CITYevents
Where cities meet sport

13-14 November 2014
HÔTEL SALOMON DE ROTHSCHILD
PARIS

www.cityevents-sport.com

Winning strategies for hosting sporting events
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!
Some of
Our attendees


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

Our Testimonials

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 Malhota Palmström, 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 Événements sportifs, Ville de Québec
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!

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*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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