

Smart Cities & Sport

SUMMIT 2014

5 – 7 November
Lausanne – Switzerland



WELCOME TO THE SUMMIT!

The World Union of Olympic Cities is pleased to announce its new initiative, the "Smart Cities & Sport Summit". The first edition of the Summit will take place on November 5 – 7, 2014 in Lausanne, Switzerland.

This unique and exciting new conference will attract representatives of cities, regions and countries from around the world interested in developing smart strategies that effectively connect sport and cities.

The Summit will be the most prestigious platform ever for the exchange of ideas and experiences among cities of all sizes.

The World Union of Olympic Cities is an association of former and future Olympic hosting cities, supported by the International Olympic Committee. The association was created in 2002 with the goal of facilitating an effective dialogue between former and future Olympic host cities in order to ensure a continued positive impact of the Olympic Games.

With this new initiative, the World Union of Olympic Cities now reaches out to peers from around world to share experience and best practice and to learn from world class experts from the wider sports industry.



*Thomas Bach
President
International Olympic
Committee*

"For the International Olympic Committee, it is a key priority to develop new ways of connecting cities and sport. I am convinced that the "Smart Cities & Sport Summit 2014" will be a unique occasion to expand our knowledge of how sport and cities can interact in a smarter and more sustainable way".



*Daniel Brelaz,
President, World Union
of Olympic Cities
Mayor, City of Lausanne*

"We are very excited by the opportunities that the Summit will provide for our colleagues from cities from all around the world. After the Summit we will all emerge with new and fresh ideas on how to create strong synergies between sport and urban development".

CONFERENCE PROGRAMME

WEDNESDAY, NOVEMBER 5, 2014

Annual Meeting of the World Union of Olympic Cities
(members only)

18:00 **Cocktail & Visit of the Olympic Museum**
- Olympic Cities to welcome "Smart Cities & Sport Summit" participants
21:30

THURSDAY, NOVEMBER 6, 2014

9:00 **Conference warm-up**
- Bob Bowman – World's leading Olympic coach
10:45 **"How to integrate the hosting of major sport events in the sport policy programme of cities?"**
- Andrew Smith – Senior Lecturer, University of Westminster, followed by case studies

10:45 - 11:00 **Coffee break**

11:00 **"Sports cities and commercial partners – how to collaborate?"**
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13:00 **- Opportunities for event partnerships**
Introduction by Michael Payne, sport marketing consultant, followed by host city/sponsor case studies
- Opportunities for institutional partnerships
Introduction followed by city/sponsor case studies

13:00 - 14:00 **Lunch**

14:00 **"The Toolbox"**
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15:30 Interactive session, city representatives sharing innovative ideas and new ways of working with sport in developing their city.

"The Market Place"
Meeting between participating cities on the one side and on the other side representatives from international sports organisations, event organisers, sports media and various suppliers.

15:30 - 16:00 **Coffee break**

16:00 **"How to succeed in building public support for sport investments?"**
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17:30 - Presentation followed by case studies

19:00 **Gala Dinner**

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FRIDAY, NOVEMBER 7, 2014

9:00 **"The attractive city of the future – what will be the role of sport and sport events in the future development of urban areas?"**
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10:45 - Presentations by urban planners and cities

10:45 - 11:00 **Coffee break**

11:00 **"The Big Debate: can sport events contribute to a better life for citizens of the host cities, or are other sports initiatives more effective?"**
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12:00 - Panel discussion with leading international media

12:00 **"A league of smart cities"**
- Keynote Speaker
13:00 **Conclusion**
- Daniel Bréaz – President, World Union of Olympic Cities

13:00 - 14:00 **Lunch**

Leading sports executives, prestigious academics and experienced city representatives will join forces as the Summit will host a world-class panel of speakers, including:



Bob Bowman is the world's leading swimming coach and a motivational speaker at business conferences. He is best known as the coach of record-breaking Olympian swimmer Michael Phelps.

*Bob Bowman
Team USA Head Coach*



Andrew Smith is a Senior Lecturer at the University of Westminster in London who specialises in major events research. His studies focused on re-imaging cities through sport initiatives.

*Dr. Andrew Smith
Senior Lecturer
University of Westminster
London*



Mihir Bose is an award winning journalist. He writes a weekly "Big Sports Interview" for the London Evening Standard. He also writes and broadcasts for outlets including the BBC, the Financial Times and Sunday Times.

*Mihir Bose
BBC / Financial Times
reporter*



Michael Payne has been at the forefront of the sports marketing industry for over thirty years. He now runs his own global strategic advisory group, serving a diverse group of clients and Boards.

*Michael Payne
Chairman CEO
Payne Sports Media
Strategies*

In addition, you will hear about breakthrough developments in sport-city partnerships from private event organisers, International Federations, innovative sport cities and major professional leagues. For more information about speakers and topics, please visit our website olympiccities.org

The Smart Cities & Sport Summit will be held on November 5-7, 2014 in Lausanne, Switzerland – the Olympic Capital and home of international sport.

The Summit will take place right on the shores of Lake Geneva at the International Institute for Management Development (IMD).

Registration, hotel bookings and all practical information can be found at olympiccities.org

Early bird registration discount available until September 15, 2014!

For any questions please do not hesitate to contact:

World Union of Olympic Cities
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info@olympiccities.org

JOIN US

IN LAUSANNE!

“At the Summit I will be looking for new ideas from other sports cities and from top level experts”

*Jingmin Liu
Executive Vice Chairman of
Boda*

“It will be very inspiring to meet and discuss with representatives from leading host cities from around the world”

*Francisco Boza
President
Peruvian Institute for Sport*

“Being in Lausanne is always valuable in terms of meeting decision-makers in the international sports world”

*Lars Lundov
CEO
Sport Event Denmark*

“It will be a good opportunity to exchange ideas with colleagues from cities of all sizes and with diverse objectives”

*Candice Stasyne
Executive Director
Edmonton Events*

“The Summit will be a unique platform for networking and for learning about new ideas, and I look forward to attending”

*David Simon
President
Los Angeles Sports Council*

“South Africa continues to invest heavily in sport and the Summit will be an excellent opportunity to inspire us further for the future”

*Ivar Hoff
Chief Director Sport & Recreation
Gauteng Province*





World Union of
**Olympic
Cities**

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A conference for representatives of cities & regions from around the world interested in developing smart strategies that effectively connect sport and cities

olympiccities.org

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