“ Being able to connect directly to the decision makers from International Federations is priceless.

• **Denis Paquet, Conseiller aux Evénements sportifs, Ville de Quebec**

Almaty 2017, Arena Group, **Around the Rings**, **ASO/Tour de France**, Athletics Tanzania, **bcn eventfactory**, Bouygues, Canadian Olympic Committee, Canton of Vaud, Designwerk, **Eurosport**, Event In Skåne, Failte Ireland, Gerflor/Taraflex Sport Floorings, Glion Institute of Higher Education, Global View Sports Management, InfoStrada Sports, **International Academy of Sport Science & Technology**, iSportconnect, Istanbul 2020, Japan Sport Tourism Alliance, **Japanese Olympic Committee**, Jappo Sports & Entertainment, **JTA**, JTB Corporate Sales Inc., Kwazulu-Natal Provincial Government, **L'Equipe**, **Lagardere Unlimited**, Lahti Regional Development Company, Lee Valley Regional Park Authority, National School Sport Union France, National Sport Development Center France, Norway Convention Bureau, **Nüssli Group Support AG**, Oslofjord Convention Center, **pmplegacy**, Populous, PwC, Qatar Olympic Committee, Repucom, Topsport, Sponsoring.fr, Sport & Citizenship France, Sport Event Denmark, Finland Sport Office, **SportBusiness Group**, **Sportcal**, Sporteens.com, Swiss Association of Sports Managers, Territoires Conseil, Treize Avril, **UEFA Euro 2012**, University of Westminster, Xtreme Prod,

and city representatives from:

Amsterdam, Brest, Brussels, Chicago, Edmonton, Florence, Gwangju, Helsinki, **Kazan**, **Lausanne**, Lisbon, London, Malmö, Marseille, Montpellier, Quebec, Rennes, Rotterdam, Shenzhen, **Stockholm**, Tignes, Turku, Utrecht, Valencia, **Vancouver ... and more!**



CITYevents is held in Paris, France. The «City of Lights,» has often been associated with its cultural and gastronomic heritage, but Paris is also home to many historic and world-renowned sporting events including the Tour de France, which wraps up every year on the Champs-Élysées, the Saut Hermès equestrian jumping tournament, the Roland Garros French Open, and many others. Paris is a unique example of building a cultural legacy through hosting sporting events, both for itself as a city, and for the social and economic good of its citizens. What better setting to unite actors in city-hosted sporting events than in this historic city?

Welcome to Paris,
and welcome to City Events!



Synopsis

13 November	14 November
PLENARY SESSION 1	PLENARY SESSION 3
<ul style="list-style-type: none"> ▪ Break out session 1A ▪ Break out session 1B 	<ul style="list-style-type: none"> ▪ Break out session 3A ▪ Break out session 3B
PLENARY SESSION 2	INTERNATIONAL FEDERATIONS PERSPECTIVES
<ul style="list-style-type: none"> ▪ Break out session 2A ▪ Break out session 2B 	NETWORKING SESSION One-to-one meetings
HOST CITY WORKSHOP	KEYNOTE and CONCLUSIONS
OFFICIAL RECEPTION	
CITY EVENTS NIGHT FEVER	

*Program may be subject to change

Key deadlines!

Early registration: July 2014-September 2014

Submit papers: 30 June 2014

Call for submissions: do you have a forward-thinking idea or thought-provoking experience pertaining to this year's theme? Last year, three speakers with unique perspectives were recruited from our call for submissions to join the top experts in the field on stage. Send us your presentation to be reviewed by our program committee.

Your contacts

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